



# The Village of Springville, New York Commercial Revitalization Plan

July 16, 2018

## Introduction

Springville is a rural Village located 45 minutes southeast of Buffalo, New York. It is located in the foothills of the Allegheny Mountains with beautifully wooded hillsides, dramatic stream valleys and very productive farmland. The Village of Springville is the economic and social heart of the community, the only village in the Town of Concord, and a village center serving the surrounding nine-town area. The Village values and wishes to preserve its natural environment, and its historic architecture. Also, it wishes to enhance and strengthen its role as a civic, cultural, tourist, and economic center in Southern Erie County and Northern Cattaraugus County.

Springville's strategic location at the intersection of Routes 39 and 219 presents both opportunities for growth and challenges in Village design. The completion of the Route 219 divided highway extension, the discontinued rail service on the Buffalo and Pittsburgh Railroad right-of-way, the growth of franchise retail stores in the South Cascade business district, the interest in historic preservation within the Village Center, and the establishment of the Bertrand Chaffee Hospital as a regional medical care center, indicate a fresh course for viable Village growth.

The Village is actively completing projects recommended by its Comprehensive Plan. The Village Comprehensive Plan adopted in 2014 includes recommendations to updates in the zoning code to encourage mix use development in the Village, infrastructure improvements to encourage residential mixed use in the Village, streetscape and street improvements to enhance the Village center, gateway improvements to encourage traffic from the 219 expressway, preservation of civic buildings and their services in the Village center, development of the rail to trail corridor and the connecting pedestrian and bicycle trails within the Village, incentives for commercial and medical care development, facility improvements for social and public safety services, and enhancement of the Village as a recreational, cultural, and tourist attraction.

The Village of Springville is the economic and social heart of the community, the only village in the Town of Concord, and an urban center serving nine towns in Erie and Cattaraugus Counties (Boston, Colden, Sardinia, Yorkshire, Ashford, East Otto, Collins, North Collins, and Concord).

Historically, Springville was the center of a prosperous agricultural district, providing services and goods to farmers in the countryside and serving as a market for agricultural products. Today, the agricultural base is shrinking. Springville's ties to Buffalo have become increasingly important, as more residents commute north to the metropolitan area for employment. Springville remains strong as a business, retail and medical center for Concord and its surrounding communities.

## Introduction continued...

One important reason for this is the completion of US Route 219 in the early 1980s as a limited access highway from Buffalo to Springville. In 2010, US Route 219 Extension opened, providing an improved limited-access north-south highway route through the Village and into Cattaraugus County, with an Exit at Route 39. The impact of this diversion of vehicular traffic from the existing highway in the South Cascade Business District is yet to be measured. The Old 219 Bridge (also known as the South Cascade Miller Road Bridge) has recently been rebuilt by NYS DOT. These improvements to the north-south transportation infrastructure should maintain Springville's strategic geographical position in the Southern Tier. US Route 219's location through Springville has improved transportation to and from the area, and has spawned a modern "big box" retail area along South Cascade Drive.

The medical community of Concord/Springville is an important aspect of its economic base. Bertrand Chaffee Hospital, established in 1946, has a long-standing tradition of providing excellent health care services to residents of Springville and the surrounding communities. As one of the largest employers in the region, the hospital serves approximately 55,000 people in the surrounding communities. The physicians and other medical services associated with the hospital draw many people to the Village on a continual basis. Bertrand Chaffee Hospital is a significant contributor to the community's economy.

Recreation creates another economic sector for the Springville area, including Kissing Bridge ski area, snowmobiling, hiking, canoeing, fishing and sightseeing in the Zoar Valley area. The retail and service Village of Springville and Surrounding Towns businesses along Route 219 in Springville benefit from visitors traveling south from Buffalo to recreational resort areas in Ellicottville and Allegany State Park. Commercial development within the Village is divided into two main retail clusters, with the Village Center being home to small-scale retail infill and the South Cascade Business District being home to larger-scale suburban type development. In addition to these two main business districts, there has also been commercial development within the West End Business District and the Medical District. These districts are discussed further below:

## Introduction continued...

### Village Center

Downtown Springville, “between the lights”, consists of Main Street between Buffalo, Mechanic and Franklin Streets. This is the Village Center of Springville. It is the oldest and most concentrated area of commercial activity in the community and remains its civic center.

Although stressed in recent years, the Village Center appears to be on the upswing. Important strengths include:

- High quality historic architecture
- Intact building frontages and streetscape available parking
- Location of public spaces, including the Town and Village Halls, Hulbert Memorial Library, the Springville Center for the Arts, the Concord Historic Society, the Lucy Bensley center, and the Post Office
- Very attractive public open spaces at Fiddlers Green, Shuttleworth Park, M&T Bank Park, and the area along Spring Brook, west of South Buffalo Street
- Operating historic Joylan Theatre
- Bertrand Chaffee Hospital and associated medical services
- Pop Warner Museum and Mercantile Many downtown retail establishments remain, including hardware, furniture, printing, meat and jewelry stores, as well as restaurants, gift shops and antiques stores.
- Rite Aid opened a new store on West Main Street and 56 East Main Street was renovated into specialty shops.

The Village Center’s large buildings have been remodeled and reutilized as retail space, office space and residential space. These buildings include the Union Block Building and the Waite Building. The Springville Center for the Arts (SCA) is renovating 5 East Main Street to include residential and studio space for visiting artists and a café. In addition, SCA is renovating the former Baptist Church at 37 North Buffalo into a theatre, a coffee/gift shop, a gallery, and instructional space. Community participation, in the Master Plan, indicated strong support for further development of the Village Center. Sixty two percent of those who responded favored new retail space in the Village Center. Respondents considered the walkability of downtown area as a benefit, and want more retail shops in the Village Center area. Other respondents wanted vehicular traffic calming measures in the Village Center to facilitate pedestrian use

West End Business District

## Introduction continued...

### Village Center

The West End Business District is located two blocks west of the Village Center, centered around West Main, Waverly and Carolina Street. The historic B&P Depot has been renovated and reused as the Spring Creek Pharmacy. The historic Western House is being renovated for residential use. The former Robinson Knife factory has been renovated and reused as a restaurant, office, day care, and physical fitness facility. Retail stores, a car dealership, and additional restaurants are also located here. The B&P right-of-way crosses Main Street in this district. And is now a rail trail in the Village.. A few hundred feet further west, Gentner Commission Market (also known as Gentner's Auction or the Springville Auction) operates a daylong, open-air market and auction on Wednesdays. The Auction brings hundreds of people to Springville each week. The Auction, which has been in operation since 1939, draws bargain hunters and antique shoppers from Upstate New York and Northeastern Pennsylvania. The Fiddlers Green Manor Nursing Home is located on West Main Street west of downtown.

### Medical District

East Main Street is the location of Springville's major medical facilities, the Bertrand Chaffee Hospital and the Jennie B. Richmond Nursing Home, located between Elm and Newman Streets. This area is part of the Health Care overlay in the Village's zoning code. A number of physicians' offices, medical service facilities and a funeral parlor are also located near the hospital. The future of Springville as a strong center for medical service is an accepted reality. On the east end of East Main Street is the Oasis Bed and Breakfast, a quaint B&B. The intersection of Vaughn and East Main is home to several restaurants and retail stores.

## Introduction continued...

### South Cascade Business District

The South Cascade Business District is Springville's big box retailing area. Almost all the commercial establishments on South Cascade were built following the construction of Route 219 as a limited access highway, which reached Springville during the 1980s. The area includes the following:

- Tops Supermarket
- Walmart
- Aldi's
- Lowes
- Value Home Center
- Two retail plazas
- Franchise fast food operations, including McDonald's, Burger King, Ponderosa, Pizza Hut, several local restaurants
- Former Railroad Depot, renovated into a pharmacy, located in the West End Business District

### VILLAGE OF SPRINGVILLE COMPREHENSIVE PLAN

- Ford dealership
- Chevrolet Buick dealership
- Several auto supply and service shops
- Farm equipment dealer
- Two banks
- Several professional offices
- Bowling alley/tavern
- Motel

This is the largest commercial/retail area along Route 219 between Hamburg, north of Springville, to the state line. This area services not only the Springville area residents, but also travelers going to/from Ellicottville and the Salamanca/Allegany State Park area. This retail area also serves residents who live north of Springville, as there are limited services until you reach West Seneca.

Introduction continued...

### **Conclusion**

Springville has the ability to position itself as a main service area for travelers on Route 219, especially as it is extended south to Interstate 86, as well as local residents. While the Village Center is still responding to the changes created by the South Cascade Drive commercial area, there appears to be an increasing distinction; downtown is the location of more specialized stores, offices and medical services, and South Cascade is reserved for large retail and franchise operations requiring more standardized buildings and large parking lots. Since the South Cascade commercial area is within the Village, many businesses have access to Village utilities, enabling the Village to retain tax base, which it might otherwise have lost had the district been located within the Town of Concord. And one important characteristic of Springville is the room for new construction – both residential and light commercial.









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# RESEARCH METHODOLOGY

# Survey & Data Collection



## Online Surveys

were fielded from  
May 1 - 23, 2018

+ Total Completes: n=183

+ Springville Residents: n=83

+ Non-Residents: n=100



Qualified respondents met the following criteria:

- Age 18 or older
- Lives within 25 miles of Springville
- Resident of Springville or visited Springville in past year



- Perceptions of current Springville businesses
- Springville businesses shopped/dined at recently
- Businesses left Springville for
- Types of businesses wanted in Springville
- Media and social media usage



# EXECUTIVE SUMMARY

**Among Non-Residents, Downtown Springville is more popular than the South Cascade business district. Residents visit both areas equally.**

- Most respondents (56%) have dined at a restaurant in Downtown Springville in past year, and half have shopped in each of the Downtown and South Cascade business districts.
- Although Residents were equally as likely to have visited Downtown Springville (90%) as the South Cascade (89%) in the past year, Non-Residents were far more likely to have shopped or dined Downtown (55%) compared to South Cascade (41%).

**Gentner's Auction brings Non-Residents into the Village to visit shops and restaurants.**

- Non-Residents who have been to Gentner's Auction in the past year were significantly more likely to have shopped or dined Downtown (67%) or on South Cascade (50%) compared to those who did not visit the Auction/Flea Market (50% and 38%, respectively).

**Residents want the a Farmer's Market to be open on weekends.**

- More than two-thirds of Residents (69%) say that a Farmer's Market should be open on weekends, including nearly one-quarter (23%) who strongly agree.

**Grocery Stores and Big Box Retailers are the most popular businesses in Springville, while other stores see much lower traffic.**

- Three in five of all respondents have shopped at a Springville Grocery Store (63%) or Big Box Retailer (61%) in the past year. Residents were twice as likely as Non-Residents to shop at each.
- Only around 1 in 3 respondents visited a Springville Hardware Store (35%), Wine/Liquor Store (32%), Discount Store (29%) or Movie Theater (29%) in the past year. Even fewer shopped at a Gift Store (20%), Auto Parts Store (15%) or Electronics Store (15%).
- Springville restaurants attracted less than half of those surveyed in the past year, including Fast Food (44%), Pizzerias (43%) and Family Restaurants (42%). Residents were 2 to 3 times as likely as Non-Residents to visit each type of restaurant.

**Most Springville Residents leave Springville at least monthly to shop and dine outside of Springville.**

- More than half of Residents (58%) dine outside of Springville monthly, especially at Family Restaurants (47%).
- Most Residents (53%) also shop at a Grocery Store, Drug Store or Big Box Retailer outside of Springville.

**Springville business districts are seen as being on an upswing.**

- Three-fifths of respondents (61%) view Springville businesses as having improved over the past 5 years. Only 3% feel they have declined.
- Residents (60%) and Non-Residents (62%) have similar views on Springville businesses improving over the past 5 years.

**Residents want to see more businesses in Springville.**

- Around 3 in 4 Residents say that economic development in Downtown (77%) and South Cascade (71%) is crucial for the community's well-being.
- A strong majority of Residents feel there are too few Movie Theaters (86%), Grocery Stores (80%) and Big Box retailers (75%).
  - Most Residents (60%) say they would shop more often if Springville had a better selection of stores
- Residents also say that Springville needs more restaurants, especially Family Restaurants (67%), Pizzerias (53%) and Doughnut Chains (53%).
  - Nearly 3 in 4 Residents (71%) would go out to eat more often there were a better selection of restaurants.

**Springville needs more parking in its business districts.**

- More than half of Residents say that Springville needs more parking Downtown (58%) and in the South Cascade business district (53%).

**Current Springville businesses need to extend their hours of operations.**

- More than 2 in 3 Residents (69%) want to see a Farmer's Market opened on weekends.
- Nearly half of Residents (47%) think that Springville restaurants and bars close too early.



**A Sports Facility is the business Residents would most like to see opened in Springville.**

- More than half of Residents (55%) said they would like to see a Sports facility opened in Springville, more than any other type of business.
- Two in three Residents would go to a new Sports Facility frequently (65%), more than any other type of business. Another 18% who would go occasionally.
- Three in ten Non-Residents (29%) would go to a Springville Sports Facility at least occasionally

**Non-Residents are most likely to want a new Ice Cream Shop or Brewery opened in Springville.**

- More than 1 in 3 Non-Residents would like to see an Ice Cream Shop (37%) or Beer Warehouse/Brewery (36%) opened in Springville, more than any other type of business.
  - This is more than Residents, whom only 16% want an Ice Cream Shop and 28% want a Beer Warehouse/Brewery.
- If a new Ice Cream Shop was opened in Springville, 9 in 10 Residents (92%) and 4 in 5 Non-Residents (79%) would visit it at least occasionally.

**Steak & Seafood is the top restaurant wanted in Springville, followed closely by Farm-to-Table or Italian Restaurants.**

- All Springville Residents (100%) would dine at a new Steak & Seafood restaurant, with 2 in 3 that would visit frequently (66%).
- Nearly all Residents would also dine at Farm-to-Table (97%) or Italian Restaurant (96%) at least occasionally.
- Non-Residents are also most likely to dine at a Springville Steak & Seafood (76%), Farm-to-Table (79%) or Italian Restaurant (78%)

**Miniature Golf, Driving Range or Ice Skating Rink would be the most popular entertainment facilities in Springville.**

- At least 4 in 5 Residents would go to a Springville Driving Range (88%), Miniature Golf (87%) or Hockey/Ice Skating Rink (82%) at least occasionally.
  - Nearly half of Residents would go to a Driving Range frequently (48%).
- Non-Residents are most likely to go Miniature Golfing in Springville (63%), followed by a Driving Range (45%).
- Most Residents say they would also visit a new Dog Park frequently (57%).

## Strengths and Weaknesses

- Among Residents, the most utilized businesses in Springville over the past month are Grocery Stores (90%), Big Box Retailers (83%) and Drug Stores/Pharmacies (81%). However the sentiment is that there is too few of each in the Village. Half of residents would like to see more Grocery Stores (53%) and Big Box retailers (49%), while two-fifths would like more Drug Stores/Pharmacies (40%). Many Residents leave Springville at least monthly to shop at a Big Box Retailer (43%), Grocery Store (34%) or Drug Store/Pharmacy (24%) outside of Springville.
- Residents and Non-Residents are equally as likely to feel there are too many Fast Food Restaurants in Springville. Most residents have visited a Springville Fast Food Restaurant in the past month (59%), compared to less than one in three Non-Residents (31%). Few from either group would like to see another Fast food restaurant added to Springville.
- Joylan Theater has been visited by most Residents in the past month (55%), however nearly nine in ten Residents say there are too few movie theaters in Springville (86%). Two in five Residents leave Springville every month to see a movie (43%).
- Most Residents agree that there needs to be more parking in the Downtown Business district (58%) and in Springville's South Cascade Business District (53%).

## Demographics

- Since nearly all Residents have shopped or eaten in the Downtown Business district (91%) or South Cascade Business District (91%), the demographics of each of those who have visited each area is similar to the Resident's overall demographics.
- Compared to all Non-Residents, those who shopped/dined in Downtown Business District in the past year tend to be younger, lower income, and unemployed or a homemaker.
- Non-Residence who shopped/dined in South Cascade Business District in the past year tend to have lower education, married, and unemployed or a homemaker compared to all Non-Residents.

**Non-Residents are more likely to visit Downtown Springville than South Cascade business district.** More than half of Non-Residents have visited Downtown Springville in the past year, compared with 2 in 5 who have been to South Cascade. Residents are equally as likely to visit both.

**Residents most want a new Sports Facility in Springville.** A Majority of Residents say they would like to see a new Sports Facility open in Springville, leading all other types of businesses. Two in three Residents would visit a new Sports Facility frequently, with another 1 in 5 who would visit it occasionally. However, this would not bring many Non-Residents into Springville.

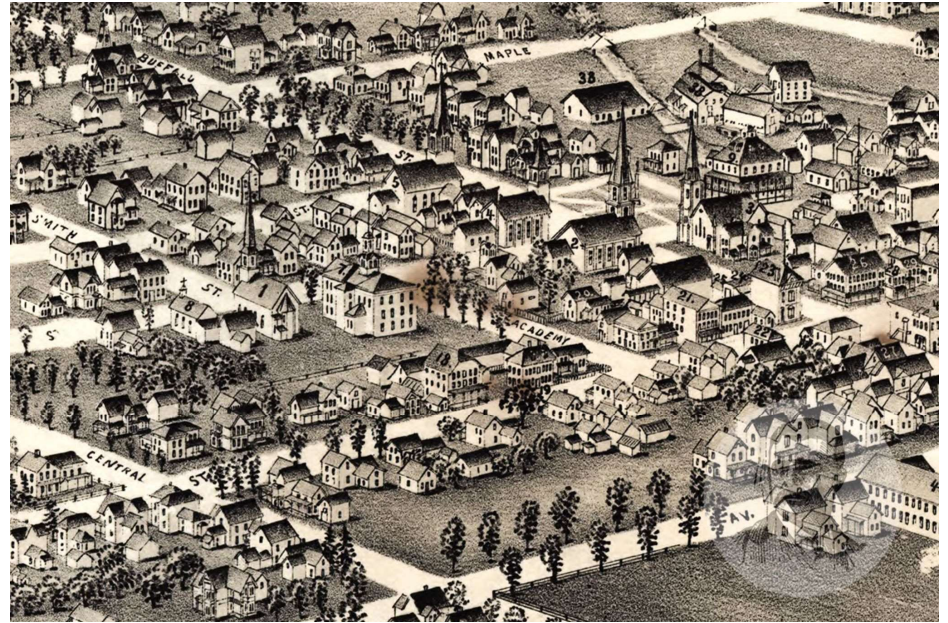
**A new Springville Coffee Shop would also be very popular.** Coffee Shops were listed as the 2<sup>nd</sup> most wanted business for Springville. Nearly all Residents and 3 in 4 Non-Residents would visit a new Coffee Shop at least occasionally.

**Non-Residents would be most likely to visit Springville to go to a new Ice Cream Shop.** Four in five Non-Residents would come to Springville for ice cream, leading all other types of businesses. The next most requested business from Non-Residents would be a Beer Warehouse/Brewery.

**Restaurants are not the most wanted businesses, but Residents and Non-Residents say they would visit them frequently.** Nearly all Residents and 4 in 5 Non-Residents would dine at a new Steak & Seafood, Farm-to-Table or Italian restaurant, more than any other type of restaurant.

**Miniature Golf would be the most popular entertainment facility, followed by a Driving Range.** Nine-in-ten Residents would visit each at least occasionally. Non-Residents are more likely to come to Springville for Miniature Golf than a Driving Range.

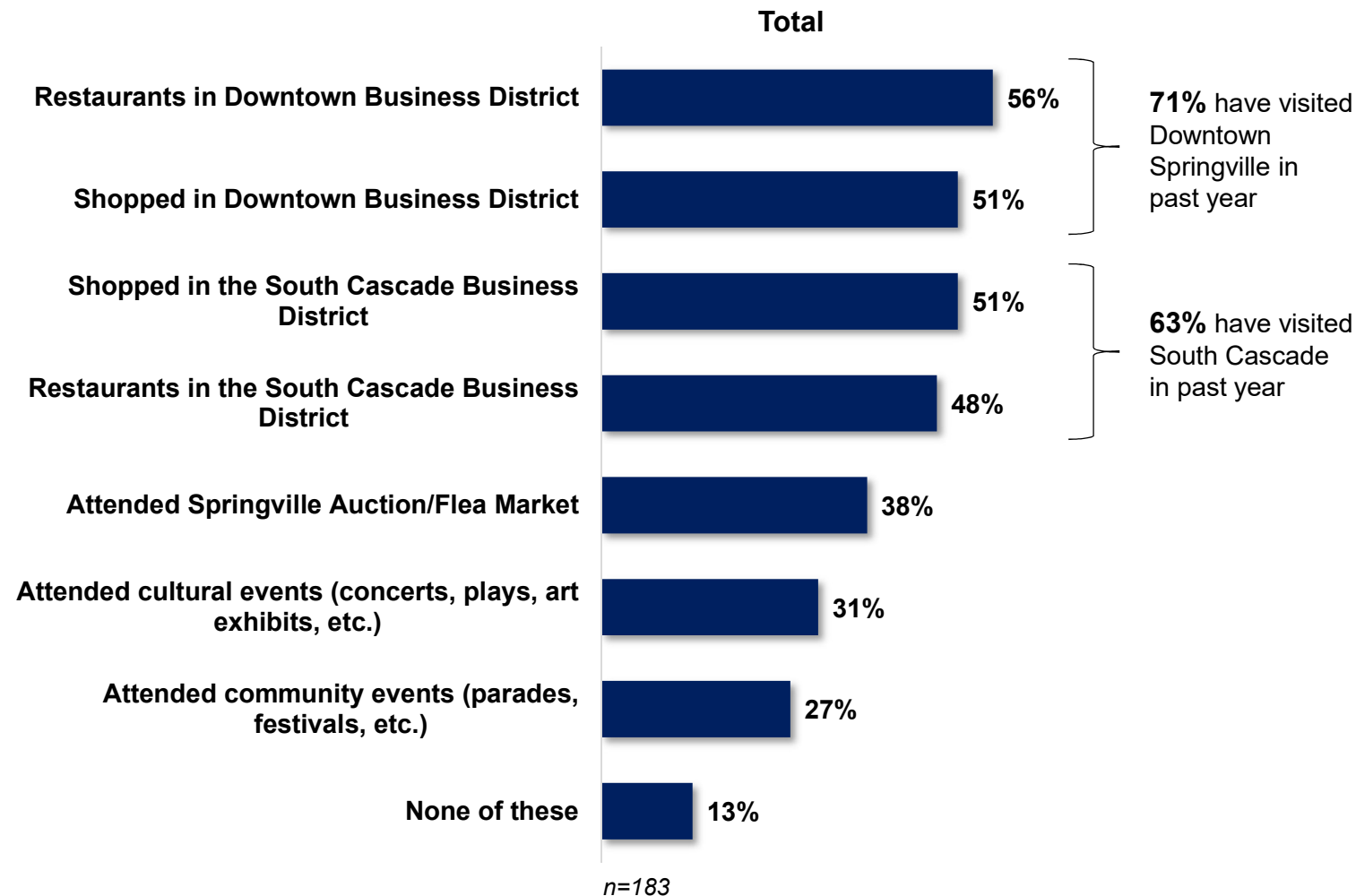
**Residents also want a Dog Park in Springville.** More than half of Residents would visit a new Dog Park frequently, with another 1 in 5 who would visit it occasionally.



CURRENT SPRINGVILLE  
BUSINESS USE

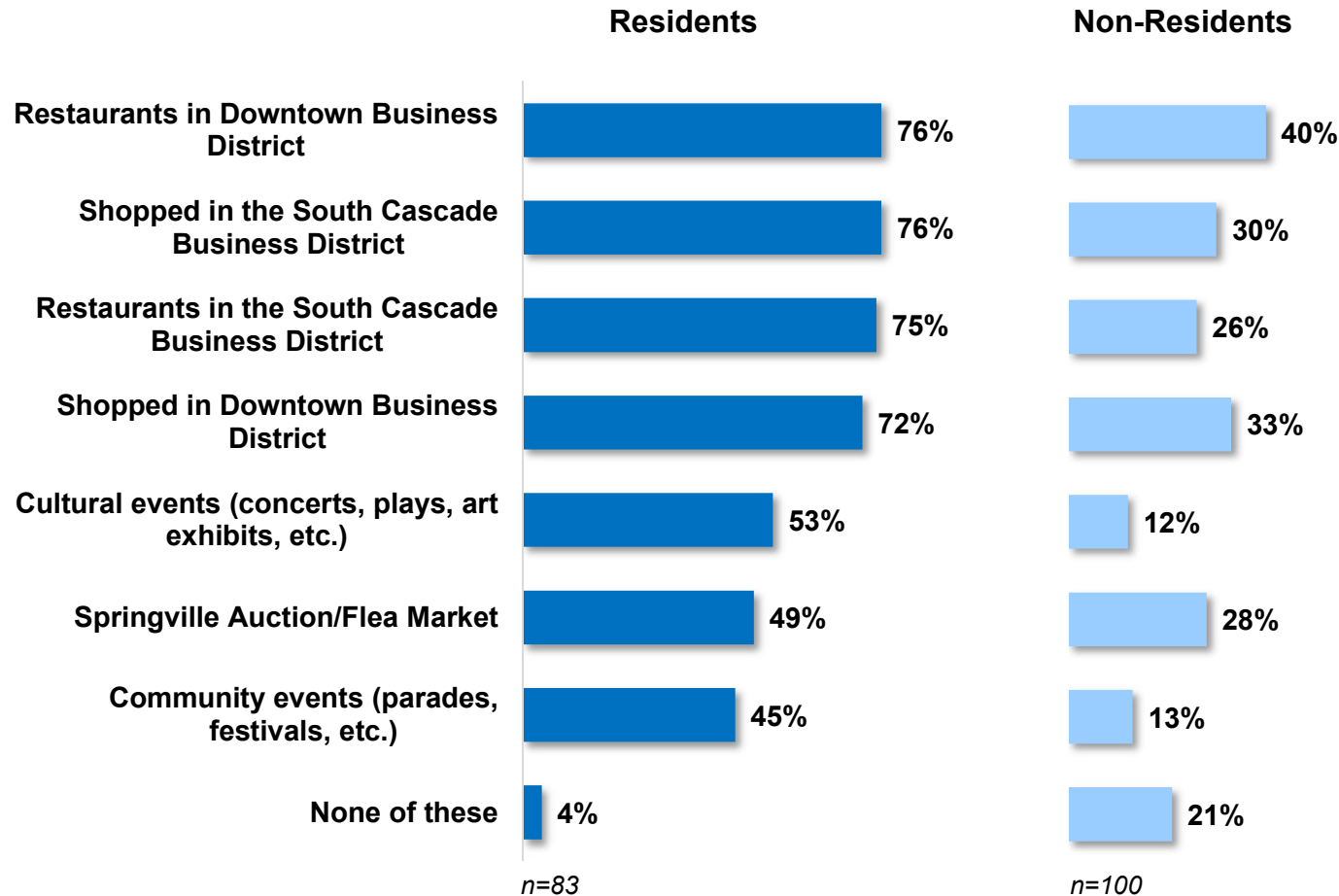
# Visited Springville Business/Events in Past Year

- Most respondents have dined in Downtown Springville in past year.
- Half have shopped in each of Downtown Springville and South Cascade business districts.
- Shopping and dining in Springville are more common than attending Springville events or the Auction/Flea Market.
- Only 1 in 8 respondents have done none of these activities.





# Visited Springville Business/Events in Past Year



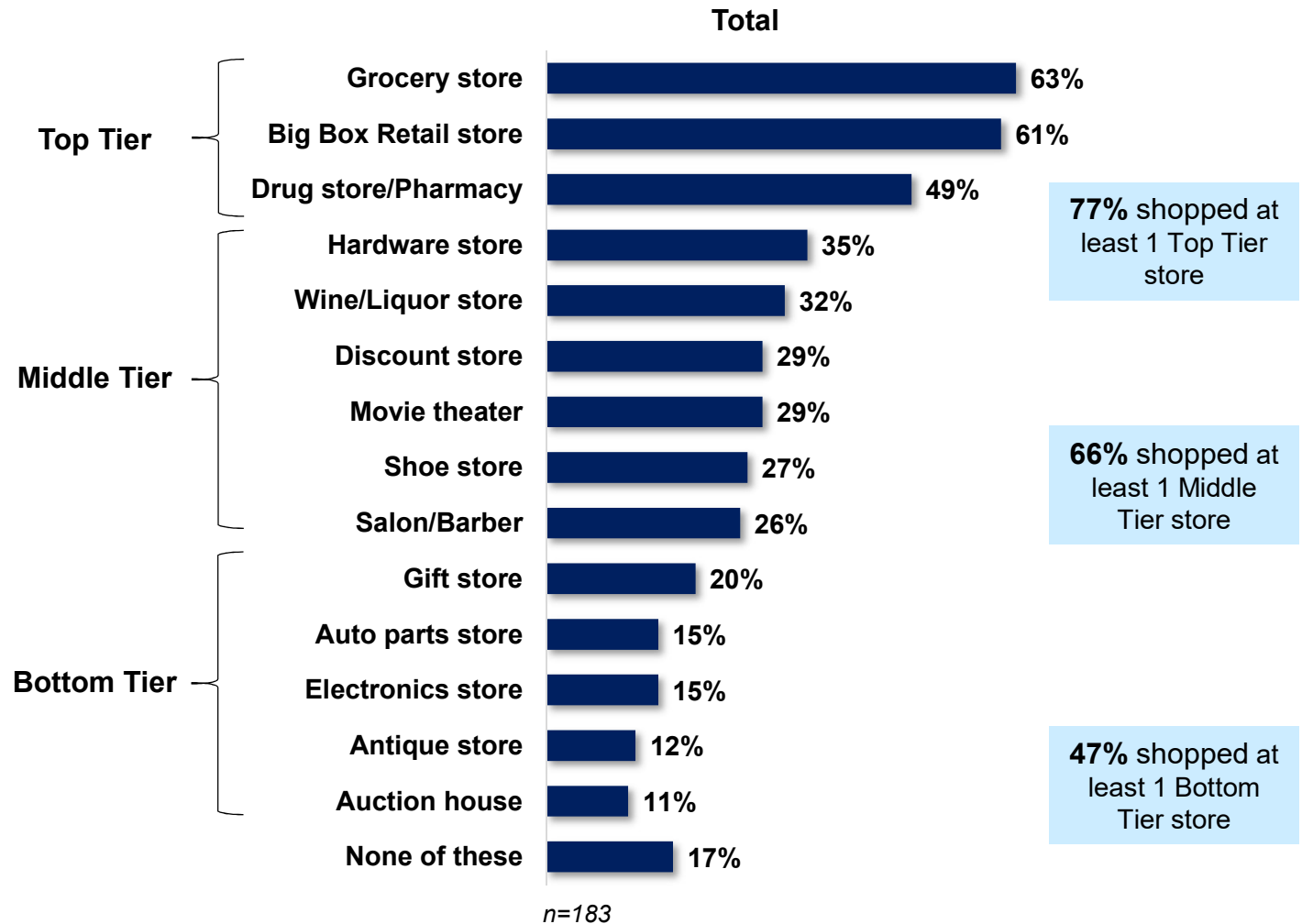
- Springville Residents are around twice as likely as Non-Residents to have done each activity in Springville.
- Three in four Residents have shopped or dined in Downtown Springville or South Cascade in past year.
- Few Non-Residents come to Springville for Cultural or Community Events.
- 1 in 5 Non-Residents have done none of these activities, compared to less than 1 in 20 Residents.

**Q200** Which of the following, if any, have you done in Springville within the past year? Please select all that apply.

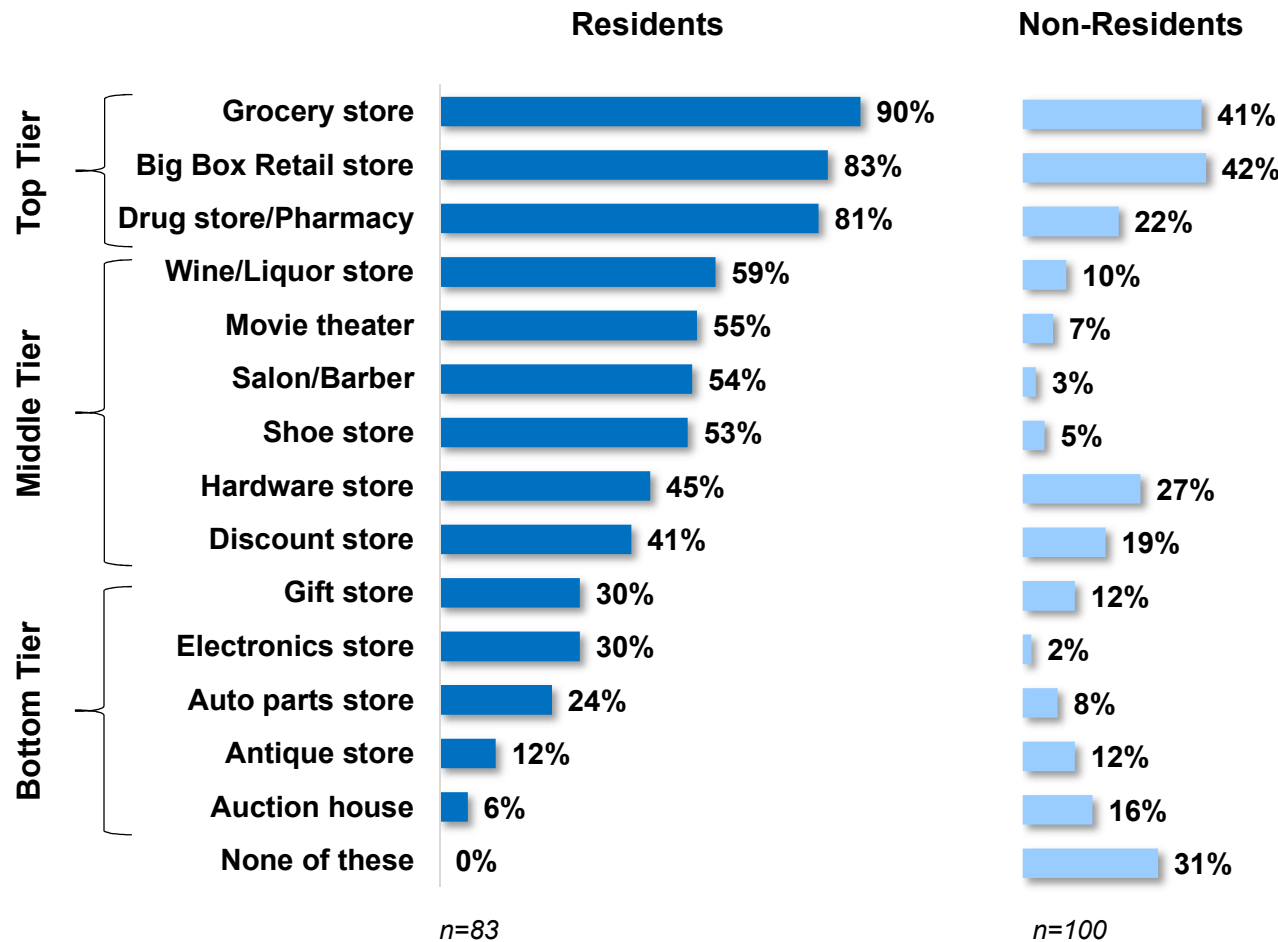


# Shopped at Springville Businesses in Past Month

- Grocery Stores, Big Box Retailers and Drug Stores are the most shopped businesses in Springville.
- Two in three have shopped at least one middle tier Springville business in the past month.
- Half have shopped at least one bottom tier business in past month.
- Less than 1 in 5 have shopped at none of these Springville stores.



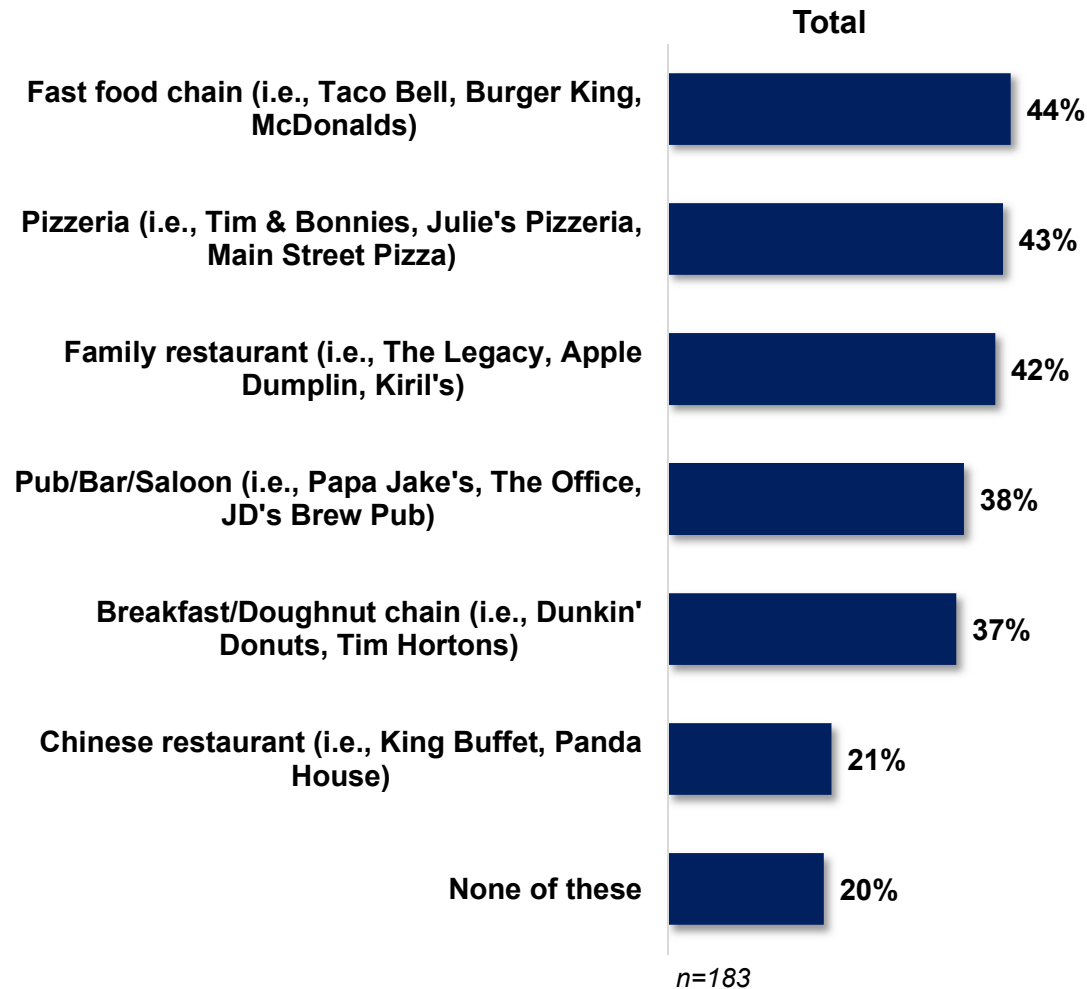
# Shopped at Springville Businesses in Past Month



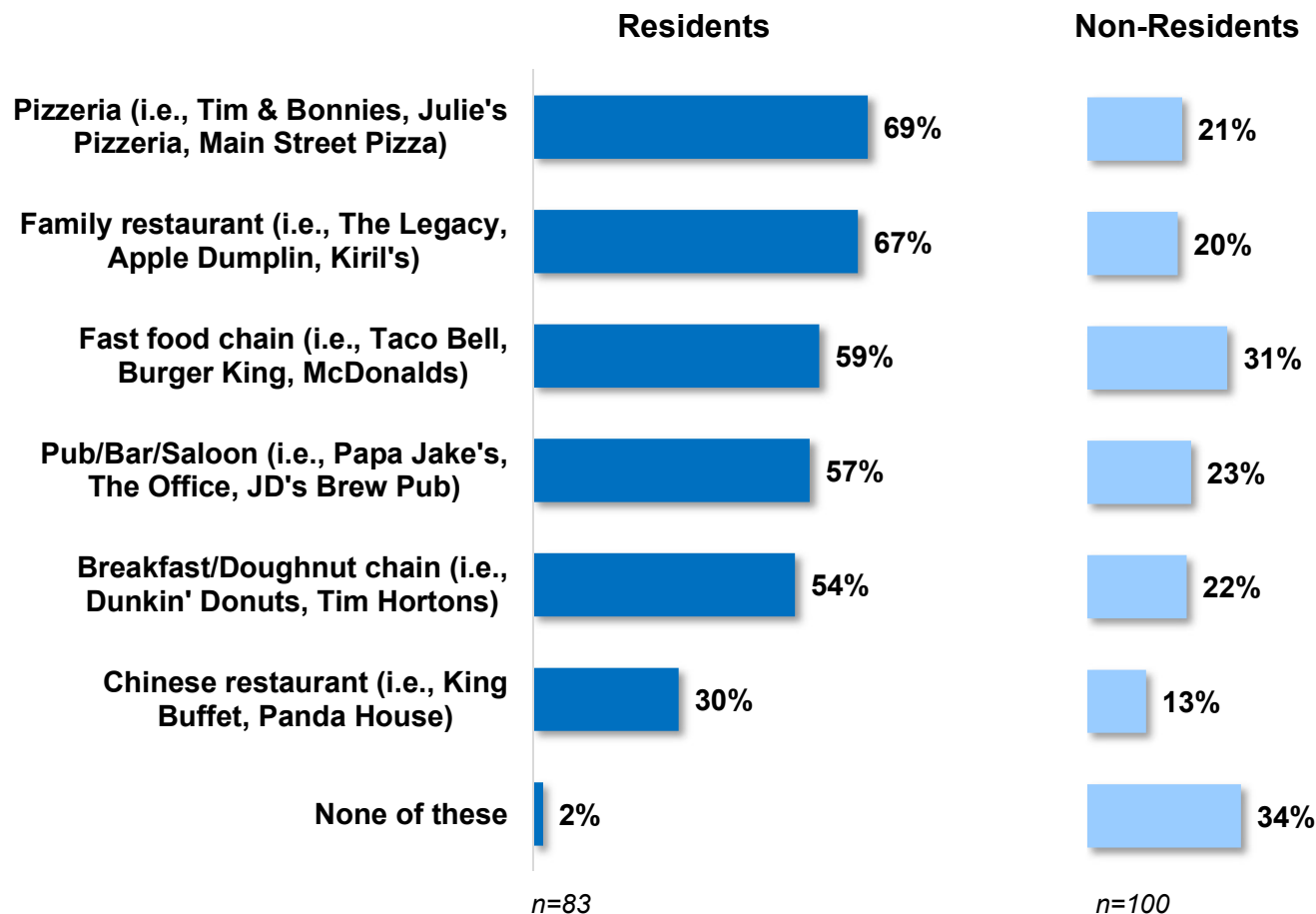
- Non-Springville Residents are most likely to shop at a Springville Grocery Store or Big Box Retailer.
- All Springville Residents have shopped at least 1 of these stores within the past month.
- Nearly 1 in 3 Non-Residents have shopped at none of the Springville stores recently.

# Dined at Springville Restaurants in Past Month

- Around 2 in 5 have dined at each type of restaurant in Springville except Chinese.
- One in five have not dined at any Springville restaurants in the past month.



# Dined at Springville Restaurants in Past Month

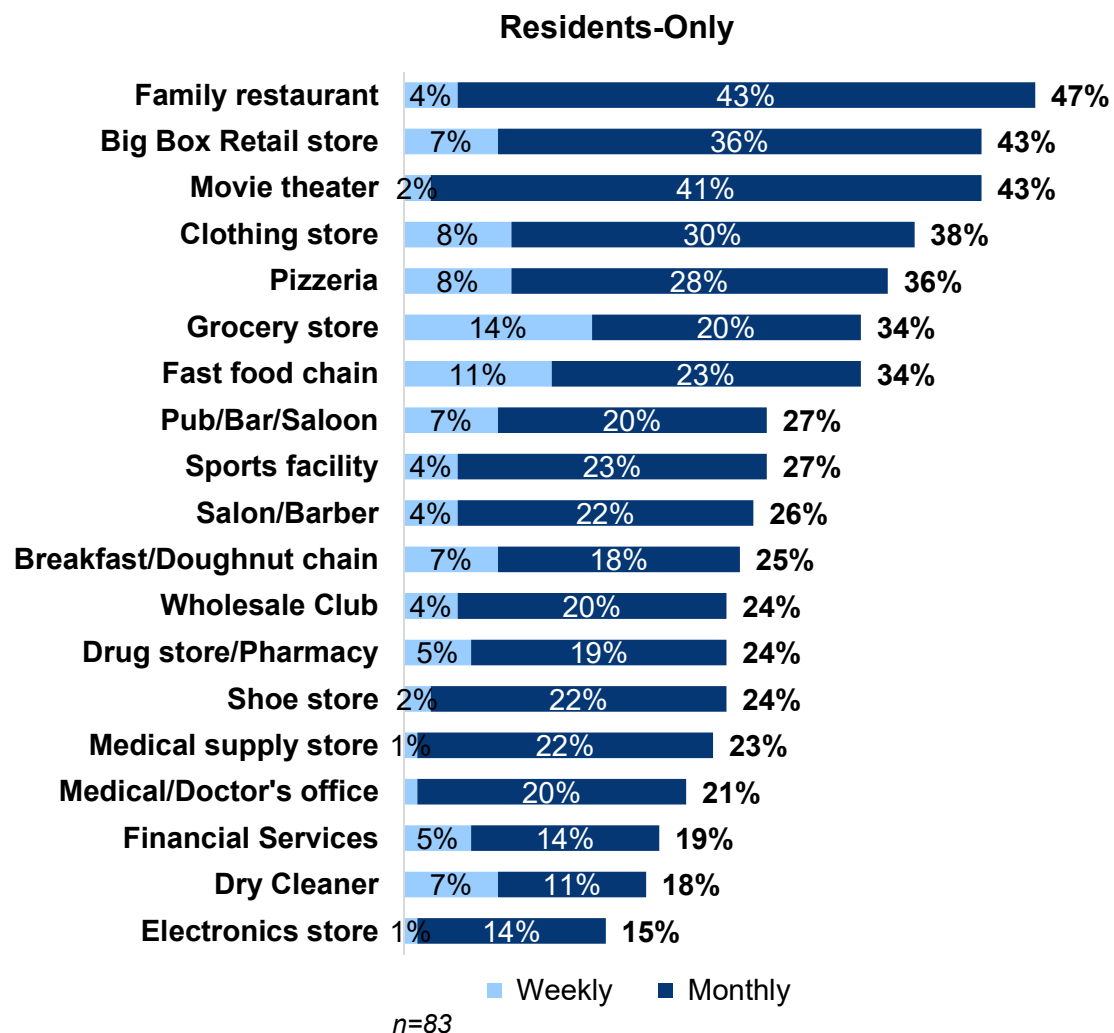


- Non-Springville Residents are most likely to dine at a Springville Fast Food Chain than any other type of restaurant.
- Springville Residents are at least twice as likely to eat at most types of restaurants compared to Non-Residents.
- Nearly all Springville Residents have dined at one or more Springville restaurants in the past month.
- One-third of Non-residences have not dined in Springville in the past month.

Q220 Which of the following types of restaurants have you eaten at in Springville within the past month?

# Frequency of Leaving Springville to Visit Businesses

- More than half of Springville Residents (58%) leave Springville at least monthly to dine outside of Springville - most commonly at a Family Restaurant.
- Most Residents (53%) shop outside of Springville at a Tier 1 store (Big Box Retailer, Grocery Store or Drug Store) at least monthly.
- One in five Residents visit Medical Facilities outside of Springville at least monthly.





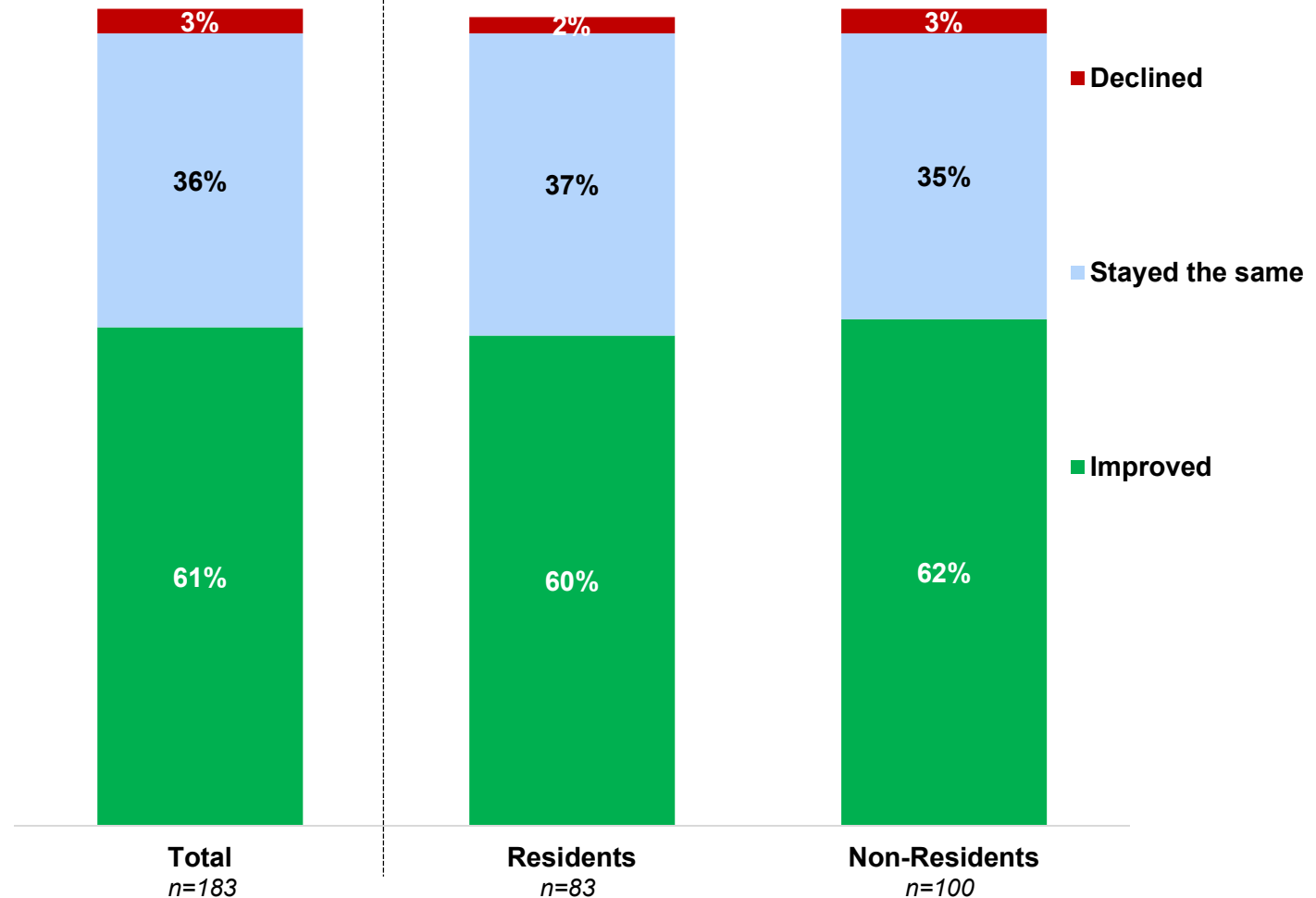
## SPRINGVILLE

# BUSINESS PERCEPTIONS



# Springville Businesses Improved/Declined Over Past 5 Years

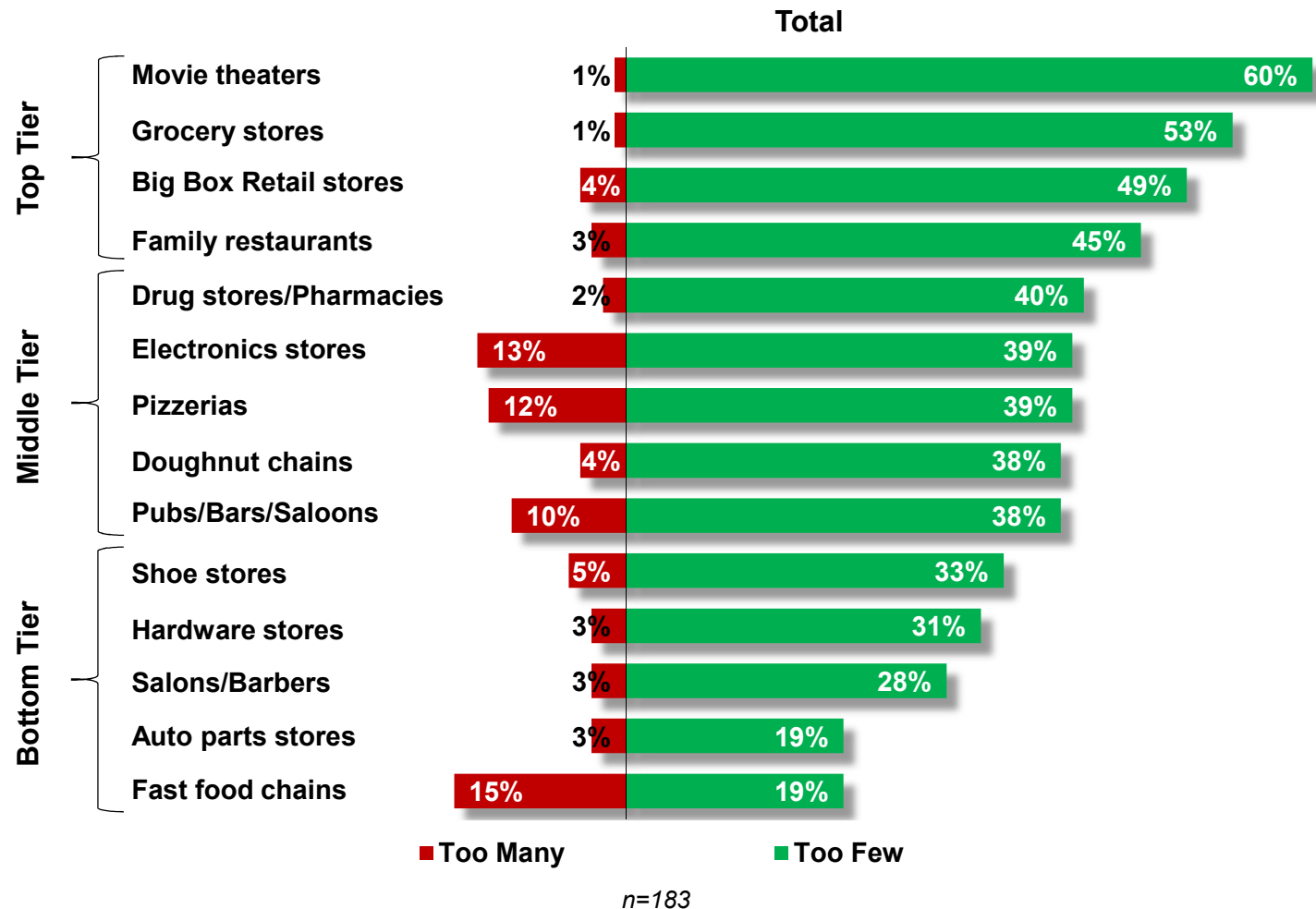
- Most feel that Springville businesses have improved over the past 5 years.
- Few believe Springville businesses have declined.
- Residents and Non-Residents have similar perceptions on the direction of Springville business.



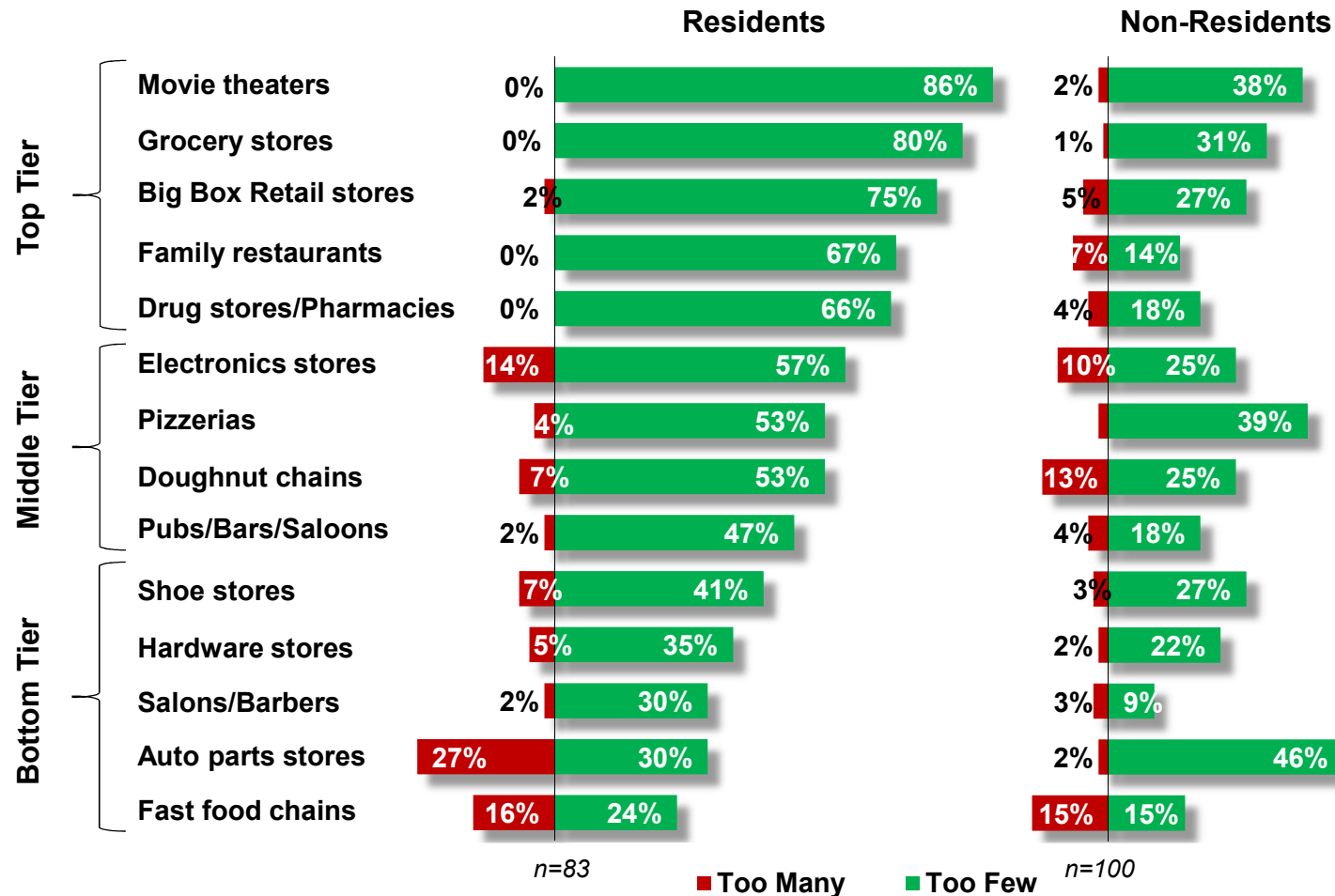
**Q240** In the past five years would you say that the selection of businesses in Springville has improved, stayed the same or has declined?

# Too Many/Too Few Springville Businesses

- More feel that Springville has too few Movie Theaters compared to other types of businesses.
- Half say that Springville needs more Grocery Stores and Big Box Retailers.
- Nearly as many say that Springville has too many Fast Food Chains as too few.



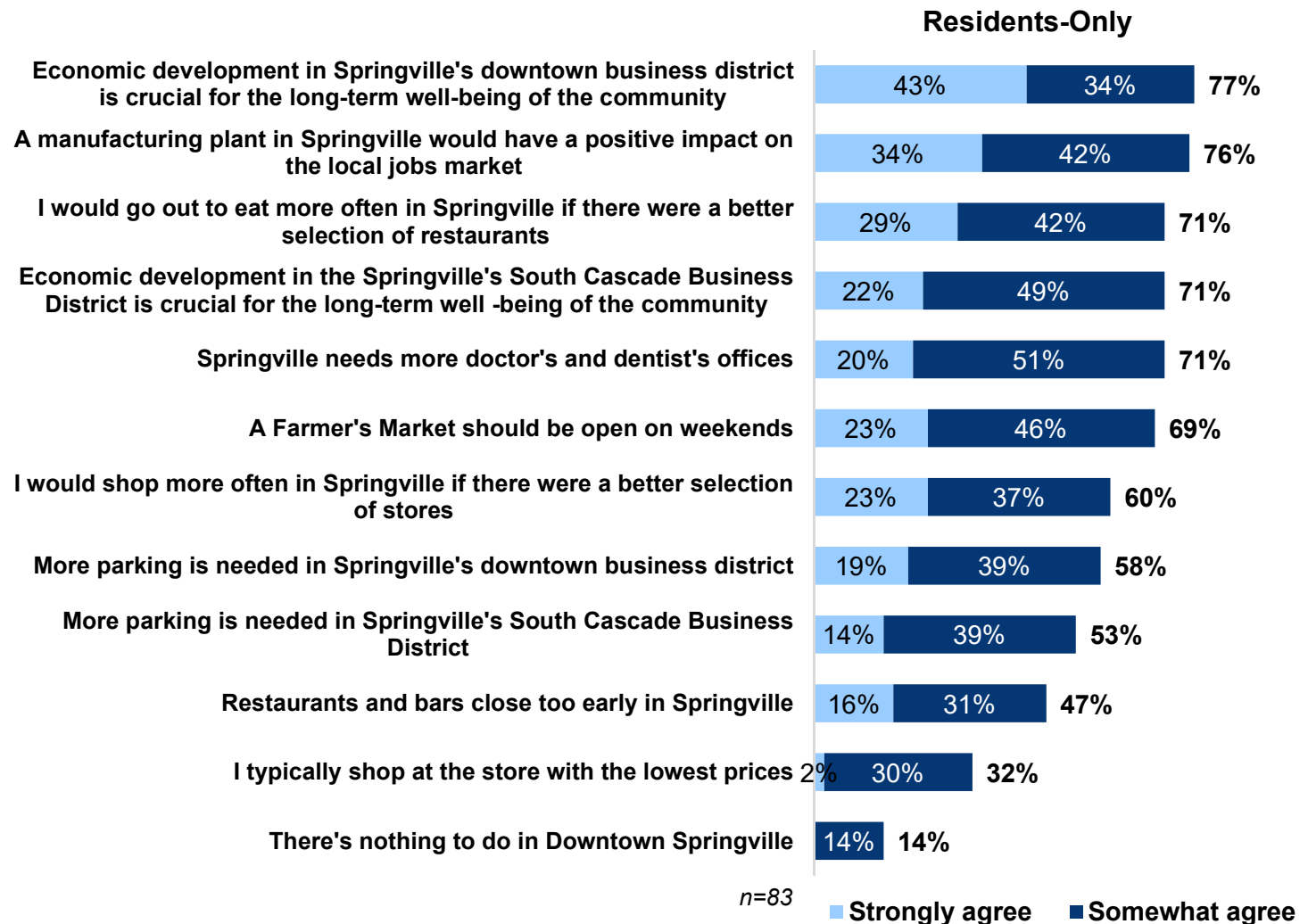
# Too Many/Too Few Springville Businesses



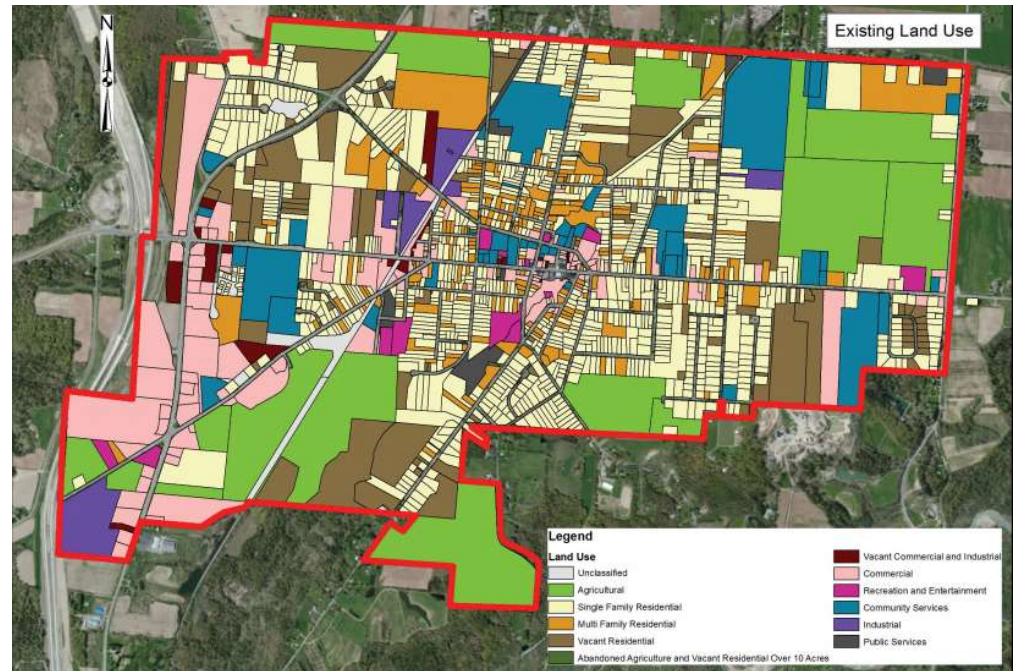
- Nearly 9 in 10 Residents feel that Springville has too few Movie Theaters.
- At least 3 in 4 Residents say that Springville needs more Grocery Stores and Big Box Retailers.
- Half of Non-Residents believe Springville has too few Auto Parts Stores, more than Springville Residents.

# Agreement with Statements About Springville

- Springville Residents agree that Downtown development is crucial for the community.
- Seven in ten say they would go out to eat more often if Springville had better restaurants.
- Most feel that Springville needs more doctor's and dentist's offices.



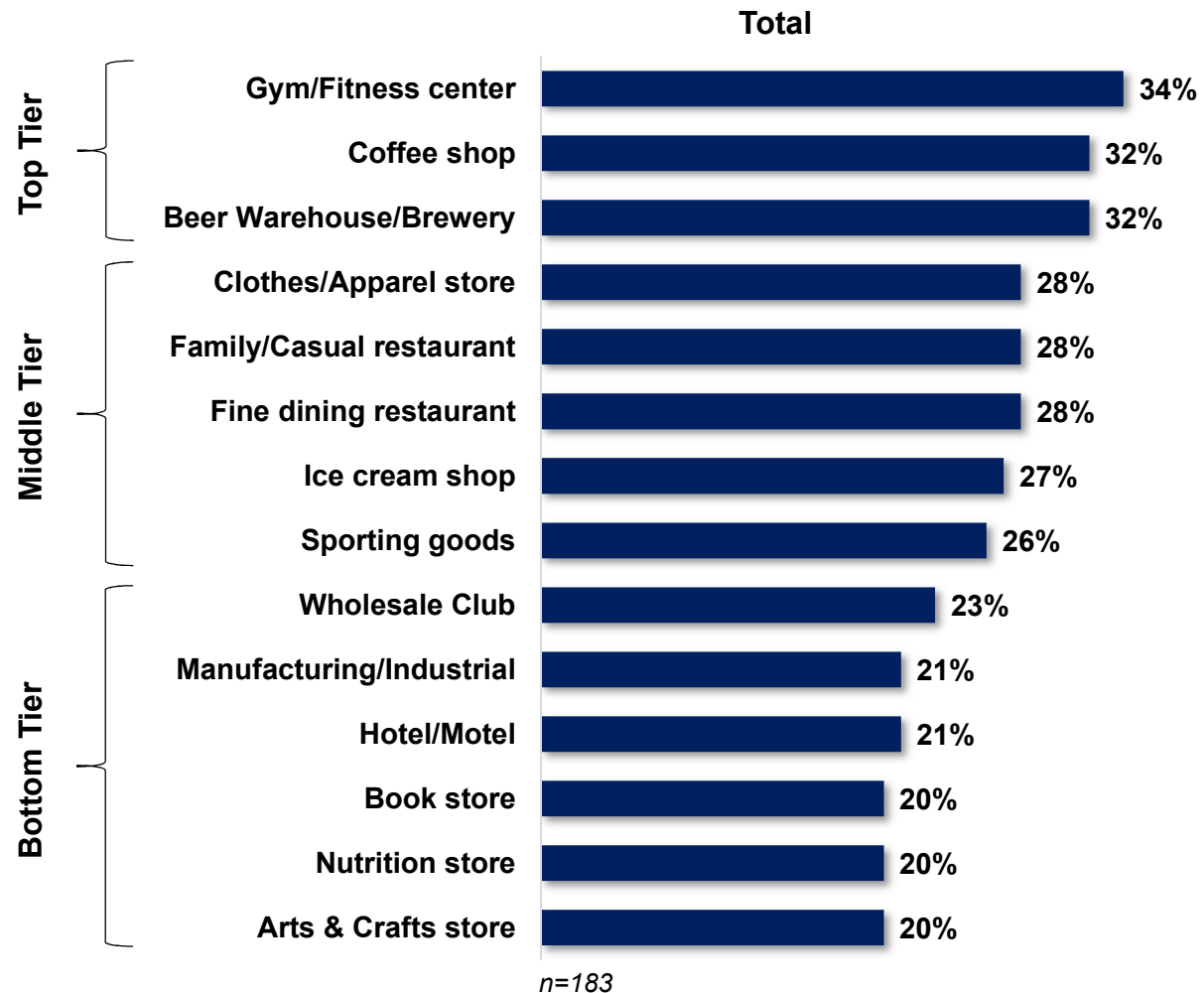
**Q280.** When thinking about the commercial/downtown area of your village, how much do you agree or disagree with the following statements?



# SPRINGVILLE BUSINESS INTEREST

# Wanted Springville Businesses (1 of 2)

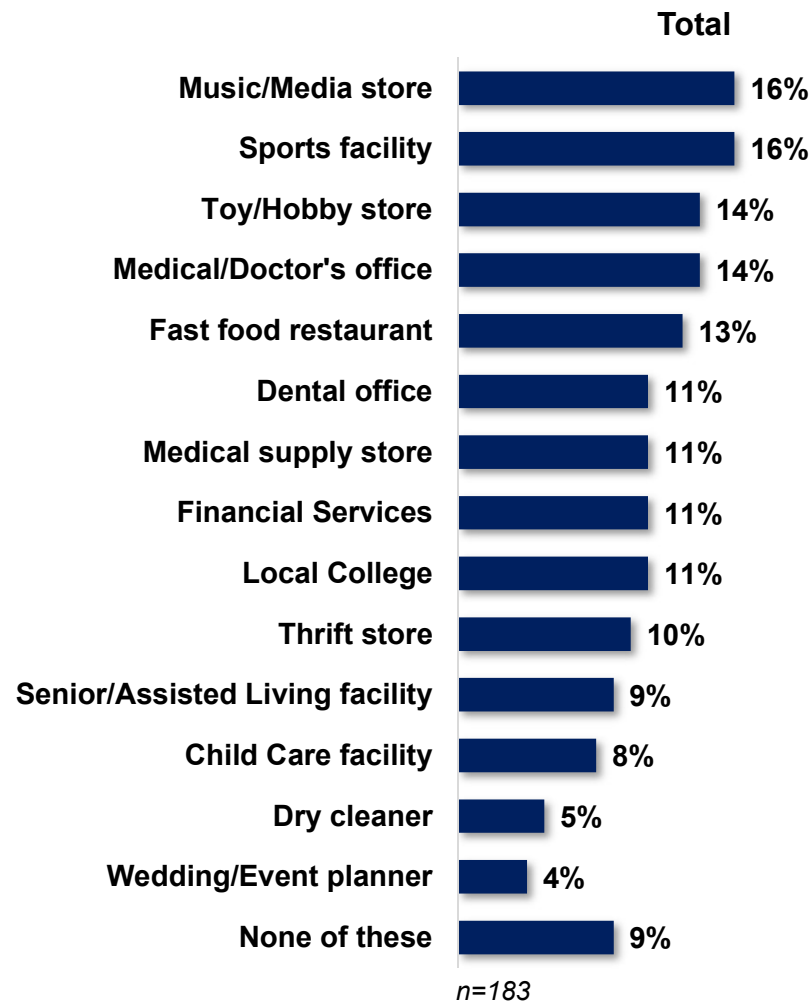
- Gym/Fitness Centers, Coffee Shops and Breweries lead the list of most wanted businesses in Springville.
- More than 1 in 4 would like to see a new Family Restaurant or Fine Dining Restaurant opened in Springville.



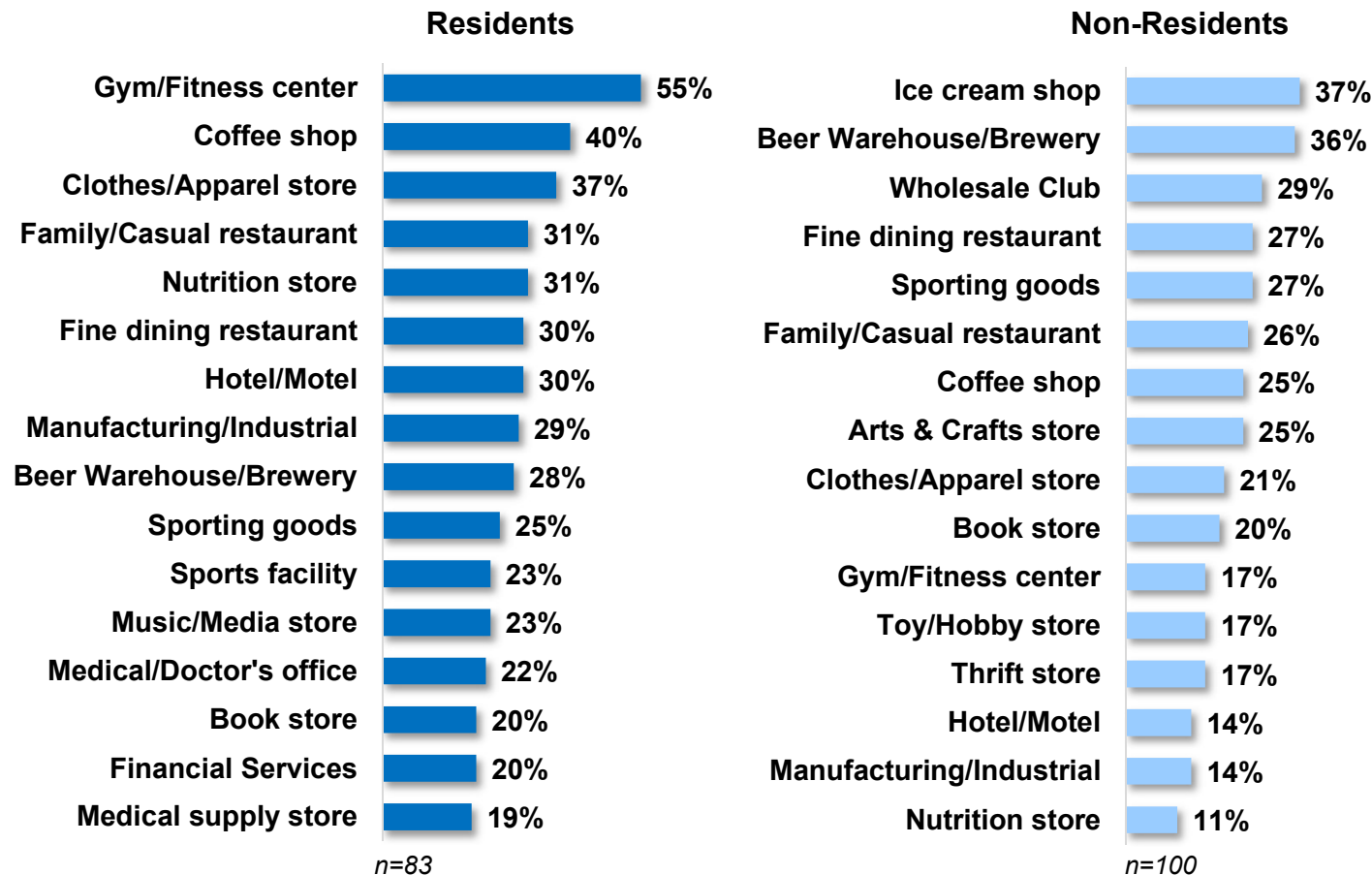


# Wanted Springville Businesses (2 of 2)

- Less than 1 in 5 respondents would like to see any of these businesses opened in Springville.
- One in ten said there are no new businesses they would like to see in Springville.

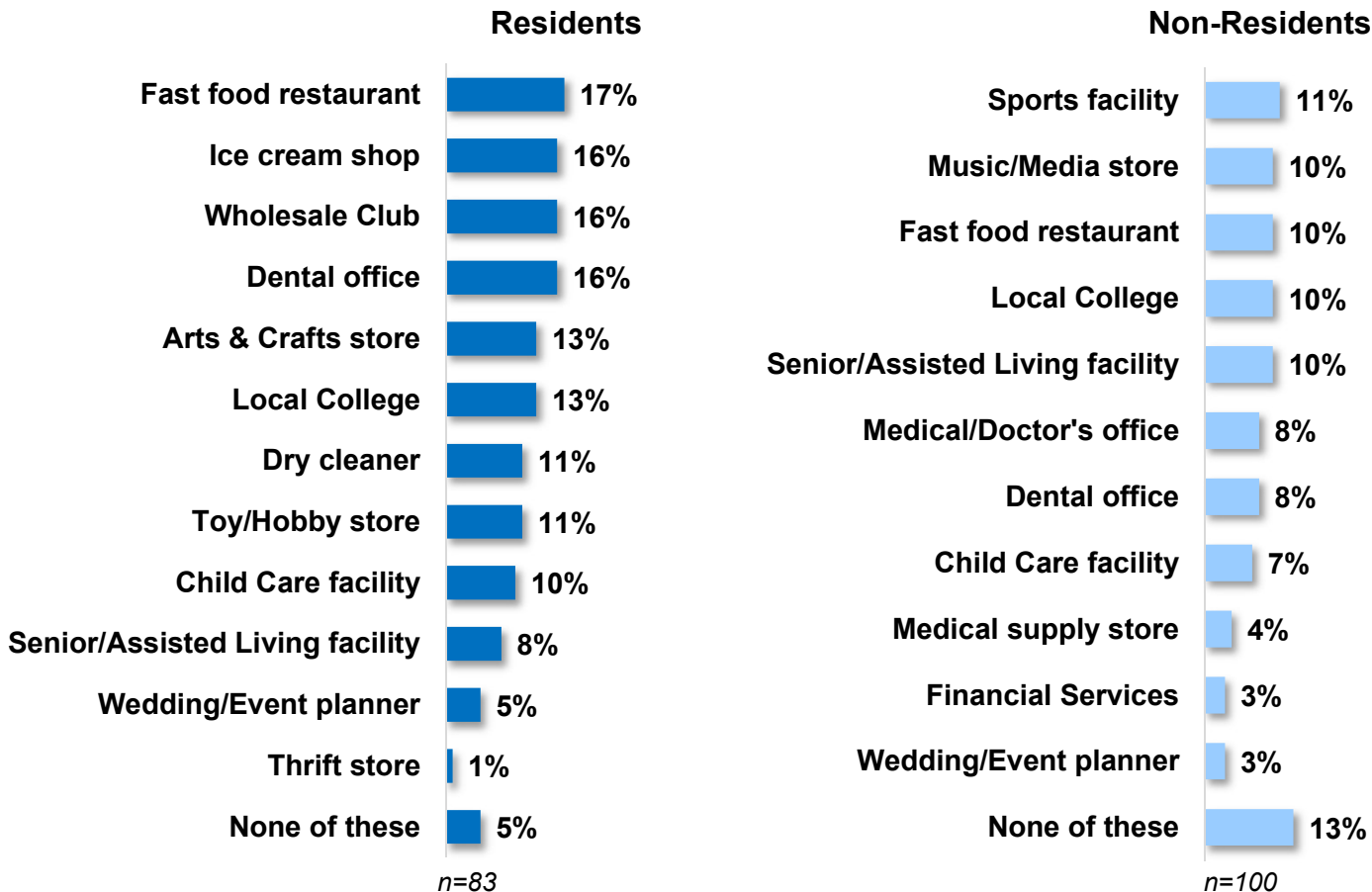


# Wanted Springville Businesses (1 of 2)



- Most Residents would like a Gym/Fitness Center opened in Springville.
- New Coffee Shops and Clothing/Apparel stores also top the list among Residents.
- Non-Residents are most likely to want an Ice Cream Shop or Brewery to open in Springville.

# Wanted Springville Businesses (2 of 2)

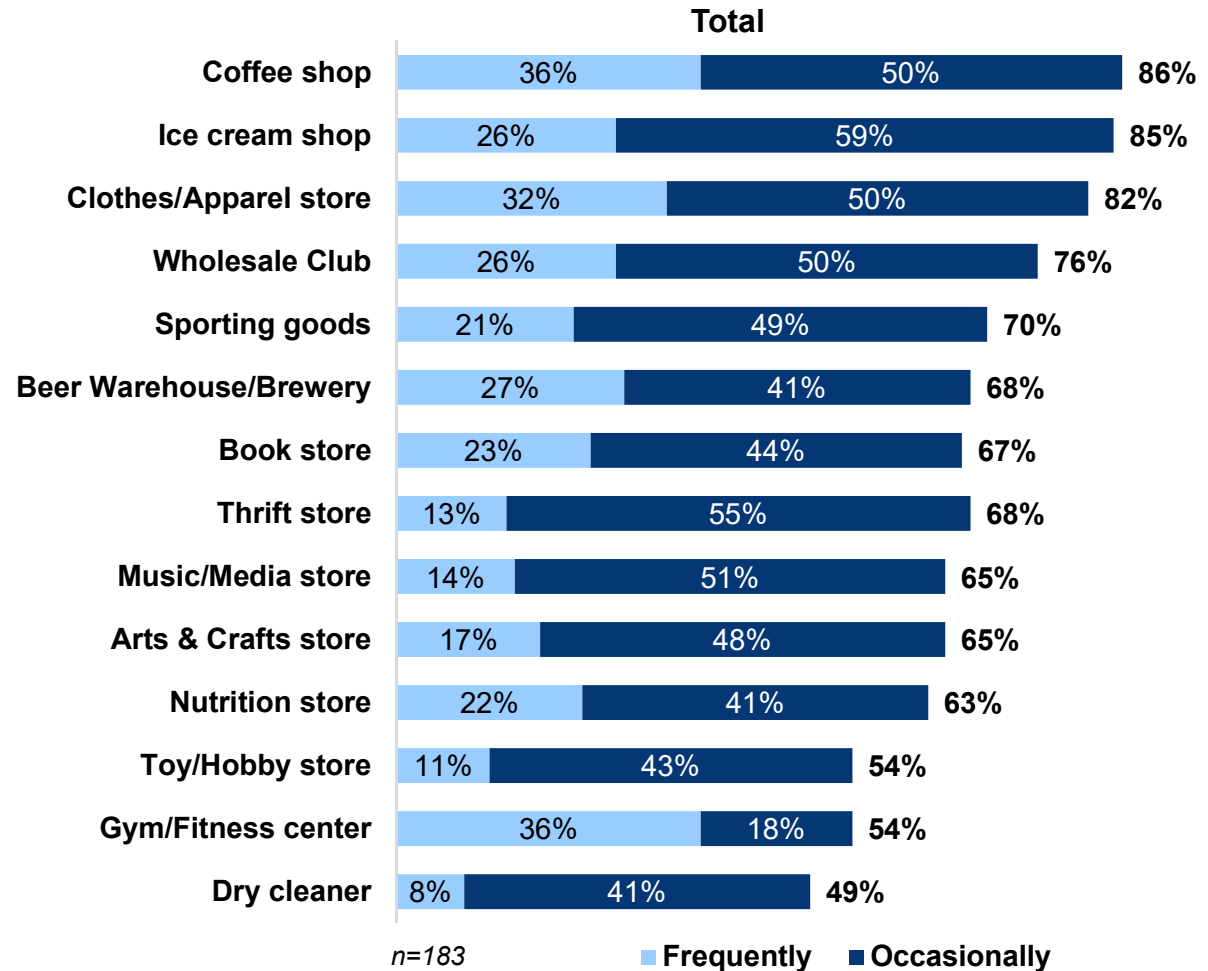


- Less than 1 in 5 residents would like a new Fast Food Restaurant or Ice Cream Shop opened in Springville.
- More than 1 in 10 Non-Residents do not want any new businesses opened in Springville.

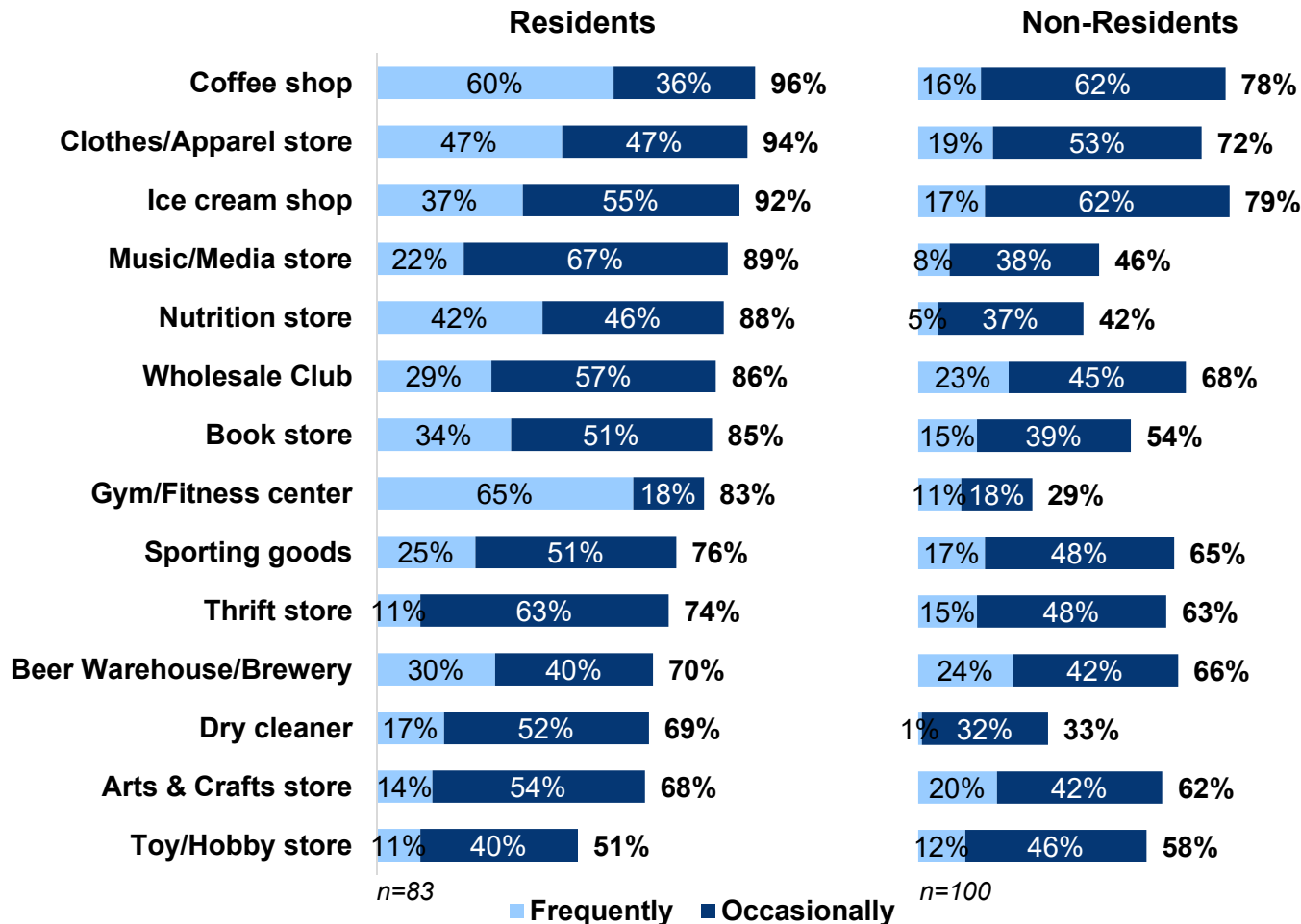
**Q255** Which of the following types of business would you like to see opened in Springville? Please select all that apply.

# Frequency of Visiting New Springville Businesses

- More than 4 in 5 would go to a new Springville Coffee Shop, Ice Cream Shop or Clothing/Apparel Store at least occasionally.
- One in three would visit a new Springville Fitness Center frequently.



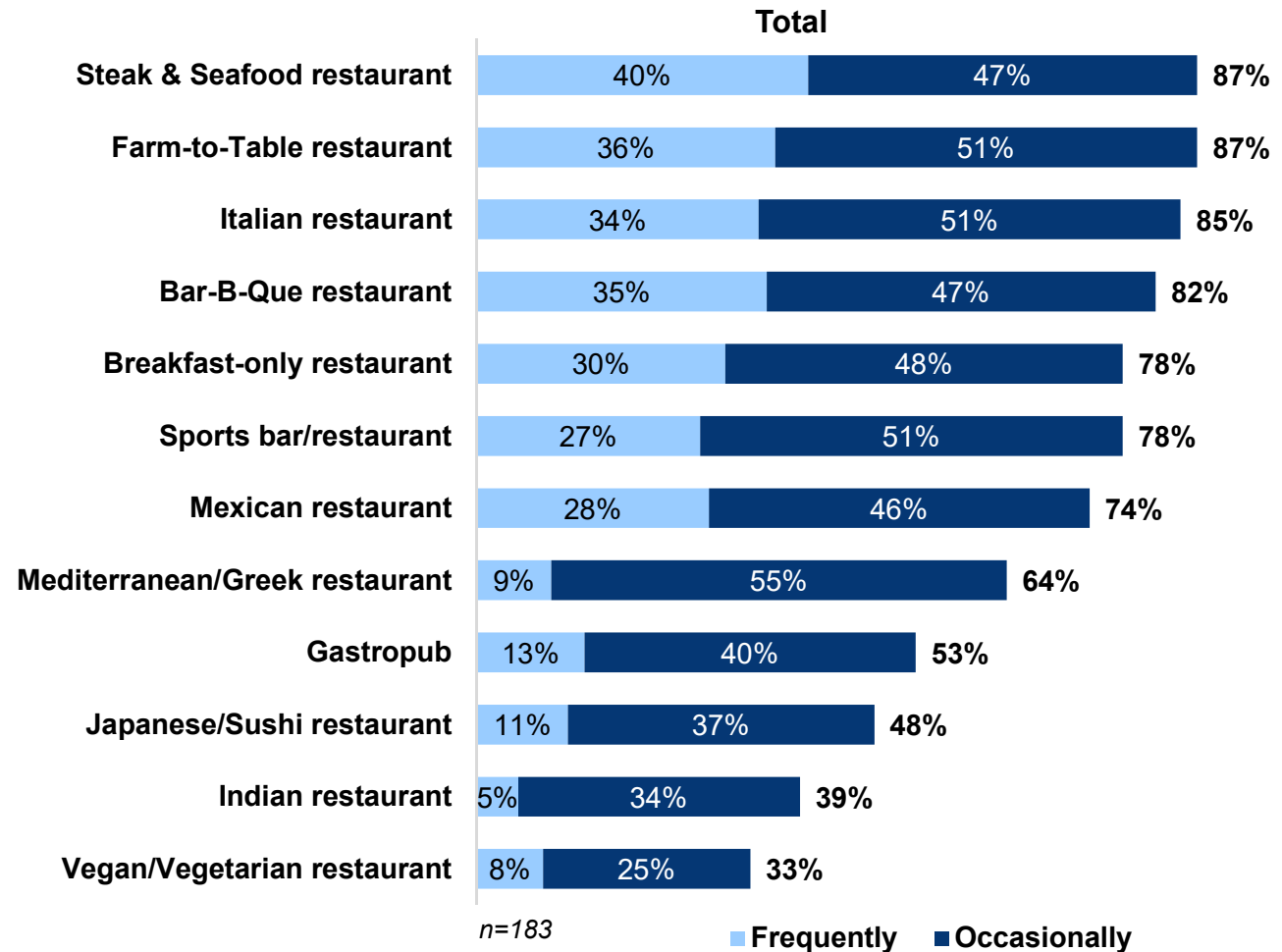
# Frequency of Visiting New Springville Businesses



- Nearly all Residents and 3 in 4 Non-Residents would visit a new Springville Coffee Shop at least occasionally.
- Two-thirds of Residents would go to a new Gym/Fitness Center frequently, more than any other type of business.
- Non-Residents are most likely to frequently visit a Springville Brewery or Wholesale Club.

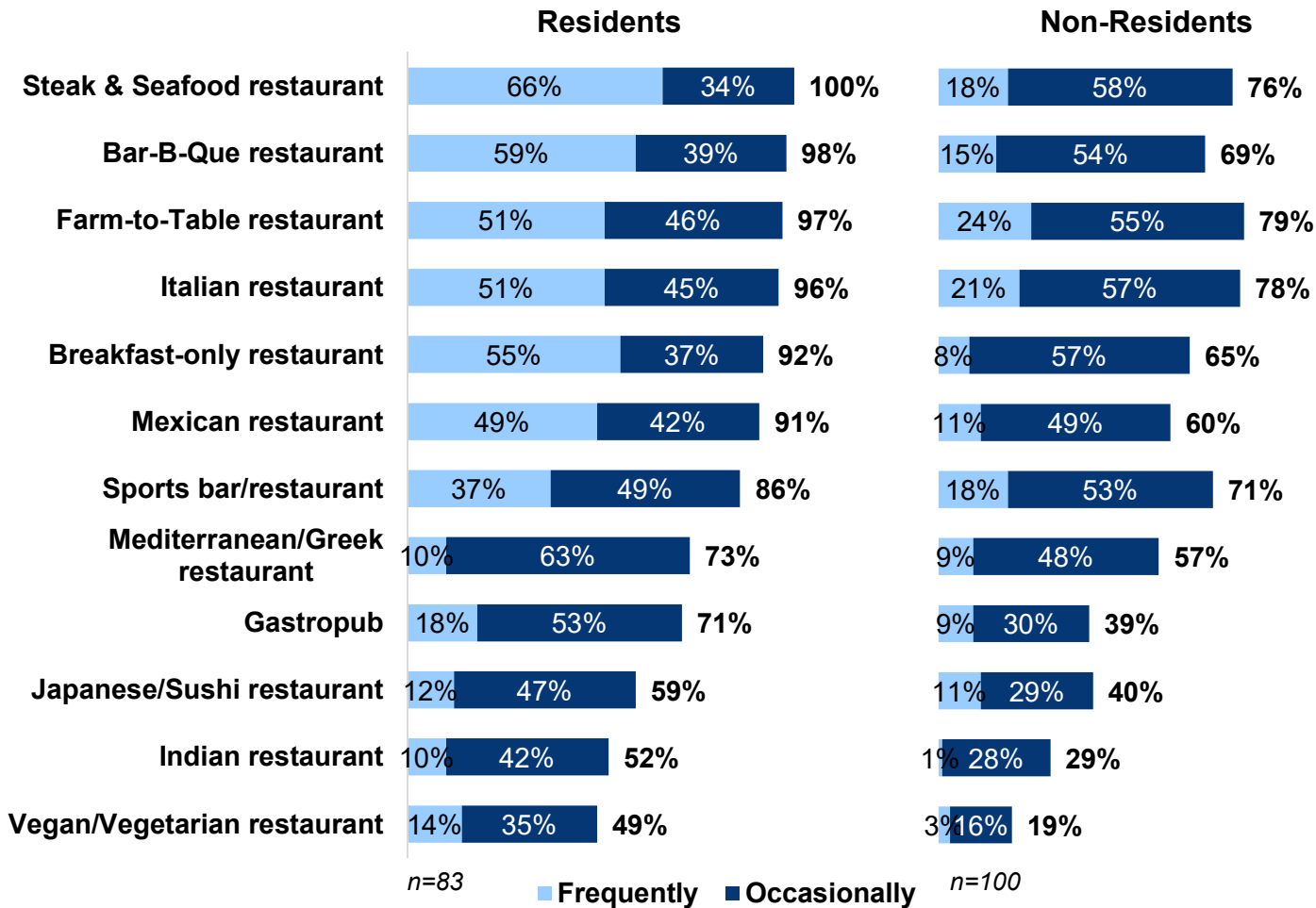
# Frequency of Visiting New Springville Restaurants

- Area residents would be most likely to dine at a new Steak & Seafood, Farm-to-Table or Italian Restaurant.
- Less than half expect to dine at a Japanese, Indian or Vegetarian restaurant, and most of those would only visit occasionally.



Q270 How often would you visit each of these types of restaurants if they opened in Springville?

# Frequency of Visiting New Springville Restaurants



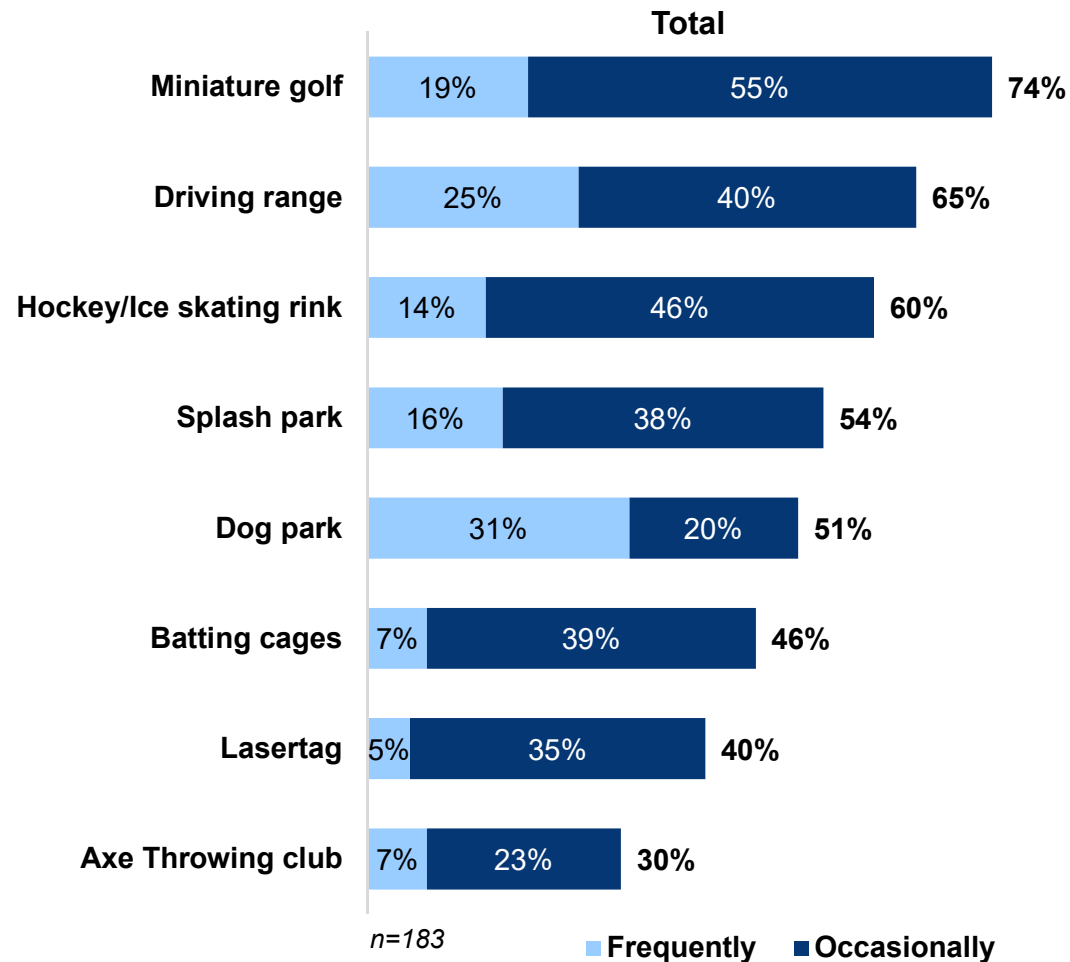
- All Springville Residents would dine at a new Steak & Seafood restaurant, with 2 in 3 that would visit frequently.
- Nearly all Residents would also dine at a BBQ, Farm-to-Table or Italian restaurant at least occasionally.
- Non-Residents are most likely to dine in Springville at a Farm-to-Table or Italian restaurant.

Q270 How often would you visit each of these types of restaurants if they opened in Springville?

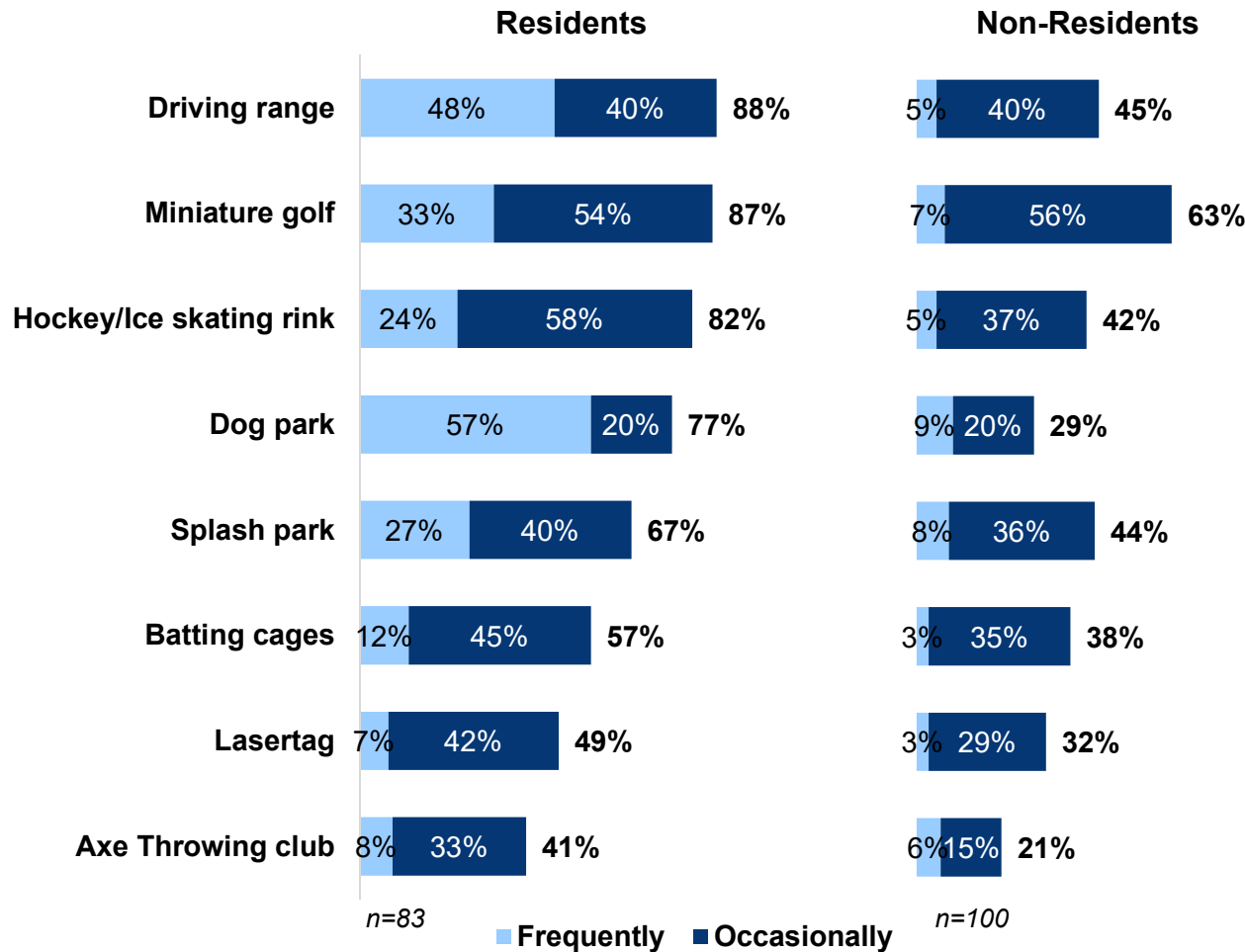


# Frequency of Visiting New Springville Entertainment

- Miniature Golf would be the most popular entertainment facility in Springville.
- Nearly 1 in 3 would frequently visit a new Dog Park.
- Driving Range and Ice Skating Rink also top the list of most frequently visited facilities.



# Frequency of Visiting New Springville Entertainment



- At least 4 in 5 Residents would go to a Springville Driving Range, Miniature Golf or Ice Skating Rink at least occasionally.
- Most Residents would visit a new Dog Park frequently.
- Nearly 2 in 3 Non-Residents would play Miniature Golf in Springville if it was available.

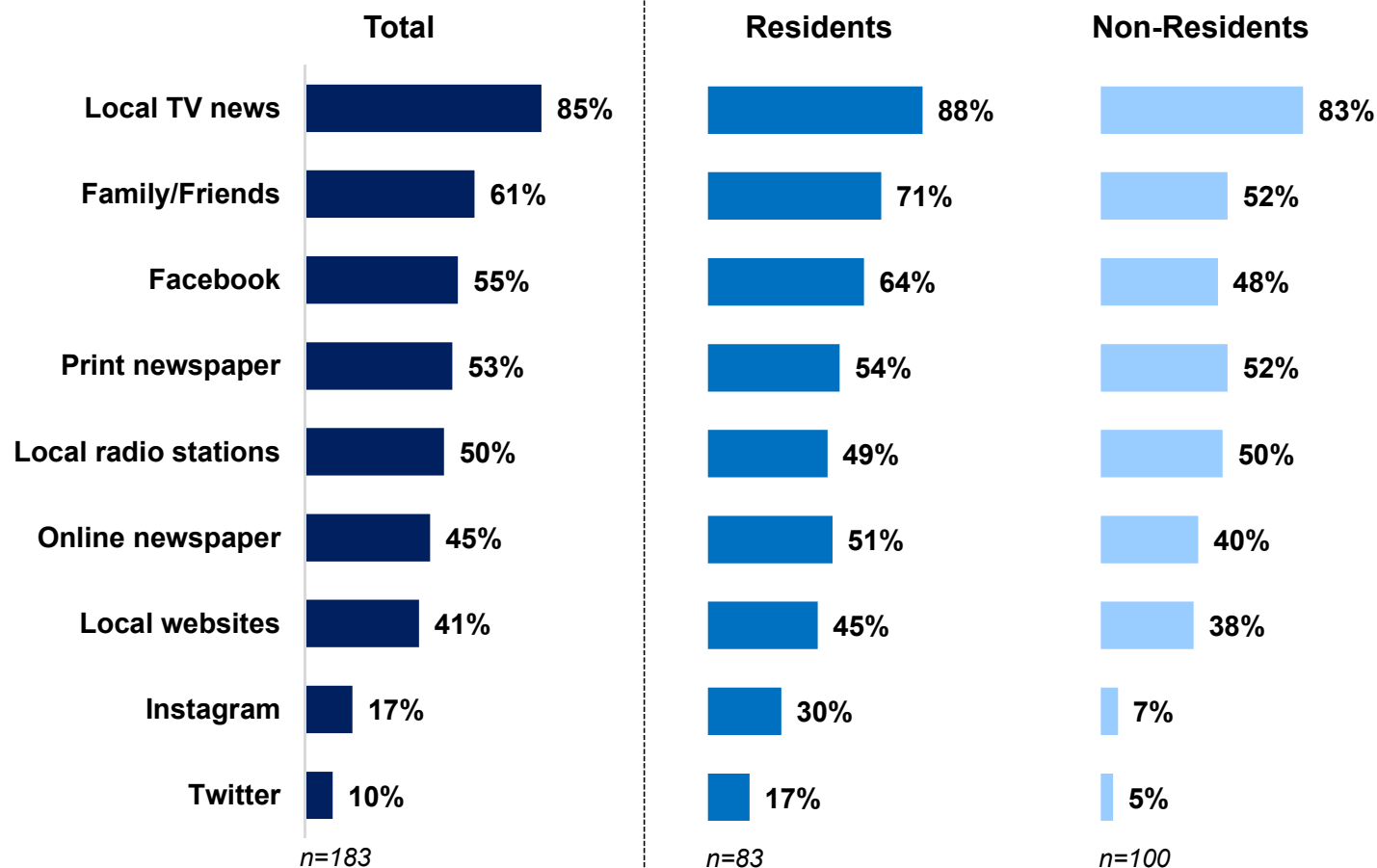
**Q260** How often would you visit each of these types of entertainment facilities if they opened in Springville?



# SOURCES OF INFORMATION

# Sources for Keeping Up With Local News/Events

- Local TV News is the most common source of local news and events.
- More than half of Springville Residents also keep up with local news through Facebook or Newspapers
- Residents are more likely than Non-Residents to hear about local news through Friends & Family.

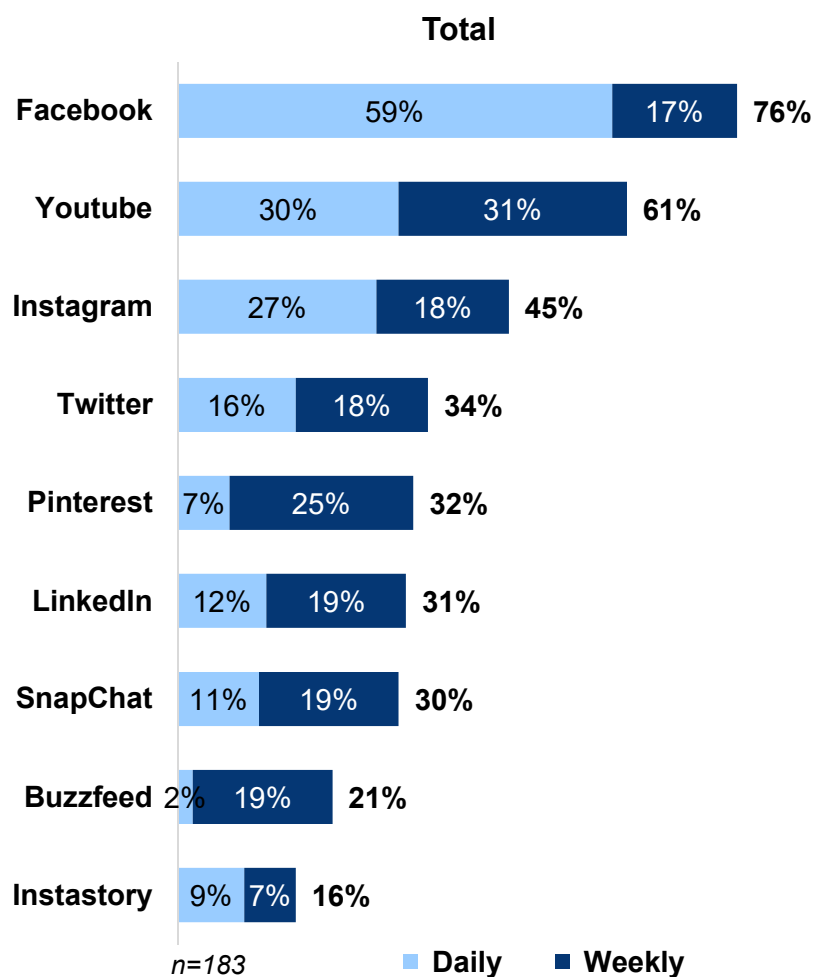


**Q310.** Which of the following do you use to keep up on news and events in your local community? Please select all that apply.

43

# Social Media Use

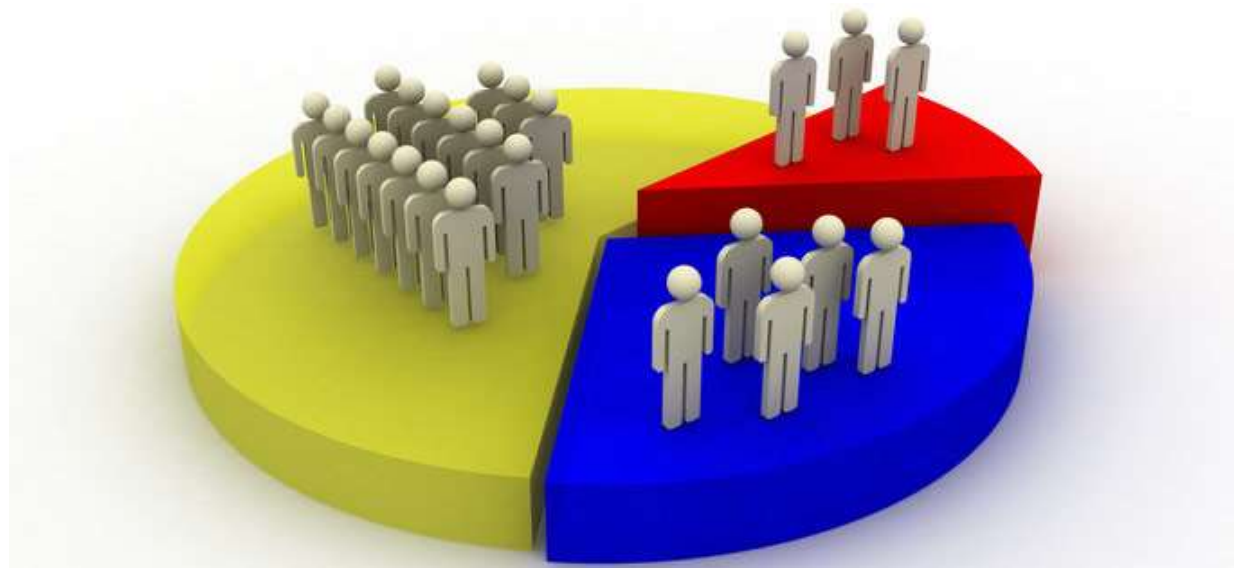
- Facebook is the most popular social media channel, with more than half saying they use it daily.
- Springville Residents are more likely than Non-Residents to use most social media channels.



Residents	Non-Residents
81%	72%
72%	51%
69%	26%
53%	18%
27%	35%
47%	18%
46%	18%
33%	11%
30%	3%

n=83      n=100

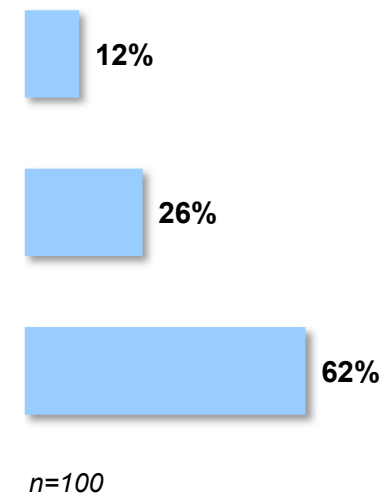
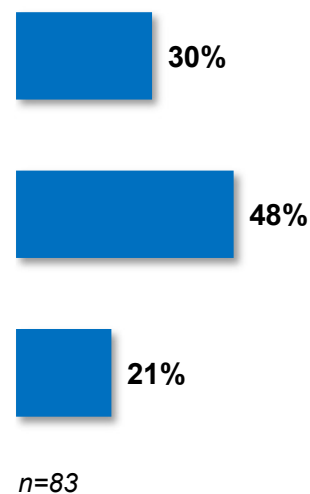
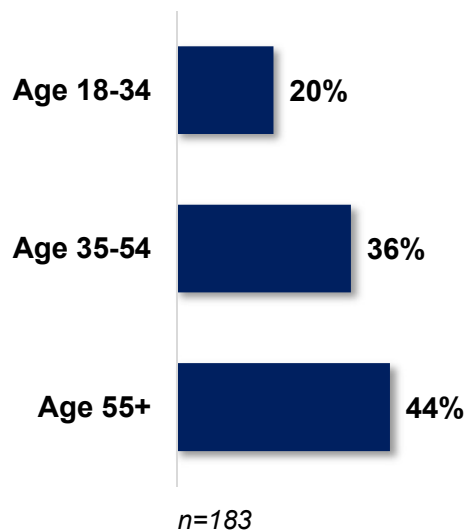
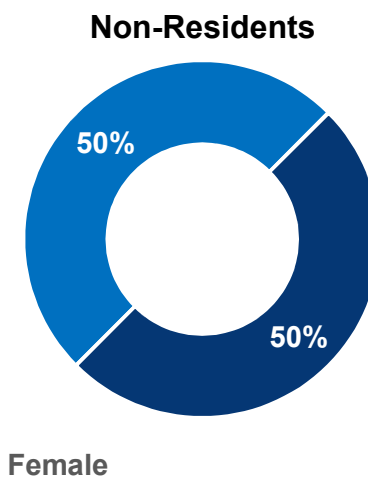
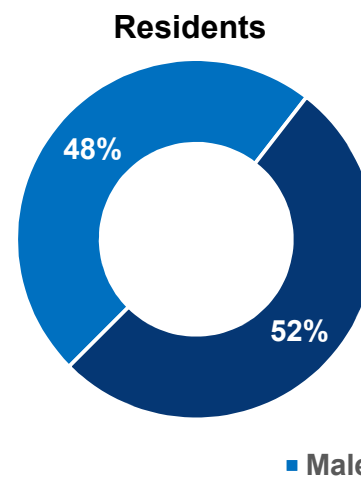
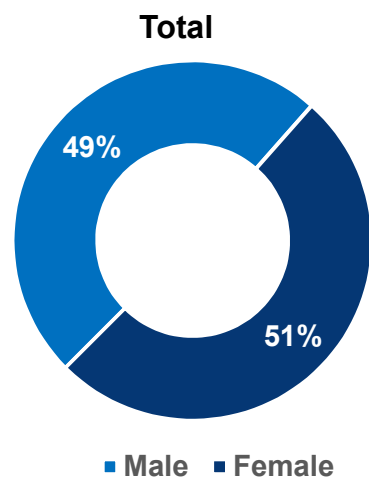
Q300. How often do you use each of the following social media channels?



## RESPONDENT DEMOGRAPHICS

# Age & Gender

- Respondents were evenly split among males and females for both Residents and Non-Residents.
- Springville Residents tended to be younger than Non-Residents.

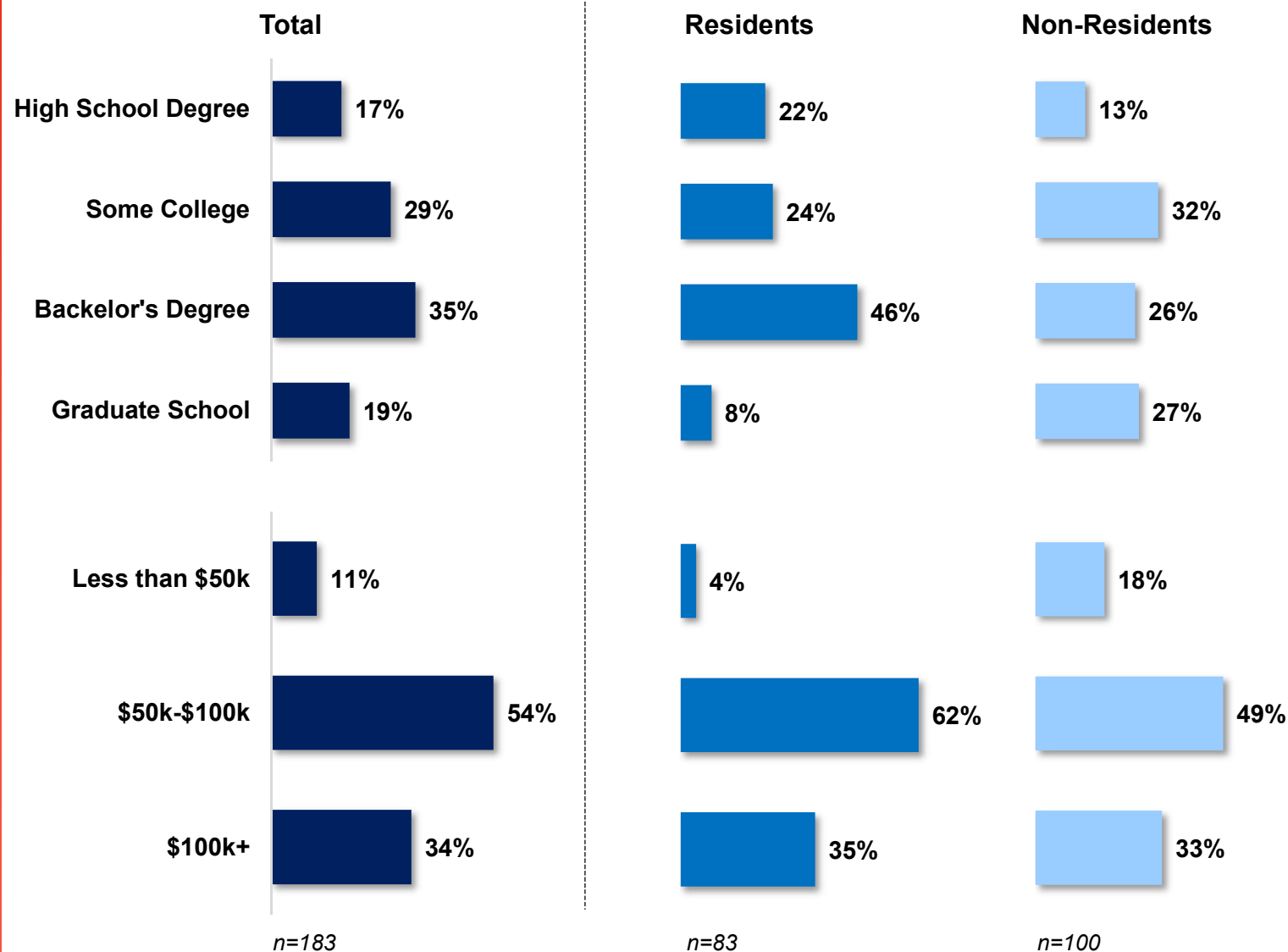


S100. Are you male/female?  
S105. What is your age?



# Education & Income

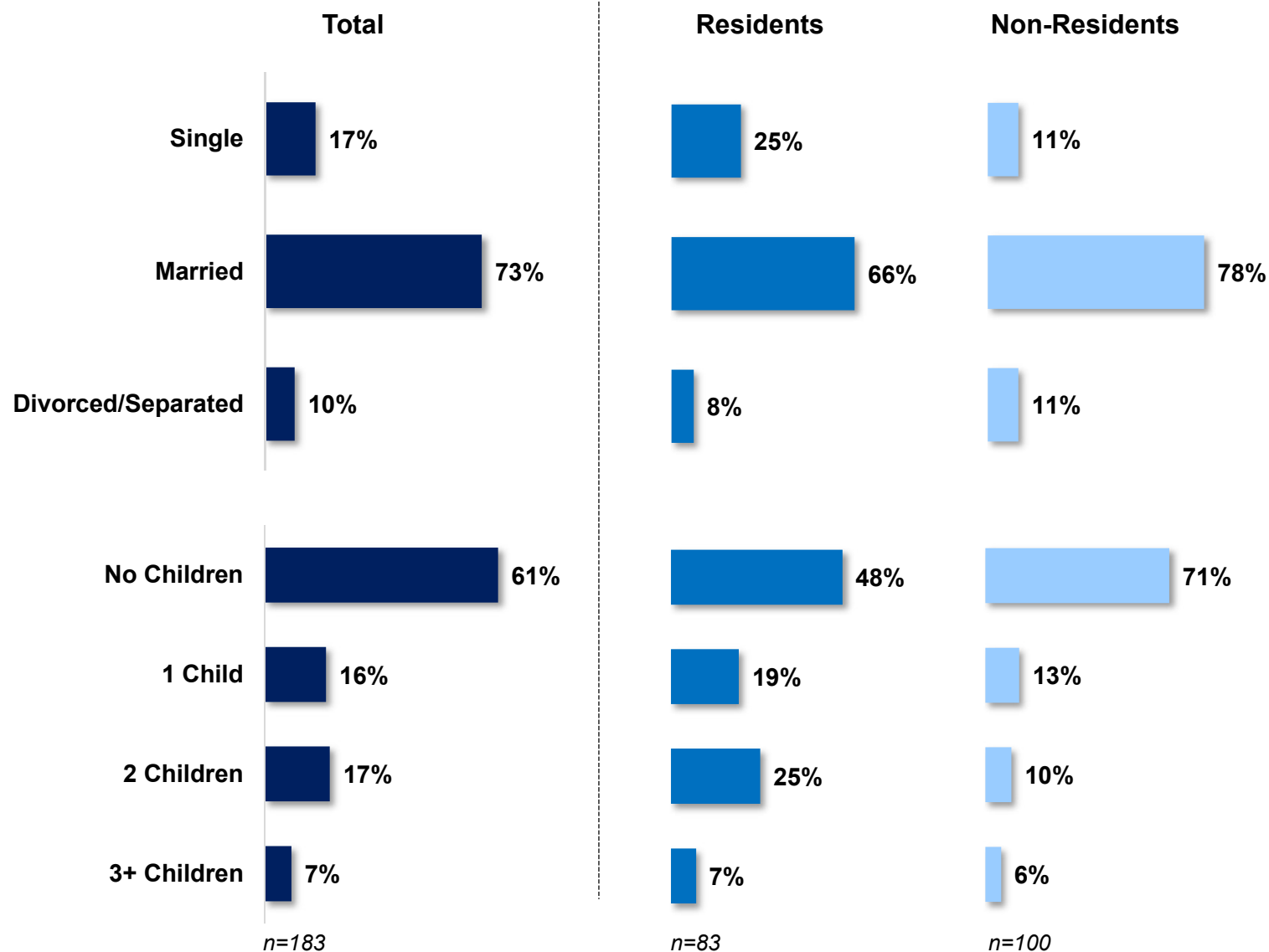
- Most respondents have a Bachelor's or Graduate School degree.
- Residents tend to have higher household incomes than Non-Residents.



Q400. What is the highest level of education you have completed?  
 Q450. Please indicate your estimated 2017 annual household income.

# Marital Status & Children in Household

- Two-thirds of Springville Residents are married, compared with 3 in 4 Non-Residents.
- Springville Residents are more likely to have children in their household compared to Non-Residents.

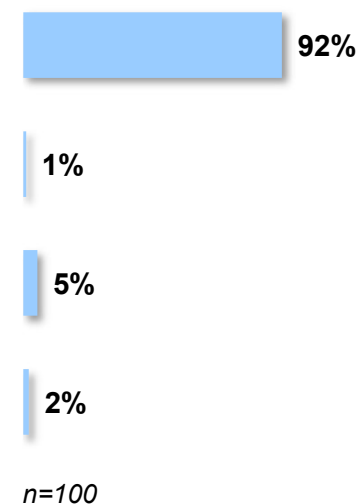
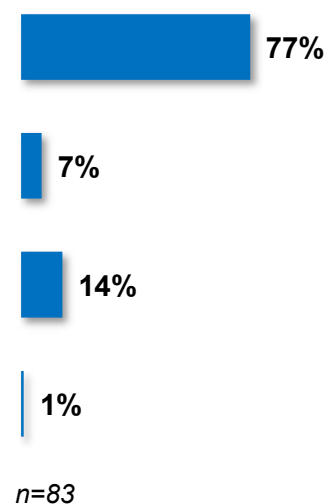
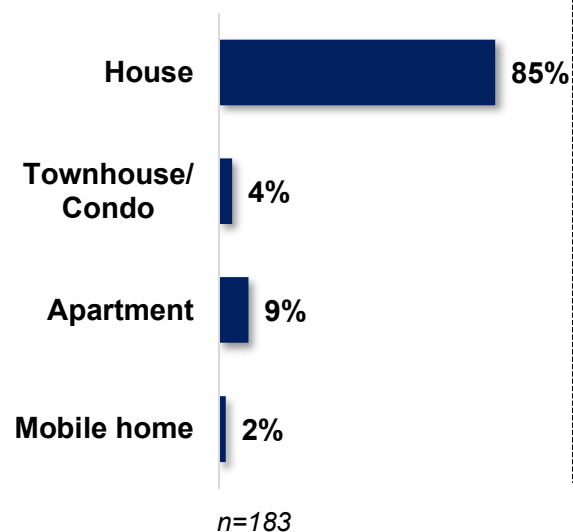
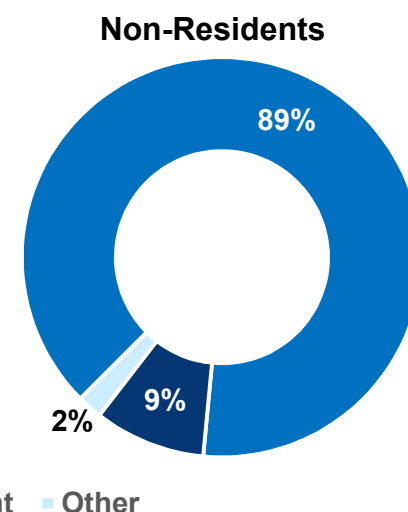
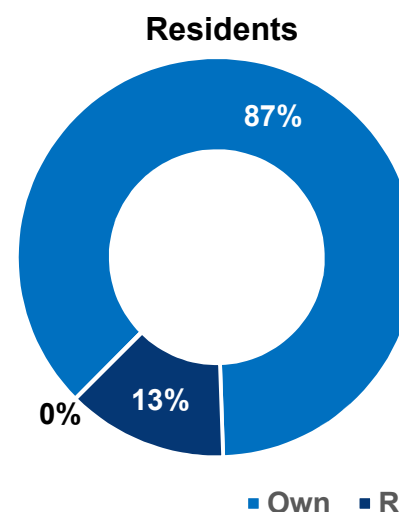
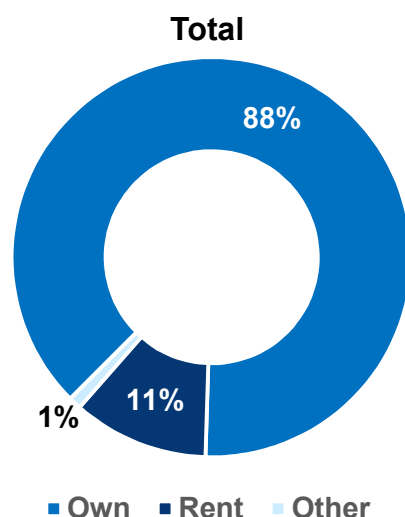


Q430. What is your current relationship status?

Q435. How many children under 18 currently live at your residence on a full-time basis?

# Primary Residence

- Nearly 9 in 10 Residents and Non-Residents own the home they live in.
- Residents are more likely than Non-Residents to live in an apartment.



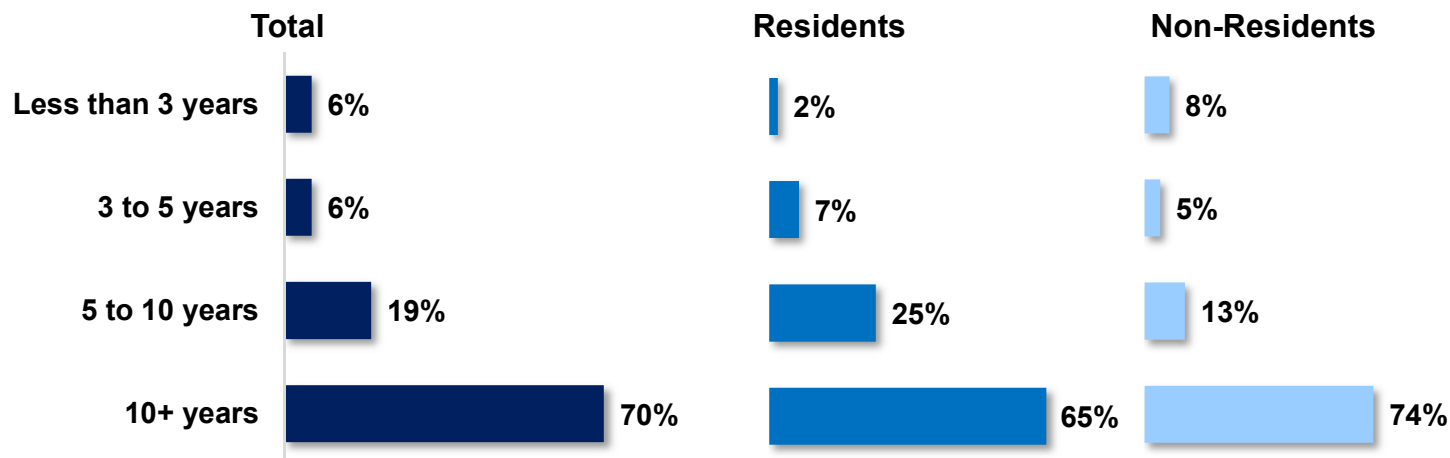
S130. Which description best describes your current primary residence?  
 S135. Do you...(own/rent/other)?

# ZIP Code and Time at Residence

- Two-thirds of Residents have lived in Springville for 10 or more years, compared with 3 in 4 Non-Residents.

Zip	Total	Residents	Non-Residents
14006	2.2%	0%	4%
14009	1.6%	0%	3%
14011	1.1%	0%	2%
14025	0.5%	0%	1%
14033	0.5%	0%	1%
14042	0.5%	0%	1%
14052	2.7%	0%	5%
14055	0.5%	0%	1%
14057	2.7%	0%	5%
14059	1.6%	0%	3%
14062	0.5%	0%	1%
14075	9.3%	0%	17%
14080	0.5%	0%	1%
14085	1.1%	0%	2%
14111	0.5%	0%	1%
14127	3.3%	0%	6%
14136	0.5%	0%	1%

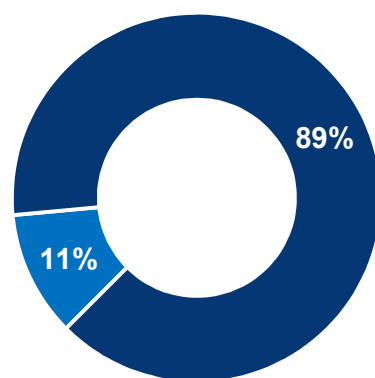
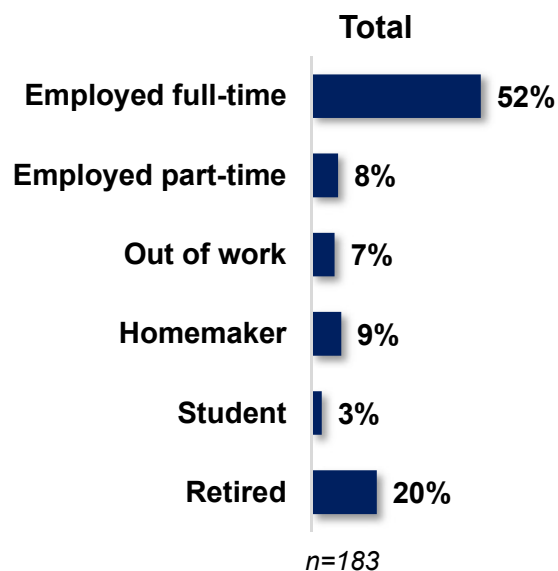
Zip	Total	Residents	Non-Residents
14141	45.9%	100%	1%
14145	0.5%	0%	1%
14169	0.5%	0%	1%
14170	0.5%	0%	1%
14171	0.5%	0%	1%
14202	0.5%	0%	1%
14206	2.7%	0%	5%
14210	2.2%	0%	4%
14212	1.1%	0%	2%
14218	2.2%	0%	4%
14220	2.2%	0%	4%
14224	7.1%	0%	13%
14719	1.1%	0%	2%
14731	0.5%	0%	1%
14737	1.1%	0%	2%
14741	1.1%	0%	2%



S115. What is your Zip Code?  
S125 How long have you lived in this location?

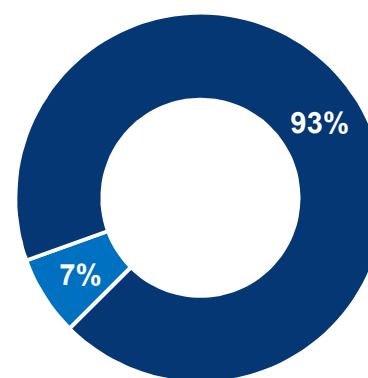
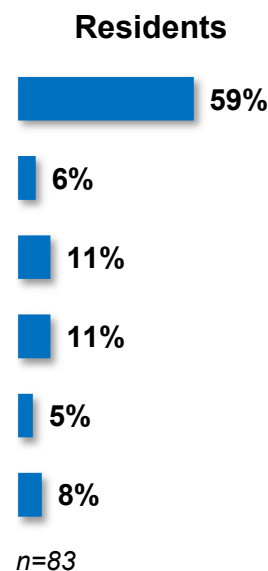
# Employment Status & Business Ownership

- Most Residents and half of Non-Residents are employed full-time.
- Non-Residents are twice as likely to own a business as Residents.



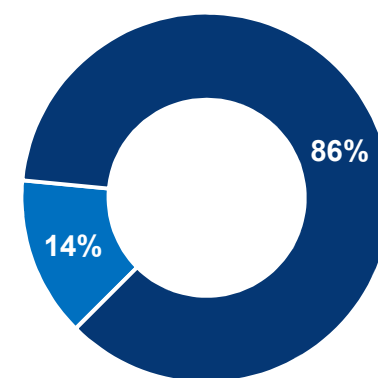
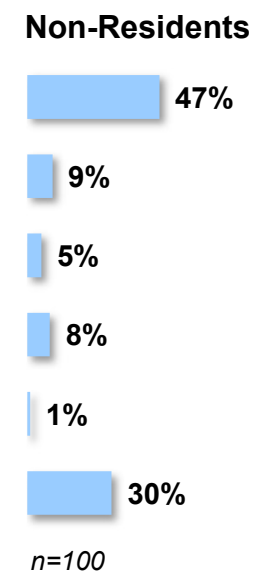
■ Owns Business ■ Does Not Own

n=110



■ Owns Business ■ Does Not Own

n=54

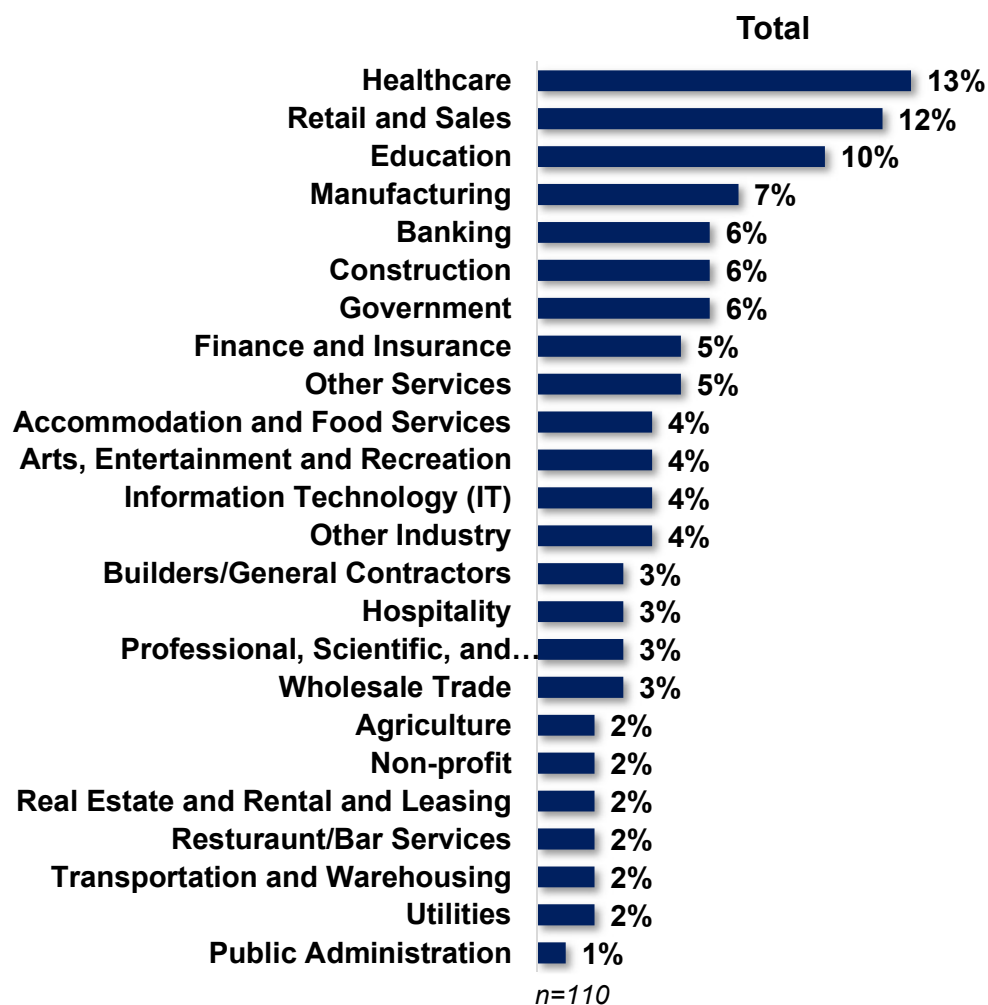


n=56

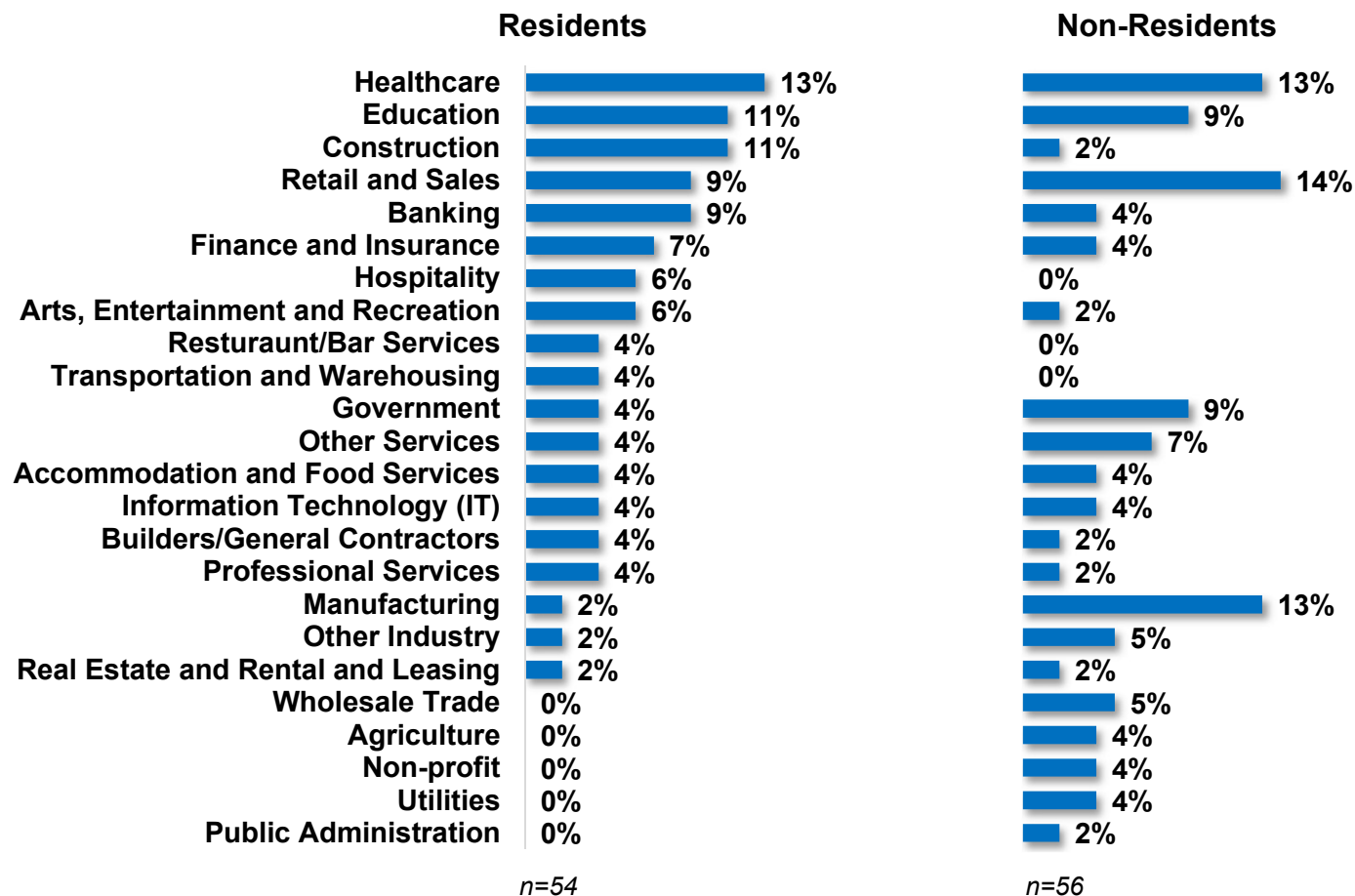
Q410. Which of the following best describes your employment status?  
Q426 Do you own a local business?

# Industry Employed In

- The top 3 industries that respondents are employed in are Healthcare, Retail/Sales and Education.



# Industry Employed In



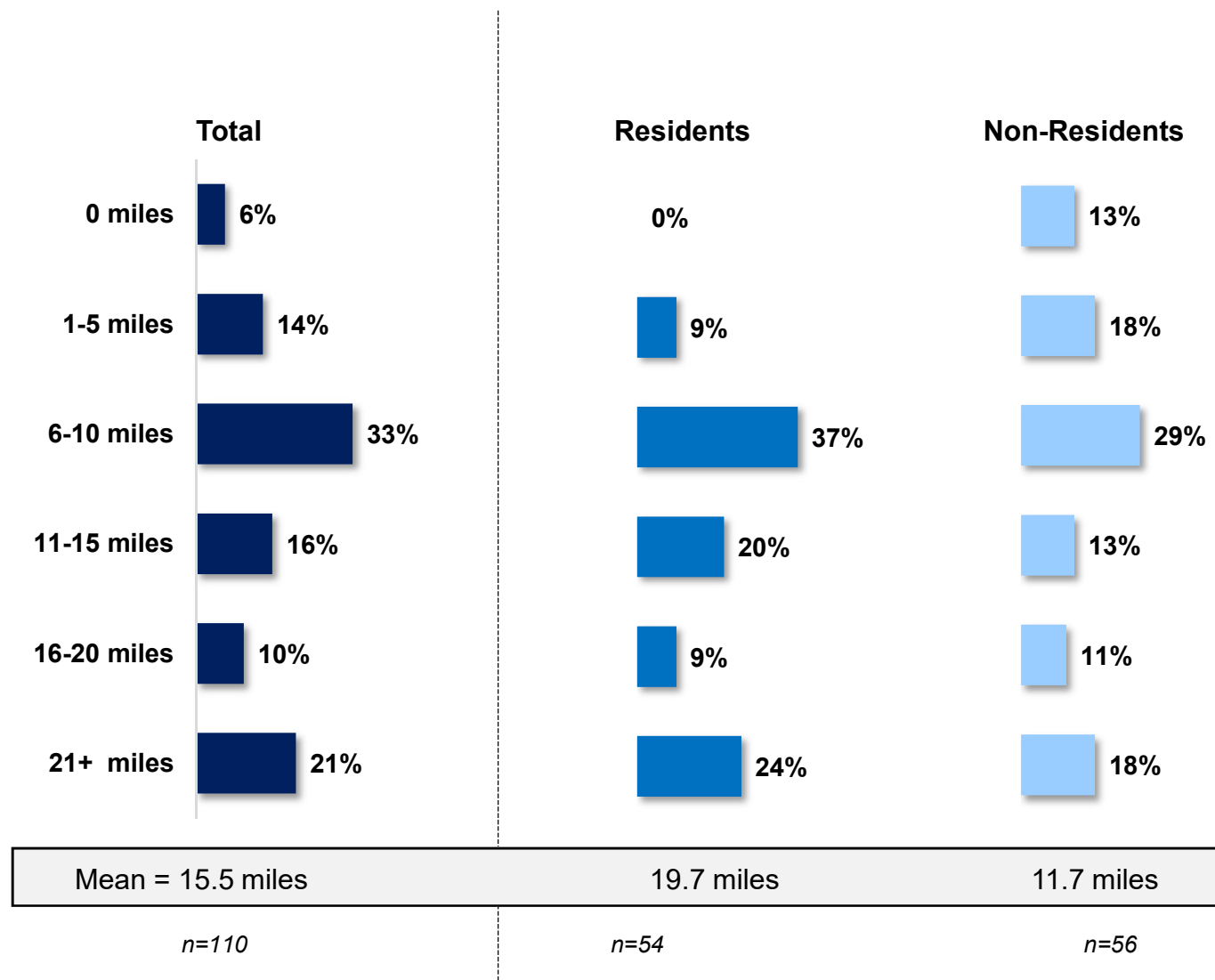
- Employed Residents are more likely to work in Construction than employed Non-Residents.
- Manufacturing is one of the top industries among employed Non-Residents.

Q415 In which of the following industries are you employed?



# Distance to Work (One-Way)

- Employed Respondents drive an average of 15.5 miles to work each way.
- On average, employed Residents drive farther to work than employed Non-Residents.



# Residents by Shopping District

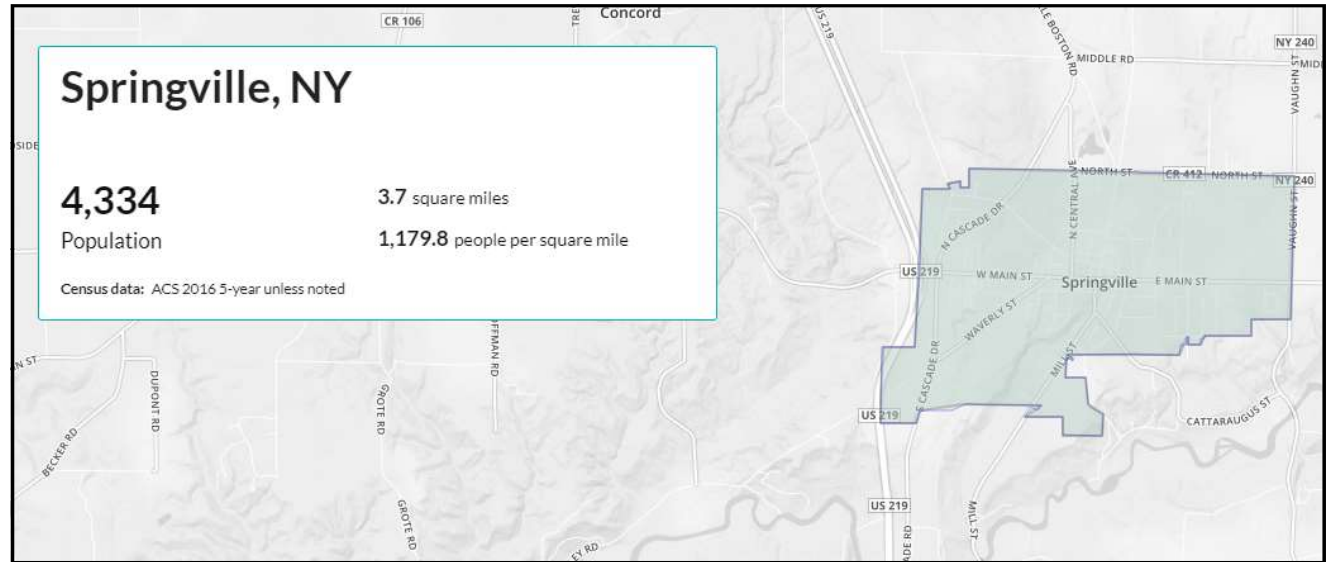
- Since 9 in 10 Residents have shopped/dined in both the Downtown and South Cascade Business Districts, the demographic profiles among these groups are very similar to those of all Residents.

Demographic	Group	Total (n=83)	Shopped/Dined Downtown (n=75)	Shopped/Dined South Cascade (n=74)
Gender	Male	48%	49%	49%
	Female	52%	51%	51%
Age	18-34	30%	32%	30%
	35-54	48%	45%	51%
	55+	22%	23%	19%
Education	HS Degree	22%	21%	22%
	Some College	24%	24%	23%
	Bachelor's	46%	47%	46%
	Graduate School	8%	8%	9%
Income	Less than \$50k	4%	4%	4%
	\$50k-\$100k	61%	61%	61%
	\$100k+	35%	35%	35%
Marital Status	Single	25%	25%	23%
	Married	66%	68%	69%
	Divorced/Separated	8%	7%	8%
Employment Status	Employed	65%	65%	65%
	Out of work	11%	12%	11%
	Homemaker	11%	9%	12%
	Student	5%	5%	5%
	Retired	8%	8%	7%

# Non-Residents by Shopping District

- Compared to all Non-Residents, those who shopped/dined in Downtown Business District in the past year tend to be younger, lower income, and unemployed or a homemaker.
- Non-Residence who shopped/dined in South Cascade Business District in the past year tend to have lower education, married, and unemployed or a homemaker compared to all Non-Residents.

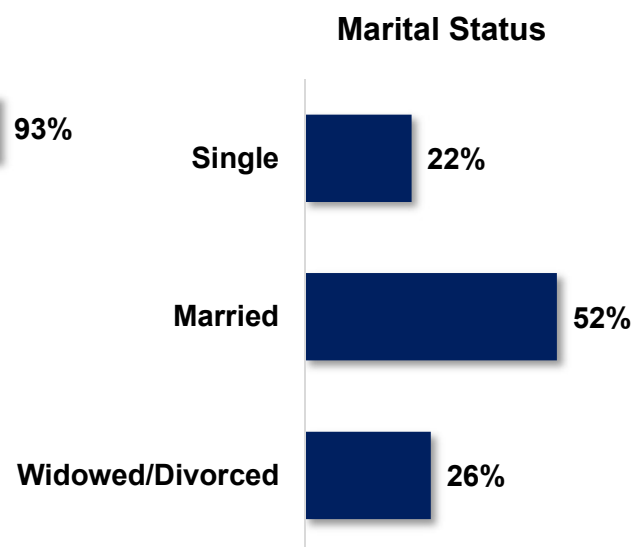
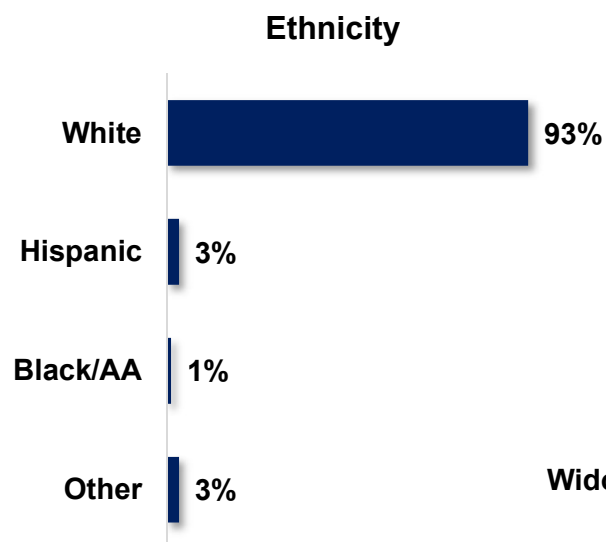
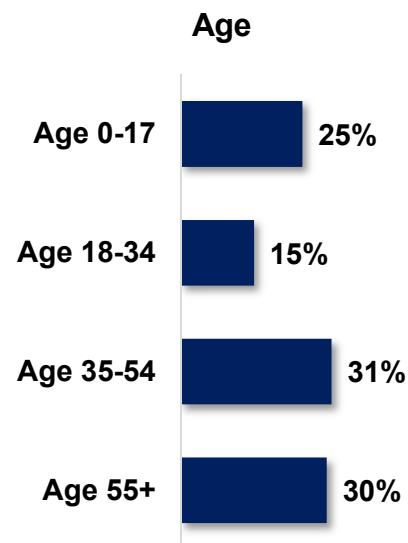
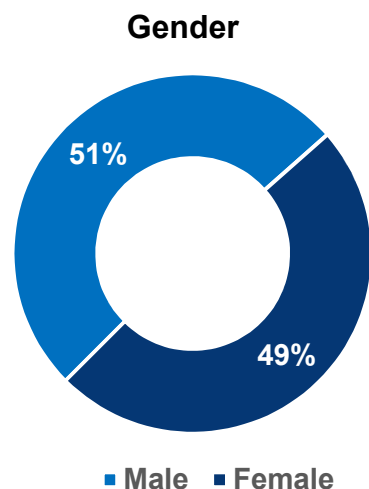
Demographic	Group	Total (n=100)	Shopped/Dined Downtown (n=55)	Shopped/Dined South Cascade (n=41)
Gender	Male	50%	51%	49%
	Female	50%	49%	51%
Age	18-34	12%	15%	10%
	35-54	26%	29%	27%
	55+	62%	56%	63%
Education	HS Degree	13%	20%	17%
	Some College	32%	29%	39%
	Bachelor's	26%	16%	17%
	Graduate School	29%	35%	27%
Income	Less than \$50k	18%	22%	12%
	\$50k-\$100k	49%	45%	59%
	\$100k+	33%	33%	29%
Marital Status	Single	11%	11%	7%
	Married	78%	76%	83%
	Divorced/Separated	11%	13%	10%
Employment Status	Employed	56%	56%	54%
	Out of work	5%	9%	10%
	Homemaker	8%	13%	12%
	Student	1%	2%	0%
	Retired	30%	20%	24%



# CENSUS DEMOGRAPHICS

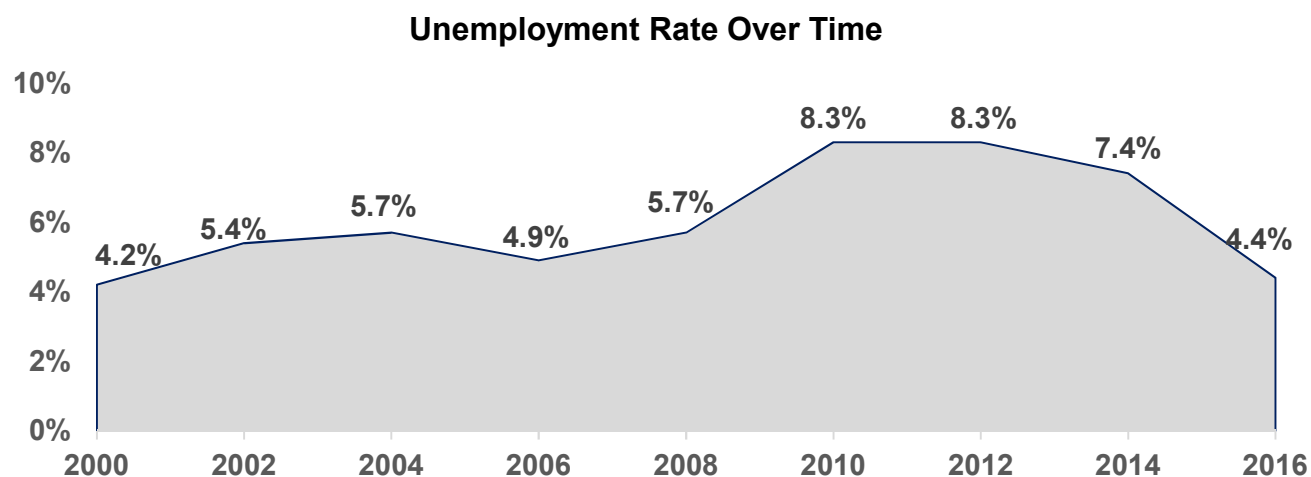
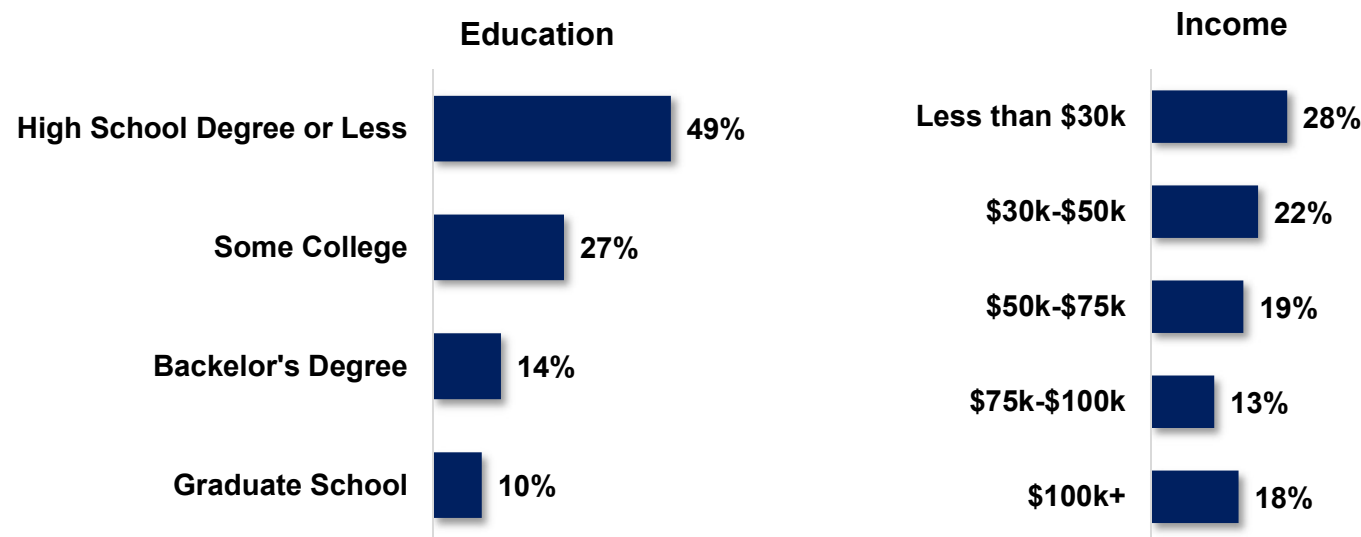
# Census Data – Springville NY

- Respondents were evenly split among males and females for both Residents and Non-Residents.
- Springville Residents tended to be younger than Non-Residents.



# Census Data – Springville NY

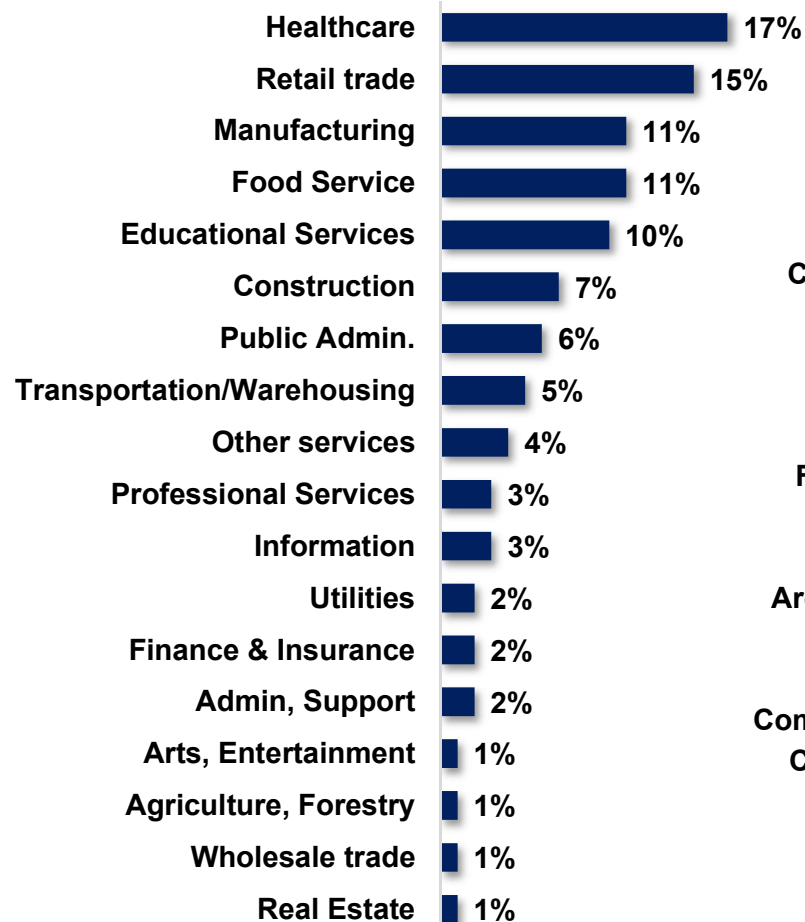
- Most respondents have a Bachelor's or Graduate School degree.
- Residents tend to have higher household incomes than Non-Residents.



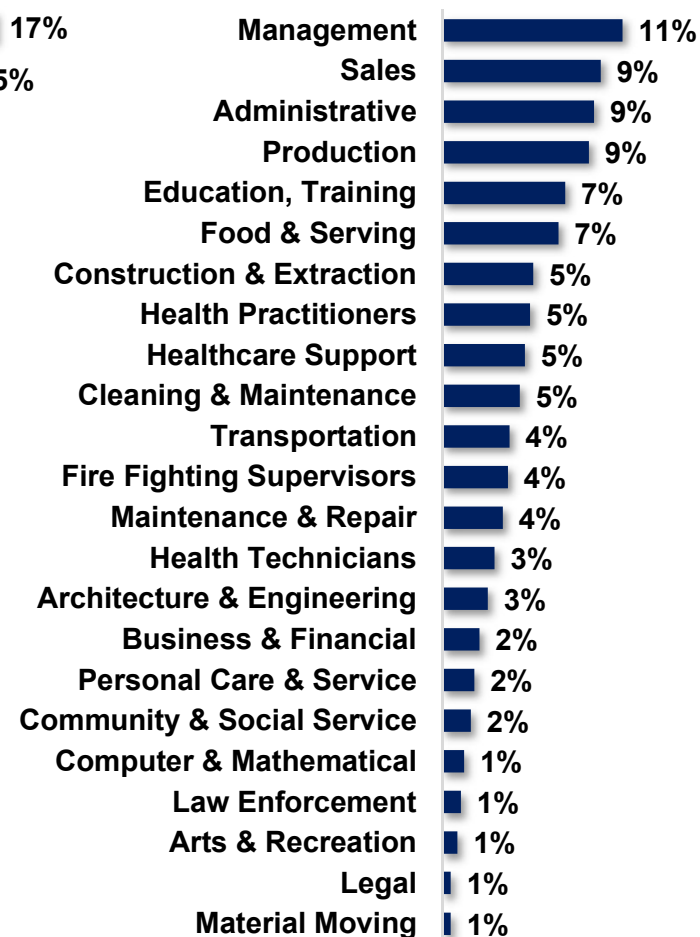
# Census Data – Springville NY

- The top 3 industries that respondents are employed in are Healthcare, Retail/Sales and Education.

Employment by Industry



Employment by Occupations

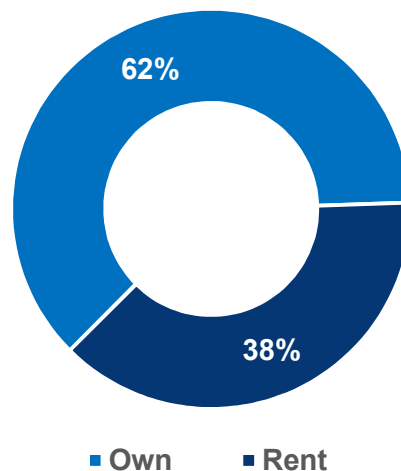




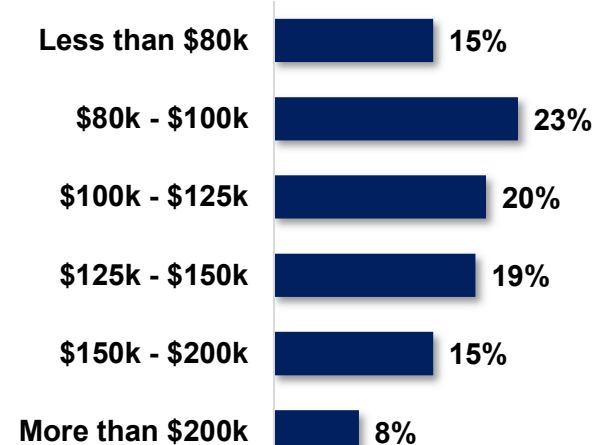
# Census Data – Springville NY

- Most respondents have a Bachelor's or Graduate School degree.
- Residents tend to have higher household incomes than Non-Residents.

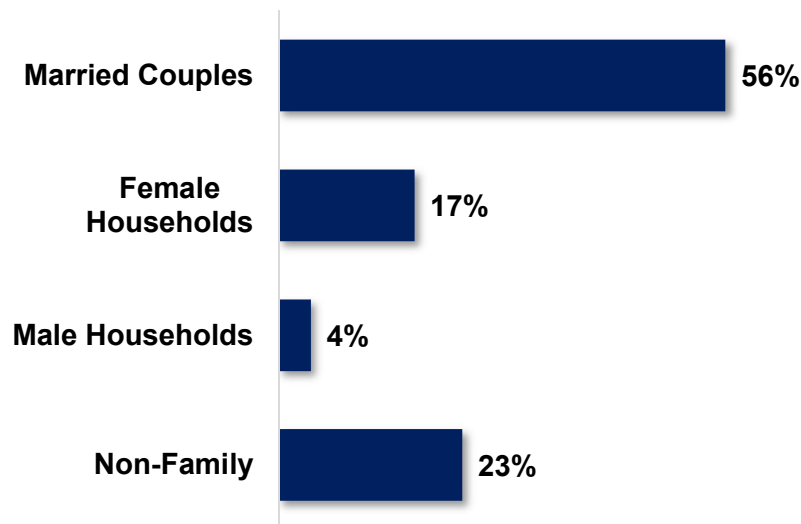
Primary Residence



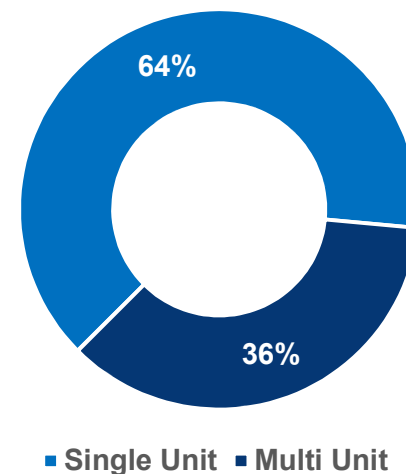
Property Value



Household Type



Structure type





## REGIONAL IMPACT



## Impact of Hospitals & Health Systems: Western New York

### Hospitals in Your Region Improve the Economy & Community

#### **\$7,901,000,000** — Economic Activity

The economic activity generated by hospitals—through jobs and the purchasing of goods and services—makes up 10.5% of the state's entire Gross Domestic Product (GDP).

#### **\$2,363,000,000** — Payroll Expenditures

New York hospitals' #1 investment is in its people, including direct salary and benefits to its employees.

#### **\$991,000,000** — Tax Dollars Generated

New York hospitals are responsible for generating significant tax dollars and stimulate the economies of local communities and the whole state.

#### **\$351,000,000** — Community Benefits & Investments

Adhering to their charitable mission, hospitals cover the cost of care provided to people in need; subsidize care and services to low-income, elderly, and under-served communities; and continuously invest in many community health initiatives.

#### **52,000** — Jobs Generated

Hospitals and health systems are often the largest employers in communities, generate many more jobs, and are a top 10 private sector employer in every region of New York State.



## Impact of Hospitals & Health Systems: Western New York

### Hospitals in Your Region Provide Quality Healthcare

- 4,100,000** – Outpatients Provided Care
- 671,000** – People Treated in the Emergency Room
- 156,000** – People Admitted to Hospitals
- 16,000** – Babies Delivered

### Hospitals in Your Region Rely on State & Federal Funding

- 60%** – Reimbursement from Medicaid and Medicare  
A large portion of hospital reimbursement is tied to Medicaid and Medicare, which do not cover the cost of care. This underpayment is driven by large volumes of inpatient and outpatient services provided to individuals covered by these public insurance programs. In this region, 68% of inpatient discharges and 63% of outpatient visits are covered by Medicare and Medicaid.



## Economic & Community Impact

### Bertrand Chaffee Hospital

#### Your Hospital Improves the Economy & Community

##### **\$49,000,000** — Economic Activity

The economic activity generated by hospitals—through jobs and the purchasing of goods and services—makes up 10.5% of the state's entire Gross Domestic Product (GDP).

##### **\$16,000,000** — Payroll Expenditures

New York hospitals' #1 investment is in its people, including direct salary and benefits to its employees.

##### **\$7,700,000** — Tax Dollars Generated

New York hospitals are responsible for generating significant tax dollars and stimulate the economies of local communities and the whole state.

##### **\$1,100,000** — Community Benefits & Investments

Adhering to their charitable mission, hospitals cover the cost of care provided to people in need; subsidize care and services to low-income, elderly, and under-served communities; and continuously invest in many community health initiatives.

##### **600** — Jobs Generated

Hospitals and health systems are often the largest employers in communities, generate many more jobs, and are a top 10 private sector employer in every region of New York State.



## Economic & Community Impact

Bertrand Chaffee Hospital

### Your Hospital Provides Quality Healthcare

**75,000** – Outpatients Provided Care

**9,400** – People Treated in the Emergency Room

**900** – People Admitted to Hospitals

### Your Hospital Relies on State & Federal Funding

**60%** – Reimbursement from Medicaid and Medicare

A large portion of hospital reimbursement is tied to Medicaid and Medicare, which do not cover the cost of care. This underpayment is driven by large volumes of inpatient and outpatient services provided to individuals covered by these public insurance programs. At this hospital, 80% of inpatient discharges and 55% of outpatient visits are covered by Medicare and Medicaid.