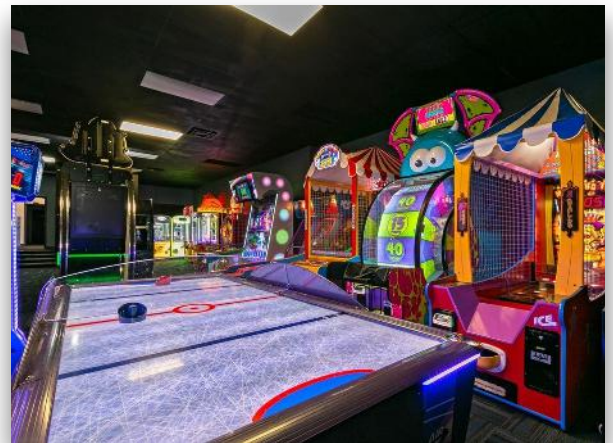


OFFERING MEMORANDUM

\$2,299,000

Norwich Bowling & Entertainment Center

188 West Town Street
Norwich, CT



Dylan LaGrandeur

401.692.0773
dylan@seaportre.com
www.seaportre.com



Kyle Schrader

860.333.3242
kyle@seaportre.com
www.seaportre.com



Confidentiality Agreement

In consideration of a disclosure of information relating to the above subject matter, to be made by Seller/Landlord to Purchaser/Tenant, Purchaser/Tenant hereby agrees that the information is proprietary to Seller/Landlord, that such disclosure will be confidential, and that the disclosed information shall not be used nor duplicated nor disclosed to others, other than Purchaser's/Tenant's attorney, accountant, inspectors and other professionals retained by Purchaser/Tenant to investigate the Subject Matter without first obtaining Seller's/Landlord's written permission. Seller/Landlord may enforce this agreement by injunction or by an action for damages resulting from the breach of this agreement in any court of competent jurisdiction.



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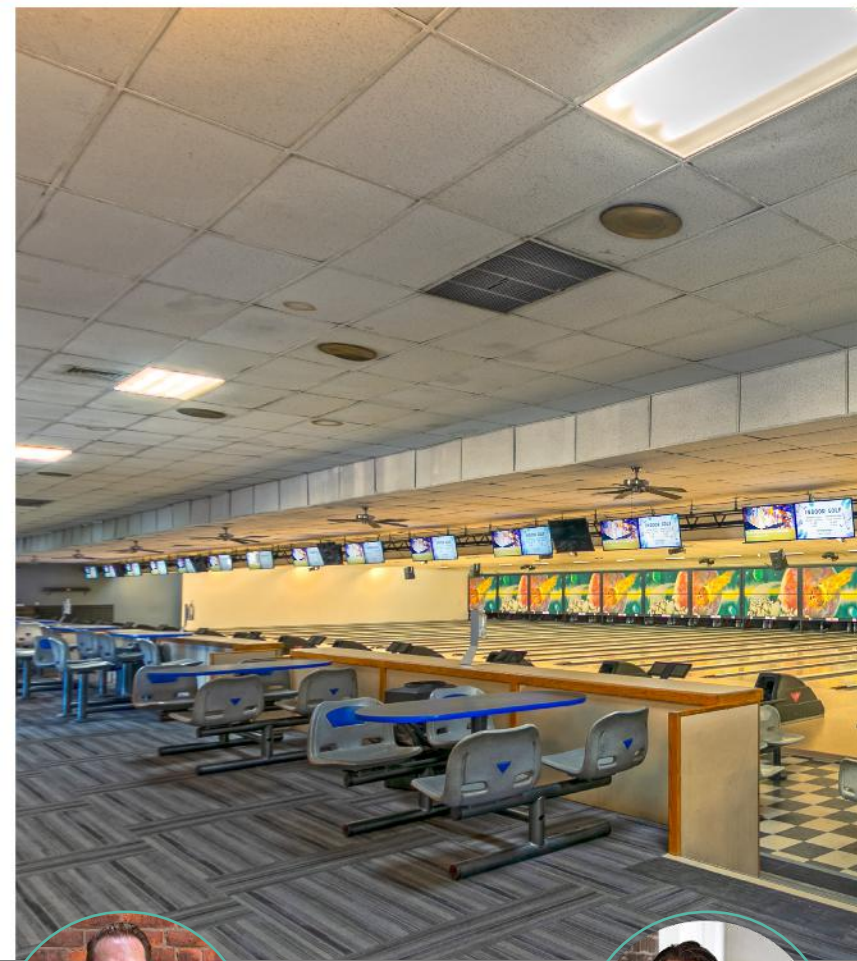
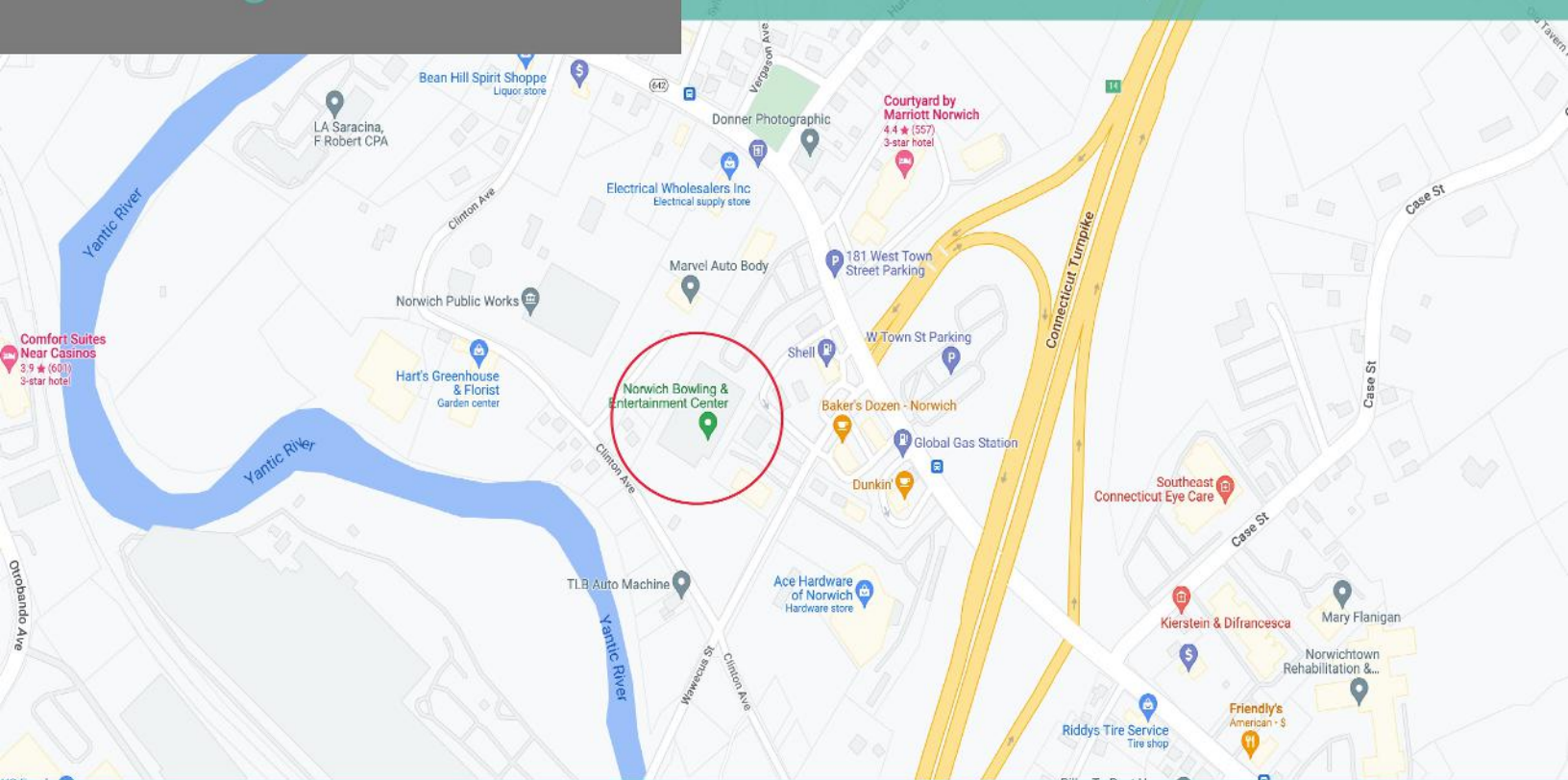
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Offering Memorandum

188 West Town Street, Norwich CT 06360



ABOUT PROPERTY

34,216 sqft Building for sale in Norwich, CT. Conveniently located near major highways (395 North and South), Mohegan Sun and Foxwoods Casino, major retailers, and more. This property's current use is a bowling entertainment business, which includes a 32-lane bowling alley with a full restaurant, bar, indoor golf simulator, private party rooms, retail shop, and arcade. Recent capital improvements include 32 new Brunswick ProAnvil Synthetic lanes with Brunswick Sync Auto Scoring and automatic bumpers on 16 lanes, updated restaurant equipment, and supplies, two virtual golfing simulators plus software, two Kegel Lane Walker cleaning machines, and two new flat roofs. Located in GC zoning allowing various uses including retail, business, and entertainment facilities. Property includes 65 parking spaces. This is a great investment opportunity for the right buyer. Contact us today.



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188 WEST TOWN ST

Location 188 WEST TOWN ST

Mblu 58/ 2/ 36/ /

Acct# 0070570001

Owner KB REAL ESTATE LLC

Assessment \$1,219,400

Appraisal \$1,742,000

PID 6953

Building Count 1

Current Value

Appraisal			
Valuation Year	Improvements	Land	Total
2021	\$969,700	\$772,300	\$1,742,000

Assessment			
Valuation Year	Improvements	Land	Total
2021	\$678,800	\$540,600	\$1,219,400

Parcel Addresses

Additional Addresses
No Additional Addresses available for this parcel

Owner of Record

Owner KB REAL ESTATE LLC
C/O KENNETH FONTAINE

Address 188 WEST TOWN ST
NORWICH, CT 06360

Sale Price \$0

Certificate

Book & Page 2286/0267

Sale Date 08/15/2006

Instrument 1N

Ownership History

Ownership History					
Owner	Sale Price	Certificate	Book & Page	Instrument	Sale Date
KB REAL ESTATE LLC	\$0		2286/0267	1N	08/15/2006
KB REAL ESTATE LLC	\$1,525,000		2286/0263	00	08/15/2006
NALEN INVESTMENTS LLC	\$0		1561/0114	00	05/10/2001
MANUEL + CLAIRE SHINDEL RESTATED	\$0		0978/0201	IN	06/12/1990
BERMA ASSOCIATES	\$0		0480/0204	00	12/12/1977

Building Information

Building 1 : Section 1

Year Built: 1960
Living Area: 34,216
Replacement Cost: \$2,033,169
Building Percent Good: 41
Replacement Cost Less Depreciation: \$833,600

Building Attributes

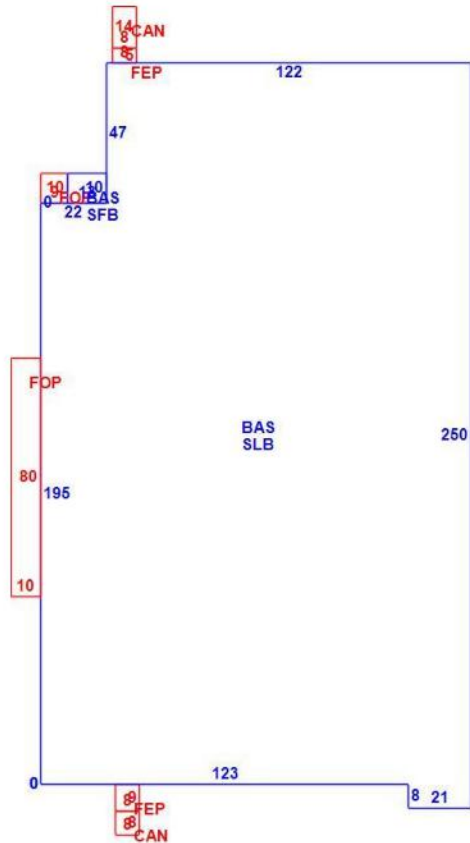
Field	Description
STYLE	Bowling/Arena
MODEL	Ind/Lg Unf Com
Grade	Average
Stories:	1
Occupancy	1.00
Exterior Wall 1	Concr/Cinder
Exterior Wall 2	Pre-finish Metl
Roof Structure	Irregular
Roof Cover	Metal/Tin
Interior Wall 1	Drywall/Sheet
Interior Wall 2	
Interior Floor 1	Inlaid Sht Gds
Interior Floor 2	Carpet
Heating Fuel	Gas
Heating Type	Forced Air-Duc
AC Type	Central
Struct Class	
Bldg Use	BOWLING
Total Rooms	
Total Bedrms	00
Total Baths	0
Usrflid 218	
Usrflid 219	
1st Floor Use:	3700
Heat/AC	HEAT/AC PKGS
Frame Type	MASONRY
Baths/Plumbing	AVERAGE
Ceiling/Wall	SUS-CEIL & WL
Rooms/Prtns	AVERAGE
Wall Height	14.00

Building Photo



(<http://images.vgsi.com/photos/NorwichCTPhotos/\A00\01\81\41.jpg>)

Building Layout



(ParcelSketch.ashx?pid=6953&bid=6953)

Building Sub-Areas (sq ft)

Legend

% Comn Wall	0.00
-------------	------

Code	Description	Gross Area	Living Area
BAS	First Floor	34,112	34,112
SFB	Base, Semi-Finished	130	104
CAN	Canopy	176	0
FEP	Porch, Enclosed, Finished	112	0
FOP	Porch, Open, Finished	890	0
SLB	Slab	33,982	0
		69,402	34,216

Extra Features

Extra Features	Legend
No Data for Extra Features	

Land

Land Use

Use Code	3700
Description	BOWLING
Zone	GC
Neighborhood	C120
Alt Land Appr	No
Category	

Land Line Valuation

Size (Acres)	3.28
Frontage	0
Depth	0
Assessed Value	\$540,600
Appraised Value	\$772,300

Outbuildings

Outbuildings						Legend
Code	Description	Sub Code	Sub Description	Size	Value	Bldg #
PAV1	Paving Asphalt			90000.00 S.F.	\$135,000	1
LT1	Lights			2.00 UNITS	\$1,100	1

Valuation History

Appraisal			
Valuation Year	Improvements	Land	Total
2021	\$969,700	\$772,300	\$1,742,000
2020	\$969,700	\$772,300	\$1,742,000
2019	\$867,300	\$772,300	\$1,639,600

Assessment			
Valuation Year	Improvements	Land	Total
2021	\$678,800	\$540,600	\$1,219,400
2020	\$678,800	\$540,600	\$1,219,400



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Subject Property

188 W Town St - Norwich Tenpin Bowl

SITE PLAN



AERIAL VIEW



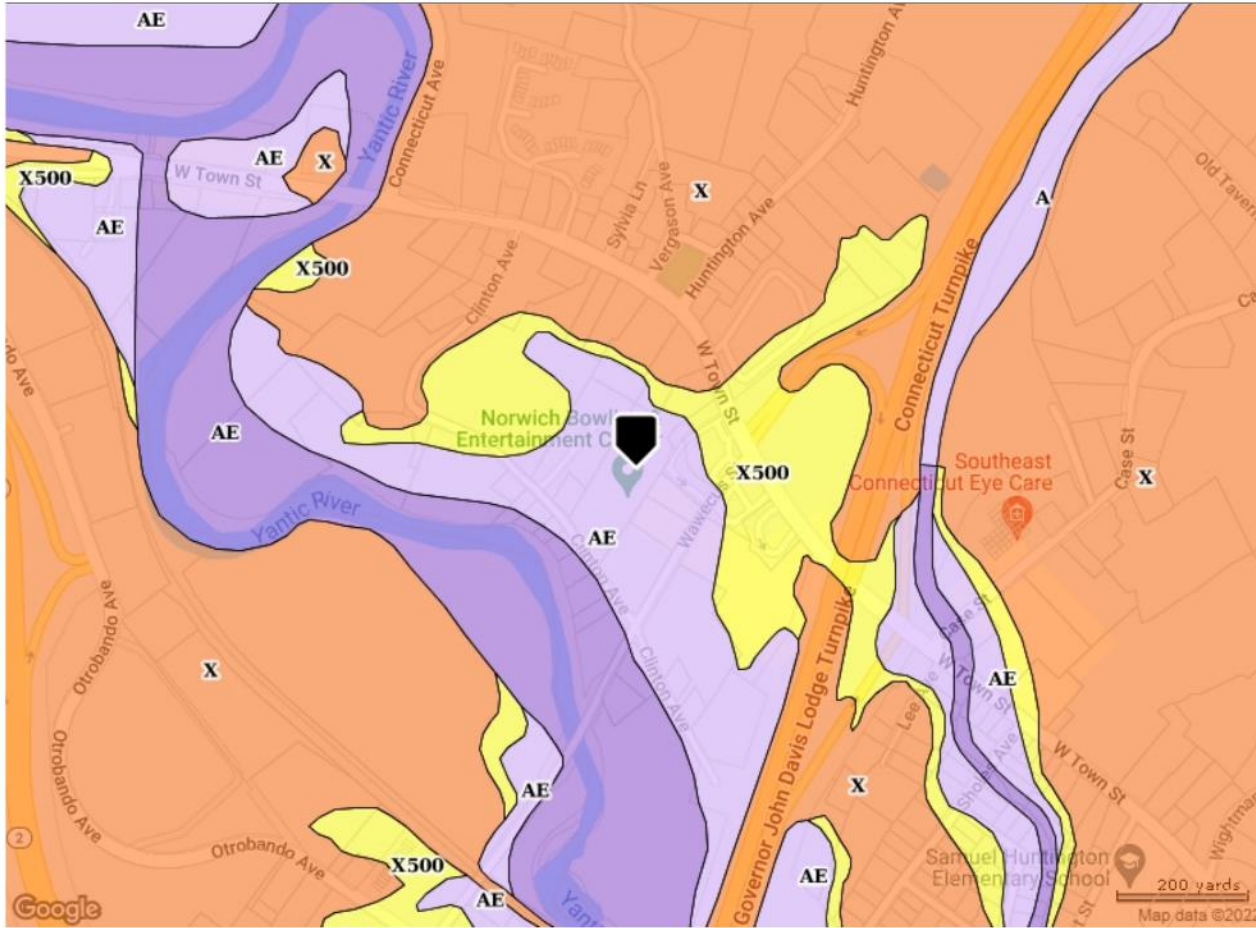
Property Flood Report

188 West Town Street, Norwich, CT 06360

MLS#: [170472807](#)

Flood Zone Code: **AE** Within 250 feet of Multiple Flood Zones: **Yes (AE,X,X500)**
Flood Zone Panel: **09011C0211G** Special Flood Hazard Area (SFHA): **In**
Panel Date: **07/18/2011**
Flood Code Description: **Zone Ae-An Area Inundated By 100-Year Flooding**

This map/report was produced using multiple sources. It is provided for informational purposes only. This map/report should not be relied upon by any third parties. It is not intended to satisfy any regulatory guidelines and should not be used for this or any other purpose.



- Coastal 100-Year Floodway
- Coastal 100-year Floodplain
- 100-year Floodway
- 100-year Floodplain
- Undetermined
- 500-year Floodplain incl. levee protected area
- Out of Special Flood Hazard Area

Information contained in this Flood Report has been compiled from various sources, all of which may not be completely accurate. Smart MLS makes no warranty or representation as to the accuracy of this information. All information that influences a decision to purchase a listed property should be independently verified by the purchaser. Report Generated on 03/10/2022 1:16:28 PM, Copyright 2022 Smart MLS, Inc. All rights reserved.



Market Profile

188 W Town St, Norwich, Connecticut, 06360
 Drive time (6/26/24, 2:10 PM GMT-04: 00): 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 41.55449
 Longitude: -72.10900

	10 minutes	20 minutes	30 minutes
Population Summary			
2010 Total Population	18,170	108,848	312,160
2020 Total Population	17,759	105,719	305,555
2020 Group Quarters	240	4,405	12,522
2023 Total Population	17,575	104,964	304,892
2023 Group Quarters	242	4,403	12,548
2028 Total Population	17,238	103,484	301,596
2023-2028 Annual Rate	-0.39%	-0.28%	-0.22%
2023 Total Daytime Population	19,875	103,846	300,867
Workers	11,512	54,373	155,264
Residents	8,363	49,473	145,603
Household Summary			
2010 Households	7,364	41,575	119,057
2010 Average Household Size	2.44	2.49	2.49
2020 Total Households	7,428	41,912	121,916
2020 Average Household Size	2.36	2.42	2.40
2023 Households	7,369	42,082	123,070
2023 Average Household Size	2.35	2.39	2.38
2028 Households	7,345	42,122	123,690
2028 Average Household Size	2.31	2.35	2.34
2023-2028 Annual Rate	-0.07%	0.02%	0.10%
2010 Families	4,502	26,969	78,193
2010 Average Family Size	3.03	3.02	3.02
2023 Families	4,326	26,387	78,328
2023 Average Family Size	2.99	2.96	2.93
2028 Families	4,299	26,344	78,559
2028 Average Family Size	2.94	2.91	2.88
2023-2028 Annual Rate	-0.13%	-0.03%	0.06%
Housing Unit Summary			
2000 Housing Units	7,230	41,530	121,122
Owner Occupied Housing Units	55.6%	59.3%	59.7%
Renter Occupied Housing Units	36.1%	33.1%	31.7%
Vacant Housing Units	8.3%	7.6%	8.5%
2010 Housing Units	8,171	45,685	132,583
Owner Occupied Housing Units	53.5%	58.4%	59.7%
Renter Occupied Housing Units	36.6%	32.6%	30.1%
Vacant Housing Units	9.9%	9.0%	10.2%
2020 Housing Units	8,293	45,971	134,723
Owner Occupied Housing Units	49.7%	56.5%	58.2%
Renter Occupied Housing Units	39.9%	34.6%	32.2%
Vacant Housing Units	9.5%	8.6%	9.4%
2023 Housing Units	8,261	46,333	136,321
Owner Occupied Housing Units	50.5%	57.6%	58.1%
Renter Occupied Housing Units	38.7%	33.3%	32.2%
Vacant Housing Units	10.8%	9.2%	9.7%
2028 Housing Units	8,299	46,599	136,838
Owner Occupied Housing Units	50.2%	57.8%	58.8%
Renter Occupied Housing Units	38.3%	32.6%	31.6%
Vacant Housing Units	11.5%	9.6%	9.6%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

188 W Town St, Norwich, Connecticut, 06360
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 Latitude: 41.55449
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	10 minutes	20 minutes	30 minutes
2023 Households by Income			
Household Income Base	7,369	42,082	123,066
<\$15,000	6.5%	7.6%	7.2%
\$15,000 - \$24,999	7.3%	7.3%	6.8%
\$25,000 - \$34,999	10.2%	9.2%	9.2%
\$35,000 - \$49,999	11.0%	10.0%	8.7%
\$50,000 - \$74,999	17.1%	17.1%	16.1%
\$75,000 - \$99,999	10.5%	11.8%	12.8%
\$100,000 - \$149,999	22.2%	20.8%	20.1%
\$150,000 - \$199,999	8.4%	8.4%	9.6%
\$200,000+	6.8%	7.6%	9.5%
Average Household Income	\$96,876	\$98,662	\$106,427
2028 Households by Income			
Household Income Base	7,345	42,122	123,686
<\$15,000	6.0%	7.1%	6.8%
\$15,000 - \$24,999	6.5%	6.5%	6.0%
\$25,000 - \$34,999	9.2%	8.3%	8.2%
\$35,000 - \$49,999	9.6%	8.9%	7.8%
\$50,000 - \$74,999	16.5%	16.4%	15.4%
\$75,000 - \$99,999	10.2%	11.4%	12.2%
\$100,000 - \$149,999	24.2%	22.4%	21.2%
\$150,000 - \$199,999	9.9%	10.2%	11.5%
\$200,000+	7.9%	8.9%	10.9%
Average Household Income	\$107,701	\$110,168	\$118,608
2023 Owner Occupied Housing Units by Value			
Total	4,169	26,667	79,139
<\$50,000	5.3%	7.0%	5.0%
\$50,000 - \$99,999	4.5%	3.6%	2.5%
\$100,000 - \$149,999	8.5%	5.7%	4.2%
\$150,000 - \$199,999	11.4%	10.5%	9.5%
\$200,000 - \$249,999	18.0%	15.8%	13.0%
\$250,000 - \$299,999	16.6%	17.0%	17.9%
\$300,000 - \$399,999	19.4%	23.5%	24.9%
\$400,000 - \$499,999	9.9%	10.1%	13.1%
\$500,000 - \$749,999	4.2%	5.1%	7.4%
\$750,000 - \$999,999	1.4%	0.8%	1.3%
\$1,000,000 - \$1,499,999	0.5%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$282,758	\$291,133	\$324,457
2028 Owner Occupied Housing Units by Value			
Total	4,163	26,954	80,479
<\$50,000	5.1%	6.8%	4.8%
\$50,000 - \$99,999	4.3%	3.5%	2.4%
\$100,000 - \$149,999	8.1%	5.4%	4.1%
\$150,000 - \$199,999	10.9%	10.0%	9.1%
\$200,000 - \$249,999	17.4%	15.2%	12.4%
\$250,000 - \$299,999	15.9%	16.2%	16.8%
\$300,000 - \$399,999	18.9%	22.8%	23.8%
\$400,000 - \$499,999	11.5%	11.8%	15.0%
\$500,000 - \$749,999	5.0%	6.2%	8.7%
\$750,000 - \$999,999	1.9%	1.0%	1.6%
\$1,000,000 - \$1,499,999	0.7%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.3%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$296,745	\$304,581	\$338,930

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

188 W Town St, Norwich, Connecticut, 06360
 Drive time (6/26/24, 2:10 PM GMT-04: 00): 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 41.55449
 Longitude: -72.10900

	10 minutes	20 minutes	30 minutes
Median Household Income			
2023	\$70,988	\$72,312	\$78,026
2028	\$79,246	\$80,028	\$85,305
Median Home Value			
2023	\$256,647	\$271,519	\$293,794
2028	\$263,295	\$278,092	\$301,457
Per Capita Income			
2023	\$41,230	\$39,854	\$43,262
2028	\$46,534	\$45,152	\$48,956
Median Age			
2010	39.9	38.8	38.8
2020	41.3	40.3	40.8
2023	41.4	41.2	41.5
2028	41.9	41.7	42.1
2020 Population by Age			
Total	17,759	105,719	305,555
0 - 4	4.7%	5.0%	4.9%
5 - 9	5.1%	5.4%	5.4%
10 - 14	5.7%	5.7%	5.7%
15 - 24	12.4%	13.6%	13.3%
25 - 34	14.3%	13.5%	13.5%
35 - 44	12.2%	12.2%	11.9%
45 - 54	13.3%	12.7%	12.6%
55 - 64	14.9%	14.8%	14.8%
65 - 74	10.5%	10.2%	10.5%
75 - 84	4.6%	4.8%	5.2%
85 +	2.3%	1.9%	2.2%
18 +	80.8%	80.1%	80.3%
2023 Population by Age			
Total	17,574	104,964	304,889
0 - 4	4.9%	4.8%	4.9%
5 - 9	5.1%	5.1%	5.3%
10 - 14	5.5%	5.5%	5.6%
15 - 24	11.8%	13.4%	13.2%
25 - 34	14.0%	13.4%	13.1%
35 - 44	13.2%	12.7%	12.3%
45 - 54	12.6%	12.8%	12.6%
55 - 64	14.3%	14.2%	14.2%
65 - 74	11.3%	10.9%	11.1%
75 - 84	5.1%	5.3%	5.6%
85 +	2.2%	2.0%	2.2%
18 +	81.2%	81.2%	80.7%
2028 Population by Age			
Total	17,237	103,485	301,596
0 - 4	5.0%	4.9%	5.0%
5 - 9	4.9%	5.0%	5.1%
10 - 14	5.1%	5.2%	5.4%
15 - 24	11.1%	12.7%	12.5%
25 - 34	14.7%	13.5%	12.7%
35 - 44	13.4%	13.0%	12.9%
45 - 54	11.9%	12.1%	12.0%
55 - 64	13.3%	13.2%	13.0%
65 - 74	11.8%	11.6%	12.0%
75 - 84	6.5%	6.7%	7.0%
85 +	2.3%	2.2%	2.4%
18 +	81.7%	81.8%	81.3%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 26, 2024



Market Profile

188 W Town St, Norwich, Connecticut, 06360
 Drive time (6/26/24, 2:10 PM GMT-04: 00): 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 41.55449
 Longitude: -72.10900

	10 minutes	20 minutes	30 minutes
Males	8,711	52,493	150,819
Females	9,048	53,226	154,736
2023 Population by Sex			
Males	8,683	52,659	152,563
Females	8,892	52,305	152,329
2028 Population by Sex			
Males	8,523	51,869	150,696
Females	8,715	51,615	150,900
2010 Population by Race/Ethnicity			
Total	18,169	108,848	312,161
White Alone	75.6%	79.0%	81.8%
Black Alone	8.2%	6.7%	5.7%
American Indian Alone	0.9%	1.1%	0.9%
Asian Alone	6.3%	5.1%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.5%	4.1%	4.2%
Two or More Races	4.5%	4.0%	3.6%
Hispanic Origin	9.4%	9.7%	10.4%
Diversity Index	51.4	47.7	44.9
2020 Population by Race/Ethnicity			
Total	17,759	105,719	305,555
White Alone	65.7%	70.1%	73.8%
Black Alone	9.7%	7.7%	5.7%
American Indian Alone	0.8%	1.1%	1.0%
Asian Alone	6.3%	4.9%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.6%	6.1%	6.1%
Two or More Races	10.8%	10.0%	9.5%
Hispanic Origin	14.4%	13.5%	13.8%
Diversity Index	65.2	60.7	57.1
2023 Population by Race/Ethnicity			
Total	17,574	104,964	304,892
White Alone	63.9%	68.7%	72.5%
Black Alone	10.3%	8.0%	6.0%
American Indian Alone	0.8%	1.2%	1.0%
Asian Alone	6.6%	5.1%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.1%	6.5%	6.5%
Two or More Races	11.3%	10.5%	9.9%
Hispanic Origin	15.5%	14.4%	14.7%
Diversity Index	67.5	62.6	59.2
2028 Population by Race/Ethnicity			
Total	17,238	103,484	301,594
White Alone	61.0%	66.2%	70.2%
Black Alone	10.9%	8.5%	6.3%
American Indian Alone	0.9%	1.2%	1.1%
Asian Alone	6.7%	5.3%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.0%	7.2%	7.2%
Two or More Races	12.3%	11.5%	10.9%
Hispanic Origin	17.2%	15.9%	16.1%
Diversity Index	70.7	65.8	62.4

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 26, 2024



Market Profile

188 W Town St, Norwich, Connecticut, 06360
 Drive time (6/26/24, 2:10 PM GMT-04: 00): 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 41.55449
 Longitude: -72.10900

	10 minutes	20 minutes	30 minutes
2020 Population by Relationship and Household Type			
Total	17,759	105,719	305,555
In Households	98.6%	95.8%	95.9%
Householder	41.9%	39.7%	40.0%
Opposite-Sex Spouse	15.8%	16.5%	17.6%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.8%	3.4%	3.2%
Same-Sex Unmarried Partner	0.2%	0.2%	0.1%
Biological Child	24.2%	24.4%	24.4%
Adopted Child	0.7%	0.6%	0.6%
Stepchild	1.2%	1.2%	1.1%
Grandchild	1.9%	1.9%	1.7%
Brother or Sister	1.4%	1.1%	0.9%
Parent	1.5%	1.3%	1.1%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.4%	1.3%	1.1%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	3.7%	3.1%	3.1%
In Group Quarters	1.4%	4.2%	4.1%
Institutionalized	0.5%	1.5%	1.4%
Noninstitutionalized	0.8%	2.7%	2.7%
2023 Population 25+ by Educational Attainment			
Total	12,782	74,781	216,437
Less than 9th Grade	3.9%	3.2%	2.9%
9th - 12th Grade, No Diploma	5.7%	5.5%	4.7%
High School Graduate	30.1%	29.2%	26.5%
GED/Alternative Credential	5.1%	5.8%	4.5%
Some College, No Degree	19.5%	20.8%	19.1%
Associate Degree	7.5%	9.9%	9.4%
Bachelor's Degree	16.3%	15.3%	18.8%
Graduate/Professional Degree	11.9%	10.4%	14.1%
2023 Population 15+ by Marital Status			
Total	14,857	88,835	256,713
Never Married	35.3%	36.4%	35.1%
Married	44.7%	46.3%	48.2%
Widowed	7.7%	5.6%	5.4%
Divorced	12.3%	11.7%	11.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,535	55,884	160,028
Population 16+ Employed	96.5%	96.3%	96.2%
Population 16+ Unemployment rate	3.5%	3.7%	3.8%
Population 16-24 Employed	14.1%	13.8%	13.8%
Population 16-24 Unemployment rate	3.6%	6.0%	7.2%
Population 25-54 Employed	60.7%	60.4%	59.6%
Population 25-54 Unemployment rate	4.1%	3.5%	3.1%
Population 55-64 Employed	18.0%	19.3%	19.7%
Population 55-64 Unemployment rate	1.1%	1.9%	2.8%
Population 65+ Employed	7.2%	6.6%	7.0%
Population 65+ Unemployment rate	4.4%	6.4%	5.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 26, 2024



Market Profile

188 W Town St, Norwich, Connecticut, 06360
 Drive time (6/26/24, 2:10 PM GMT-04: 00): 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 41.55449
 Longitude: -72.10900

	10 minutes	20 minutes	30 minutes
2023 Employed Population 16+ by Industry			
Total	9,199	53,795	153,934
Agriculture/Mining	0.7%	0.9%	0.8%
Construction	4.7%	6.8%	6.1%
Manufacturing	13.8%	13.2%	14.7%
Wholesale Trade	1.1%	1.1%	1.2%
Retail Trade	10.0%	11.3%	11.5%
Transportation/Utilities	3.9%	4.7%	4.5%
Information	1.4%	1.0%	1.2%
Finance/Insurance/Real Estate	4.3%	3.9%	4.6%
Services	55.4%	52.5%	50.7%
Public Administration	4.7%	4.5%	4.6%
2023 Employed Population 16+ by Occupation			
Total	9,197	53,794	153,932
White Collar	50.9%	54.9%	60.0%
Management/Business/Financial	11.5%	13.6%	15.1%
Professional	23.2%	24.2%	27.5%
Sales	6.8%	8.0%	8.2%
Administrative Support	9.4%	9.1%	9.1%
Services	29.3%	23.9%	19.7%
Blue Collar	19.7%	21.2%	20.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	3.1%	5.5%	4.6%
Installation/Maintenance/Repair	3.6%	2.7%	2.6%
Production	7.0%	5.5%	6.0%
Transportation/Material Moving	5.9%	7.4%	7.0%
2020 Households by Type			
Total	7,428	41,912	121,916
Married Couple Households	37.8%	42.0%	44.5%
With Own Children <18	12.3%	14.1%	15.3%
Without Own Children <18	25.6%	27.9%	29.2%
Cohabiting Couple Households	9.8%	9.1%	8.4%
With Own Children <18	3.2%	3.0%	2.6%
Without Own Children <18	6.6%	6.1%	5.8%
Male Householder, No Spouse/Partner	21.4%	20.4%	19.8%
Living Alone	14.8%	14.1%	13.9%
65 Years and over	4.2%	4.2%	4.2%
With Own Children <18	1.8%	1.6%	1.5%
Without Own Children <18, With Relatives	3.1%	3.1%	2.7%
No Relatives Present	1.7%	1.6%	1.7%
Female Householder, No Spouse/Partner	31.0%	28.5%	27.4%
Living Alone	17.3%	15.1%	15.3%
65 Years and over	7.9%	7.5%	7.7%
With Own Children <18	6.1%	6.0%	5.3%
Without Own Children <18, With Relatives	6.4%	6.3%	5.6%
No Relatives Present	1.2%	1.1%	1.1%
2020 Households by Size			
Total	7,428	41,912	121,916
1 Person Household	32.1%	29.2%	29.2%
2 Person Household	33.1%	34.3%	34.7%
3 Person Household	15.8%	16.4%	16.0%
4 Person Household	11.2%	11.8%	12.0%
5 Person Household	4.9%	5.1%	5.1%
6 Person Household	1.8%	2.0%	1.9%
7 + Person Household	1.0%	1.2%	1.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 26, 2024



Market Profile

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 Latitude: 41.55449
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	10 minutes	20 minutes	30 minutes
2020 Households by Tenure and Mortgage Status			
Total	7,428	41,912	121,916
Owner Occupied	55.5%	62.0%	64.4%
Owned with a Mortgage/Loan	38.2%	42.8%	44.9%
Owned Free and Clear	17.3%	19.2%	19.4%
Renter Occupied	44.5%	38.0%	35.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	90	91	92
Percent of Income for Mortgage	21.7%	22.6%	22.6%
Wealth Index	84	90	106
2020 Housing Units By Urban/ Rural Status			
Total	8,293	45,971	134,723
Urban Housing Units	93.3%	73.8%	69.8%
Rural Housing Units	6.7%	26.2%	30.2%
2020 Population By Urban/ Rural Status			
Total	17,759	105,719	305,555
Urban Population	92.6%	72.5%	68.0%
Rural Population	7.4%	27.5%	32.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	10 minutes	20 minutes	30 minutes
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
3.	Emerald City (8B)	Green Acres (6A)	Green Acres (6A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$14,801,313	\$85,786,976	\$268,924,430
Average Spent	\$2,008.59	\$2,038.57	\$2,185.13
Spending Potential Index	91	93	99
Education: Total \$	\$13,107,515	\$75,237,762	\$233,757,984
Average Spent	\$1,778.74	\$1,787.88	\$1,899.39
Spending Potential Index	99	100	106
Entertainment/Recreation: Total \$	\$24,927,717	\$145,326,667	\$458,608,344
Average Spent	\$3,382.78	\$3,453.42	\$3,726.40
Spending Potential Index	89	91	99
Food at Home: Total \$	\$45,630,198	\$264,830,547	\$829,342,269
Average Spent	\$6,192.18	\$6,293.20	\$6,738.78
Spending Potential Index	91	93	99
Food Away from Home: Total \$	\$24,680,511	\$143,052,116	\$450,771,463
Average Spent	\$3,349.23	\$3,399.37	\$3,662.72
Spending Potential Index	90	91	98
Health Care: Total \$	\$47,989,902	\$281,170,171	\$889,776,967
Average Spent	\$6,512.40	\$6,681.48	\$7,229.84
Spending Potential Index	89	91	98
HH Furnishings & Equipment: Total \$	\$19,568,205	\$113,845,187	\$359,725,884
Average Spent	\$2,655.48	\$2,705.32	\$2,922.94
Spending Potential Index	90	92	99
Personal Care Products & Services: Total \$	\$6,489,654	\$37,542,893	\$118,184,455
Average Spent	\$880.67	\$892.14	\$960.30
Spending Potential Index	92	93	100
Shelter: Total \$	\$168,534,907	\$973,863,877	\$3,054,949,633
Average Spent	\$22,870.80	\$23,142.05	\$24,822.86
Spending Potential Index	92	93	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,859,300	\$121,833,077	\$387,615,096
Average Spent	\$2,830.68	\$2,895.14	\$3,149.55
Spending Potential Index	90	93	101
Travel: Total \$	\$14,830,196	\$86,602,086	\$275,010,846
Average Spent	\$2,012.51	\$2,057.94	\$2,234.59
Spending Potential Index	89	91	99
Vehicle Maintenance & Repairs: Total \$	\$8,688,656	\$50,349,374	\$158,632,282
Average Spent	\$1,179.08	\$1,196.46	\$1,288.96
Spending Potential Index	90	91	98

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.