

# New Market Civic Partnership

## MARKETING AND BRANDING REPORT

August 2018

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## OVERVIEW

The goal of this study is to support the revitalization efforts of New Market's historic Main Street as well as to further economic development in the general New Market community. It is important that New Market re-position and re-brand itself in order to attract the many local residents who live within a 1-3 mile radius, as well as new business owners the community. New Market is no longer a tourist destination whose economic vibrancy is dependent upon weekend visitors who purchased antiques. Today, New Market's economic driver is its population of thousands of residents who live in residential developments, all within several miles of town.

New Market and the surrounding area will continue to experience extensive residential growth. Because of this, there is a local need for additional high quality businesses that offer desired products and services both on Main Street and in nearby shopping centers.

To learn about the consumer needs and wants of local residents, an electronic survey was conducted among homeowners in five neighboring residential developments. The survey was conducted with the intention of building a case for needed businesses that could be used by local commercial real estate agents in their solicitation of business prospects. These and other results are seen in the Marketplace Report.

The survey program also included a two-hour focus group session in which seven area residents were asked in-depth questions about their consumer habits, their perceptions of New Market, and ways in which they would like to see the town develop. The focus group responses can be useful to the town leadership, town planners, as well as to commercial real estate agents.

Members of the Special Event Committee also met with Grove to examine the current status of New Market's planned events and explore ways of expanding programming to better ensure adequate promotion and sponsorship solicitation.

A branding tagline was also created for New Market, derived from the expressed thoughts, perceptions and economic development goals of town leaders and area residents. The tagline was selected from three presented by Grove.

# DISCOVERY AND SWOT ANALYSIS

## DISCOVERY SESSION

A Discovery Session was conducted on Thursday, May 31, 2018 from 7-9pm at New Market Town Hall to learn the thoughts and perceptions of New Market by town leaders.

### Attendees

Scott Clawson  
Michelle Corpora  
Rick Fleshman  
Steve Pippin  
Jake Romanell  
Scott Grove

## I. Introduction

Each of the attendees introduced themselves and discussed their interests and ambitions for New Market's Main Street. The group voiced the hope for a renewed Main Street with commercial businesses that served New Market's immediate and surrounding residential communities.

Steve Pippin led a discussion about the work of the Special Event Committee and events planned for the year, specifically: Founder's Day--Historic House Walking Tour (June 9), Community Appreciation Day (August 11), Harvest Festival (October 13), Christmas in New Market (December 1).

## II. SWOT Analysis

The following are responses to the SWOT analysis conducted at the meeting

### STRENGTHS

- Location, mid-Atlantic region, near heavily-traveled interstate highway, near numerous surrounding developments
- Historical integrity
- Charming atmosphere
- New sidewalks
- More affordable commercial sale and leasing rates for properties
- Two restaurants
- Main street commuter traffic

### WEAKNESSES

- Intimidating main street commuter traffic
- Some of the historic buildings are in need of significant maintenance
- Owner challenges of upkeep of a historical property
- Historic properties can be challenging for retail fit-outs, permitting, etc.
- Limited number of existing businesses to attract consumers and other businesses
- Lack of business hour coordination
- Lack of signage promoting the businesses in the district as well as lack of good signage on Main Street
- Limited funds and staffing to promote support Main Street

## OPPORTUNITIES

- Federal and state tax credits for approved historic preservation renovations
- Population growth
- Population affluence
- Tremendous farming potential, available acreage
- Mutually beneficial partnerships with government, non-profit and corporate entities
- Additional parking at United Methodist Church, Grange and Vintage
- Affordable retail location for startup or secondary business site
- Provides an authentic town center for developers to align themselves with in their promotion of new communities
- Main Street leasing or sale attractive to retailers because of lower cost

## THREATS

- Loss of historic character
- Commercial centers are opening in new residential communities
- Concern that Main Street might become solely a residential district

## III. Desirable Businesses

Attendees named the following business types as being desirable for Main Street

- Bed and Breakfast (no hotels between New Market and Turf Valley Resort)
- Ice cream eatery, candy, coffee
- Local produce
- Bakery

## FOCUS GROUP

### FOCUS GROUP

A focus group was conducted on Wednesday, June 28 at 7pm at New Market Town Hall to learn the thoughts and perceptions of local residents concerning New Market.

#### Participants

Heather and Nathan Allen, Woodspring  
Janet and Joe Lucia, Woodspring  
Regina Flanigan, near Holly Hills  
Karen Brenner, Main Street  
Christina Trunnell, Royal Oaks

#### GENERAL PERCEPTIONS

*What are the positive attributes of New Market and surrounding areas?*

- It feels very safe here
- Historic character
- Small town feel
- Surrounding rural area, beauty
- Good public schools accessible by walking for many
- Easy access to Frederick and Mt. Airy offerings of shopping, restaurants, etc.

*What are its negative attributes of New Market and surrounding areas?*

- Empty Main Street storefronts
- Traffic speed on Route 75 and Main Street
- Fire sirens
- Ugly strip centers.... Lack of architectural planning
- Lack of consistent Main Street hours
- Outdoor maintenance at shopping centers
- Not enough marketing of business enterprises to show that they are open.
- Limited wayfaring and business signage
- No signage to direct people to parking areas
- Limited signage regarding businesses that are available

#### CONSUMER HABITS

*What businesses in New Market's shopping centers east of Route 75 do you patronize?*

- Food Lion
- PNC
- CVS
- Trouts
- Dry Cleaners
- Pasquales
- Asian Bistro
- Dentist
- Veterinarian
- Gym
- Hair Salon
- Chiropractor
- New Market Plains Vineyards

*What shopping experiences must you currently travel outside of New Market for that you believe could be successful here?*

- Coffee, go to Starbucks, Dublin and Nola in Mt. Airy and Frederick
- Brewpub, Flying Dog, Milkhouse, Roadhouse, Red Shedman
- Grocery store, Safeway in Mt. Airy, Common Market in Frederick
- Farmers markets
- Music venues
- Bookstore, used or new
- Swimming pool

*What businesses located on Main Street do you patronize?*

- Santa Fe
- Vintage
- Milos
- Chiropractor
- Sol Yoga
- Post Office
- The Original Playhouse
- New Market Plains Vineyards

*What New Market restaurants do you patronize?*

- Vintage, for special occasions, expensive
- Milos Pizza and Tavern
- Asian Bistro
- Pasquales
- Morgan's American Grill
- Trouts Deli

## GENERAL PERCEPTIONS

*There are a dozen or more residential communities in the surrounding New Market area. Do you feel connected to the people who live in communities other than the one where you live?*

Respondents felt closely connected to the residents of communities in which they lived but not to those in other communities. The exception to this was in instances in which parents from different communities knew one another because their school age children were friends.

*How many times do you drive on New Market Main Street each week?*

Most respondents traveled on Main Street from 4-12 times per week.

*What sorts of businesses are needed in New Market?*

- Lounge with music\*
- Fresh produce\*\*
- Breakfast place
- Coffee
- Small gourmet grocery
- Wine store
- Quality grocery store (or improved Food Lion)

\* A place where people could stay for up to several hours either alone or with friends for an extended period – games were mentioned, expansive seating, books, free wifi.

\*\* A farm stand with local produce available to replace the two, which closed several years ago – much missed by the community.

*What sorts of events would you attend if hosted in New Market?*

- Food-related events
- Movie night
- Farmer's market
- Flea market
- Beer and wine related events
- Open mic event
- Outdoor happy hour

#### OBSERVATIONS ABOUT THE FUTURE

*Greater New Market will continue to grow. In what ways would you like to see it develop? With what characteristics, features and amenities?*

- Retention of historical character
- Retention of rural character
- No more chains
- New infrastructure that supports and co-exists with historic character
- Development of a town center for special events on or near Main Street
- Photo enforced speed cameras
- Better parking and clearly marked signage throughout town

*What do you think could contribute to building a stronger, more tightly-knit community... meaning the larger New Market community?*

- Biking and walking paths that connect the communities and Main Street
- Better marketing that supports local businesses and creates public awareness
- Municipal pool that serves all the residential communities

*Imagine that an international leader is coming to visit the New Market area. What would be the one thing that you would really want this person to see?*

- A crab cake from Trout's
- A tour of Main Street
- Historic house tour
- Christmas in New Market, the event showcases the best qualities of the town
- Surrounding farmlands

#### ***Stated Comments and Suggestions***

- Needs to be more collaboration and partnership among businesses and other entities, schools
- Main Street needs activity in order to be perceived as the town center. There should be extensive yet simple programming that involves the schools and other organization. For example, a Main Street parade to mark opening day of every sport season at LOUYAA.
- Town Council should talk with HOAs about annexing the communities.
- HOA leaders could benefit from greater communication and collaboration with one another. potentially with Town of New Market.
- New Market is in need of important architectural / infrastructure planning, both in the historic district and in the surrounding areas that are being developed.

- The Town Council should communicate with Food Lion management about its need to update its store with more amenities such as floral, bakery, and other departments.
- Majority of attendees felt that there is now a negative connotation to the word “antiques.”
- Strong mention of how much untapped potential lies within New Market (woman producing herbs in Town but selling in Frederick, other woman working at artisan donut shop outside Town, etc.) – need for networking between communities and residents to find out what our resources are.
- Affluence of communities goes out of Town to patronizes businesses – we need things to keep them here.
- Suggestion of “Town Hours” – certain days/times in which ALL businesses in New Market are open to the public, to avoid frustration and confusion of customers.
- Suggestion of bricking/landscaping/artwork on crosswalks to create more focus and deter speeding.
- People believe that 75 is the “great divide” that people do not like to cross in order to conduct their business – there is a large lack of awareness of what is available in and around Town (both businesses and events) from even long-term residents.
- Perhaps create social media presence like the “Frederick Tour” photography idea, to highlight the specialness of New Market and also what is available here.
- Suggestion of having ribbon cuttings/grand opening parties for new businesses to create awareness – like City of Frederick does.
- Need for cooperation between Planning Committee and Historic Preservation in order to facilitate progress in town.
- Make it easier for residents to cross 75 in order to make Town accessible by foot/bike/etc.
- Hold larger events at New Market Plains Winery.
- Strong positive reaction to Vintage’s “farm-to-table” feel, which is both high-quality (what consumers want) but also matches with the rural surroundings and history of the area.
- Desire expressed for more upscale retailers offering high quality goods that are affordable (i.e. \$4.50 artisan breads, \$12 carefully selected wines, etc.).

*The session adjourned at 9:00pm*



## RESIDENTIAL SURVEY

In June 2018, homeowners in the residential communities of Brinkley Manor, Greenview, The Meadow, New Market West and Woodspring were invited to participate in a 14-question survey concerning their experiences, perceptions, and consumer habits related to New Market. A total of 308 people responded during the survey period, a response quotient that is believed to be high. The following pages document the results of the survey. However, some interesting sample facts include:

- There is a wide age range among those who live in New Market. There appears to be a significant population of younger residents (ages 25-39 / 22%). Conversely, there is also a population of residents who are 65+ (28%). **This is important because there is the need for businesses that respond to the needs of the diverse age groups.** 50% percent of the respondents are between the ages of 40-65.
- Nearly 23% of all respondents had only lived in New Market from 1-4 years. **A total of 45% of all respondents had lived in the area 1-9 years. One could assume that a percentage of these people have come from larger metropolitan area and therefore desire at least some of the business services they enjoyed there.** This is reflected in some of the responses concerning consumer habits.
- 43% of the respondents had children living at home.
- 66% of the respondents said that they drove through New Market's main street between 3-10+ times a week. State traffic statistics document that more than 10,000 cars travel on main street each day.
- 75% of the respondents patronize one or more of the main street restaurants. **More than one-third of the respondents (113) do not patronize any non-restaurant businesses located on main street.**

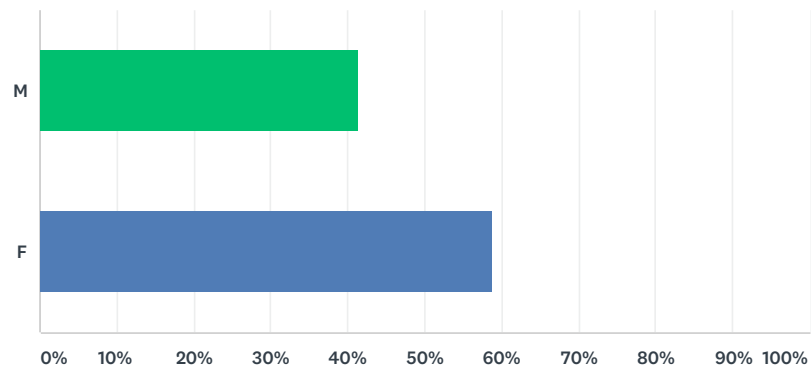
### Editor's Comments

In response to Question #11, there were a large number of respondents who requested another American restaurant that was casual and affordable. While Vintage is well regarded it is considered to be expensive. This request might be answered with the operation of a café that served basic fare. The words "casual" and "high quality" were used several times by respondents. Other comments related to restaurants were for outdoor seating, takeout service, delivery service, and a seafood restaurant. There were a significant number of respondents that requested a bakery either on Main Street or nearby. There were also many requests for a sophisticated cocktail lounge / wine bar / craft beer venue. Other related suggestions included music venue or a lounge with late night hours. Someone suggested a wine bar / tasting room that served only local wines. This could be paired with a guide to the wineries. Respondents want small luxuries that are affordable.

In response to Question #12, it should be noted that the 308 people who responded to the survey have very different feelings about chain restaurants. 17 respondents would be happy with the addition of more fast food restaurants. Others were strongly against the addition of more fast food restaurants. Others wanted casual dining chain choices such as Panera Bread, Chipotle, and Starbucks. Numerous respondents communicated that they wanted a higher quality of grocery store than what Food Lion is currently offering. Either Food Lion should improve its store and services or another better quality store is needed. In addition to ethnic restaurants, there were several requests for the addition of a seafood restaurant. Several respondents also brought up the idea of constructing a community swimming pool and improvements made to the local park. Development of the park could help to create a greater sense of town center and help foster relationships among residents. Could local developers work with town officials to do so?

Q1 Your gender?

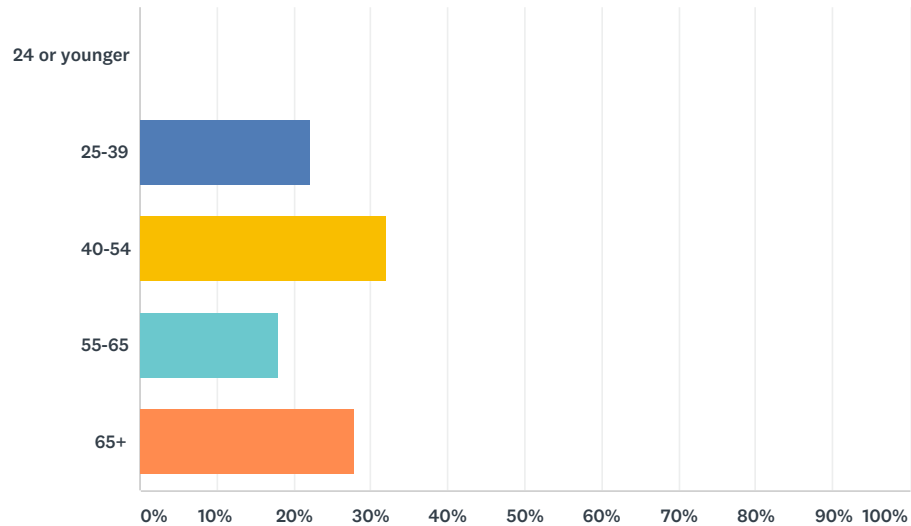
Answered: 304    Skipped: 4



ANSWER CHOICES	RESPONSES	
M	41.45%	126
F	58.88%	179
Total Respondents: 304		

Q2 Your age?

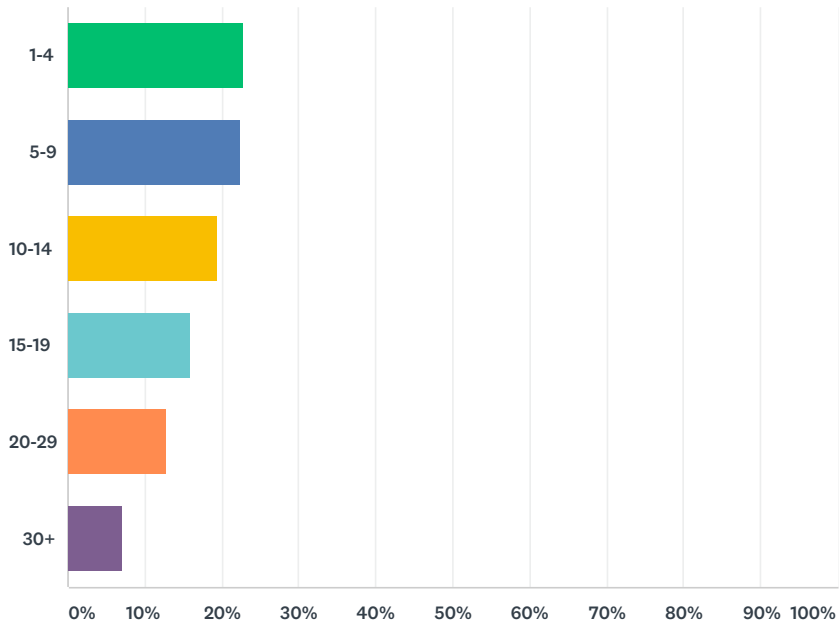
Answered: 306 Skipped: 2



ANSWER CHOICES	RESPONSES	
24 or younger	0.00%	0
25-39	22.22%	68
40-54	32.03%	98
55-65	17.97%	55
65+	27.78%	85
Total Respondents: 306		

Q3 How many years have you lived in the area?

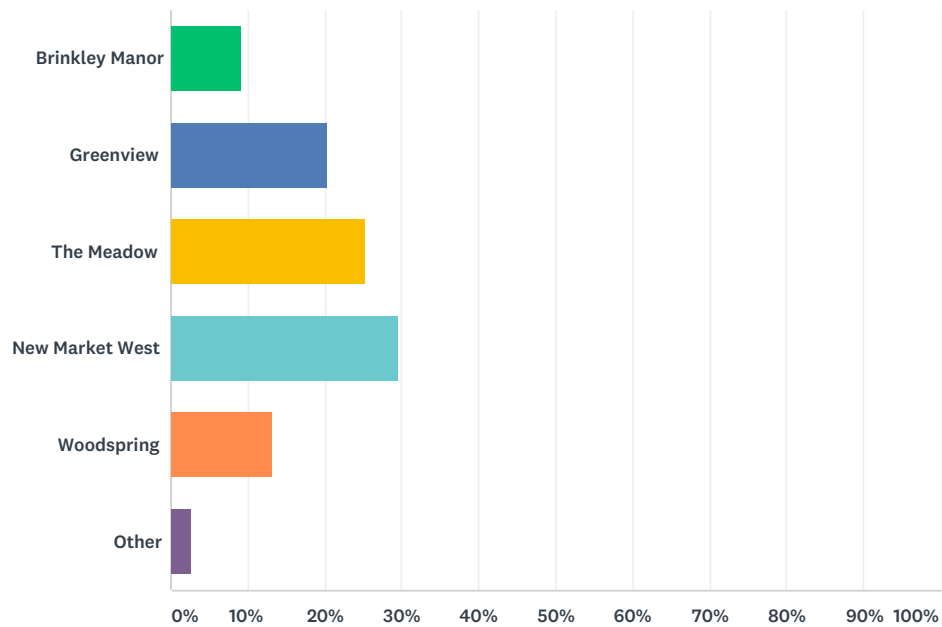
Answered: 307 Skipped: 1



ANSWER CHOICES	RESPONSES	
1-4	22.80%	70
5-9	22.48%	69
10-14	19.54%	60
15-19	15.96%	49
20-29	12.70%	39
30+	7.17%	22
Total Respondents: 307		

Q4 What is the name of the residential community where you live?

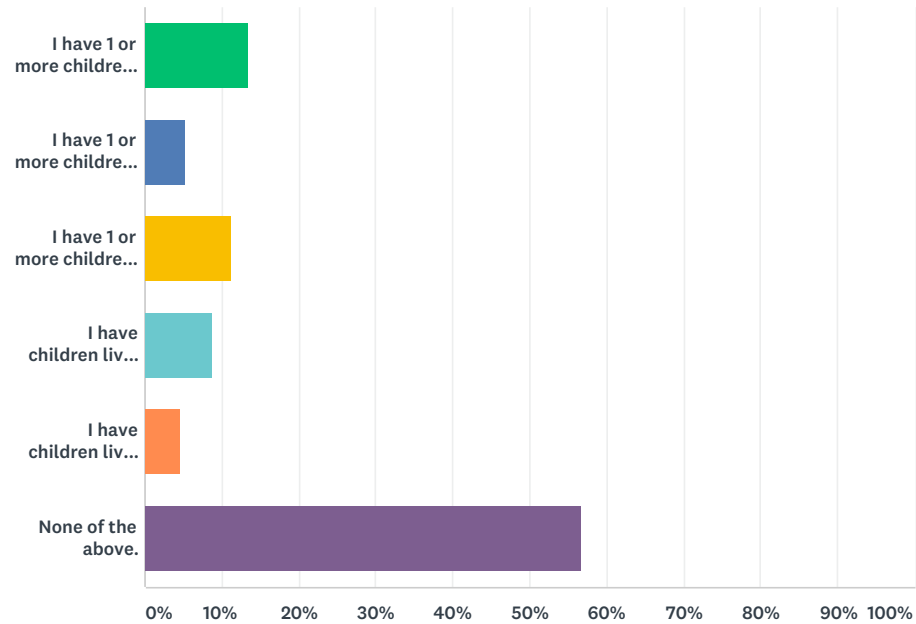
Answered: 305   Skipped: 3



ANSWER CHOICES	RESPONSES	
Brinkley Manor	9.18%	28
Greenview	20.33%	62
The Meadow	25.25%	77
New Market West	29.51%	90
Woodspring	13.11%	40
Other	2.62%	8
TOTAL		305

Q5 Which statement best responds to your personal situation?

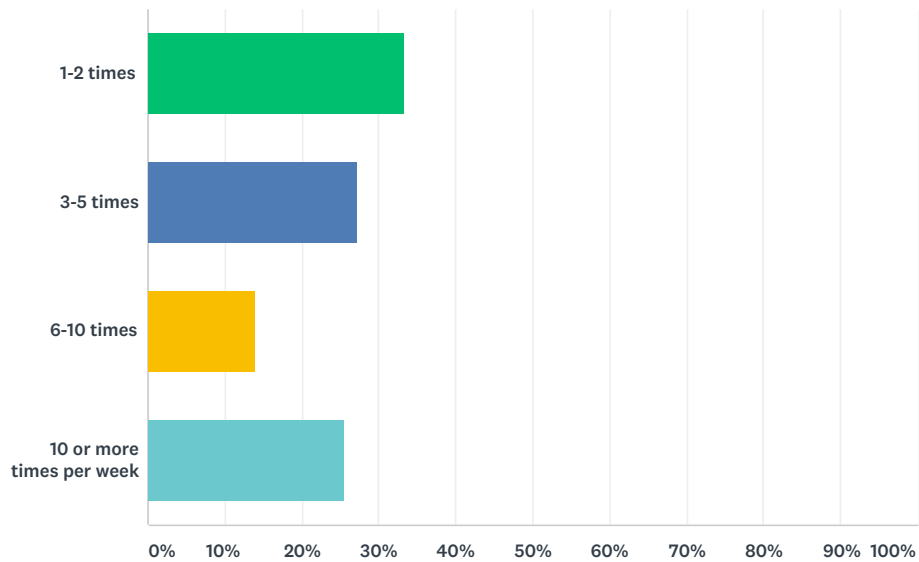
Answered: 307 Skipped: 1



ANSWER CHOICES	RESPONSES	
I have 1 or more children enrolled at New Market Elementary School.	13.36%	41
I have 1 or more children enrolled at New Market Middle School.	5.21%	16
I have 1 or more children enrolled at Oakdale or Linganore High School.	11.40%	35
I have children living at home who are of preschool age.	8.79%	27
I have children living at home who attend schools other than those listed above.	4.56%	14
None of the above.	56.68%	174
TOTAL		307

Q6 How often do you drive through New Market's Main Street each week?

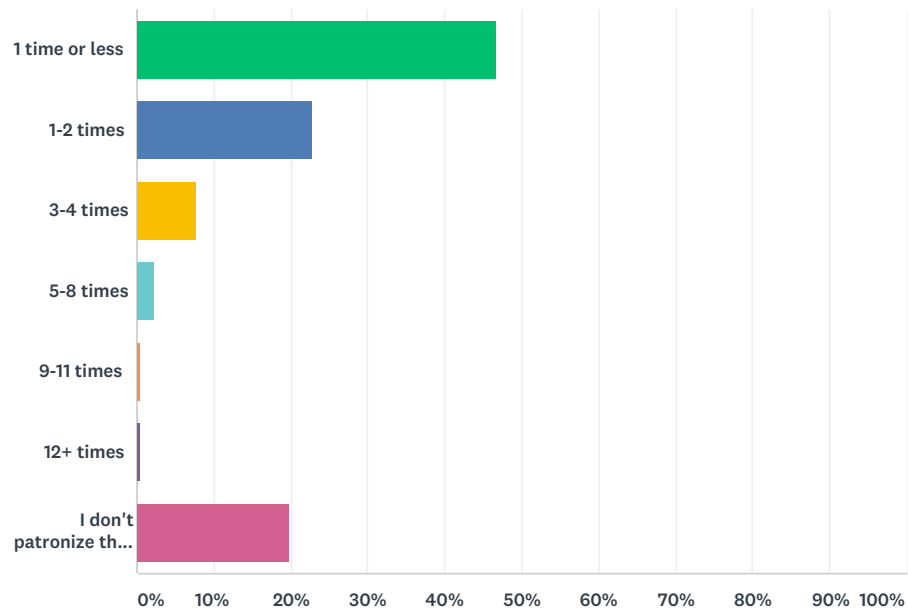
Answered: 306 Skipped: 2



ANSWER CHOICES	RESPONSES	
1-2 times	33.33%	102
3-5 times	27.12%	83
6-10 times	14.05%	43
10 or more times per week	25.49%	78
TOTAL		306

Q7 In the course of an average month, what is the number of times that you patronize a New Market Main Street restaurant?

Answered: 307    Skipped: 1

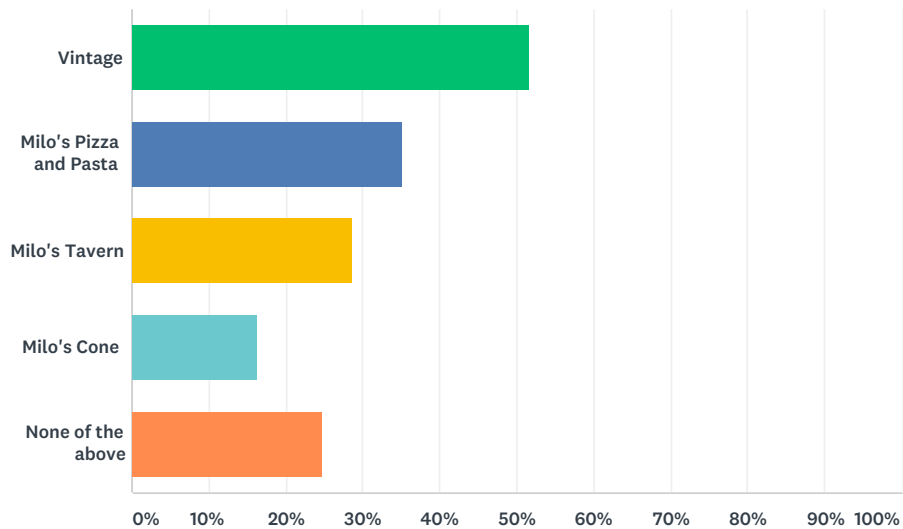


ANSWER CHOICES	RESPONSES	
1 time or less	46.58%	143
1-2 times	22.80%	70
3-4 times	7.82%	24
5-8 times	2.28%	7
9-11 times	0.33%	1
12+ times	0.33%	1
I don't patronize these restaurants	19.87%	61
TOTAL		307



Q8 Which of these New Market Main Street restaurants do you patronize?

Answered: 308 Skipped: 0



ANSWER CHOICES	RESPONSES	
Vintage	51.62%	159
Milo's Pizza and Pasta	35.06%	108
Milo's Tavern	28.57%	88
Milo's Cone	16.23%	50
None of the above	24.68%	76
Total Respondents: 308		

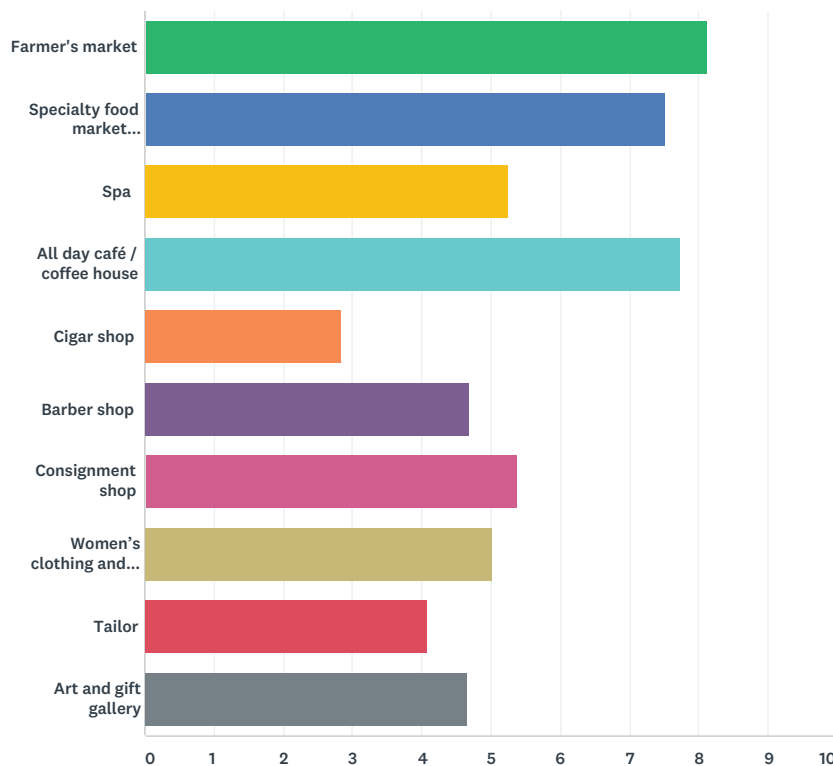
**Q9 Please name other non-restaurant New Market Main Street businesses (professional, retail, etc.) that you patronize.**

Answered: 205 Skipped: 103

Original Playhouse	19
Post office	14
Happiloo	11
Santa Fe Trading Co.	8
Sol Yoga	7
Village Potter	6
Ory's Florist	4
Smith's Antiques	3
Fleischman's	3
Lawson's	3
NMFD Breakfasts / Bingo	2
Dentist	1
Chiropractor	1
None	113

## Q10 Rate your potential use of the following businesses if located on New Market Main Street and reasonably priced. (#1 being the highest, #10 being the lowest.)

Answered: 300 Skipped: 8



	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Farmer's market	36.94% 99	20.52% 55	19.40% 52	5.22% 14	5.22% 14	2.24% 6	2.24% 6	2.24% 6	1.49% 4	4.48% 12	268	8.12
Specialty food market (packaged products, wine, fresh bread)	12.31% 33	32.84% 88	20.15% 54	10.45% 28	5.60% 15	5.60% 15	4.48% 12	3.73% 10	2.61% 7	2.24% 6	268	7.51
Spa	6.48% 16	4.86% 12	13.77% 34	8.91% 22	9.72% 24	14.57% 36	12.96% 32	10.53% 26	11.74% 29	6.48% 16	247	5.26
All day café / coffee house	28.15% 76	18.15% 49	17.04% 46	12.96% 35	7.41% 20	5.93% 16	3.70% 10	2.96% 8	1.85% 5	1.85% 5	270	7.75
Cigar shop	5.33% 13	2.46% 6	1.23% 3	3.69% 9	5.33% 13	4.92% 12	4.92% 12	6.15% 15	12.30% 30	53.69% 131	244	2.84
Barber shop	2.72% 7	5.45% 14	5.06% 13	12.06% 31	14.79% 38	11.28% 29	10.12% 26	13.62% 35	16.34% 42	8.56% 22	257	4.69
Consignment shop	2.35% 6	5.88% 15	10.59% 27	13.33% 34	17.25% 44	12.55% 32	16.47% 42	10.98% 28	7.45% 19	3.14% 8	255	5.38
Women's clothing and accessories	4.98% 13	2.68% 7	6.51% 17	13.41% 35	14.56% 38	15.33% 40	14.18% 37	13.79% 36	6.90% 18	7.66% 20	261	5.03
Tailor	3.45% 9	3.07% 8	2.68% 7	6.51% 17	8.43% 22	9.96% 26	14.56% 38	23.37% 61	21.84% 57	6.13% 16	261	4.08
Art and gift gallery	2.21% 6	3.69% 10	5.54% 15	11.44% 31	14.76% 40	15.13% 41	14.76% 40	9.96% 27	11.81% 32	10.70% 29	271	4.67

**Q11 Name up to three businesses -- not listed above -- that you believe are needed and could be successful on New Market Main Street.**

Answered: 229 Skipped: 79

<b>Restaurants &amp; Eateries</b>		UPS Pack & Ship	1
American restaurant	50	Fabric / quilt shop	1
Ethnic or seafood restaurant	15	Sports equipment	1
Café / coffee shop*	44	Military surplus	1
Bakery	30	Gun shop	1
Craft cocktail and wine bar	14		
Ice cream parlor	12	<b>Services</b>	
Sports bar	2	Nail salon	5
Tearoom	2	Hair salon / Kid's hair studio	4
Organic juice bar	1	Pet store / wash / day care	3
Chain restaurant	1	Bank	1
		Dry Cleaners/ Laundromat	3
<b>Food Stores</b>		Optometrist	1
Deli	13		
Grocery Store	8	Gym	1
Microbrewery	5	Massage	1
Convenience store	4	Tanning salon	1
Butcher	3	Shoe repair	1
Farmer's Market	1	Hotel	1
		Gas station	1
<b>Specialty Retail</b>			
Hardware store	16	<b>Entertainment, Leisure</b>	
Gift shop	9	Teen arcade / Game shop	5
Plant/nursery/garden center	7	Art classes / gallery / supplies	5
Wine / beer / liquor store	7	FCPL satellite site	3
Women's clothing/accessories	5	Bowling alley	2
Book store	5	Movie house	3
Home / kitchen accessories	4	Live music venue	3
Craft supplies	4	Karate studio	1
Flower shop	3	Fiber art studio	1
General store	3		
Antique shops (more)	2		
Outfitter shop	2		
Jewelry store	2		
Dollar Store	2		
Boutique	2		
Candles / aromatherapy	1		
Coin / stamp / postcard shop	1		
Consignment shop	1		
Toy store	1		
Farmer's Coop	1		
Container store	1		

\* Café is defined as a coffee shop that serves breakfast, lunch and limited dinner fare.

### **Editor's Comments in Response to Question 11–**

There were a large number of respondents who requested another American restaurant that was casual and affordable. While Vintage is well regarded it is considered to be expensive. This request might be answered with the operation of a café that served basic fare. The words “casual” and “high quality” were used several times by respondents. Other comments related to restaurants were for outdoor seating, takeout service, delivery service, and a seafood restaurant.

There were a significant number of respondents that requested a bakery either on Main Street or nearby.

There were also many requests for a sophisticated cocktail lounge / wine bar / craft beer venue. Other related suggestions included music venue or a lounge with late night hours. Someone suggested a wine bar / tasting room that served only local wines. This could be paired with a guide to the wineries.

Respondents want small luxuries that are affordable.

### **Comments From Those Surveyed –**

#### **Respondent #1**

In addition to businesses, the town needs to do more to be pedestrian friendly. It's a compact town that could be very walkable. However, the path between Wicomico & NMMS is often overgrown, the town puts more traffic on Royal Oak Drive without considering its impact on residents, there are too few crosswalks and crosswalk laws are not enforced, and finally in the winter, many Main St sidewalks are completely impassable due to snow & ice. I would love to walk around exploring and shopping at Main St. shops, but I can't get there safely. A crosswalk signal like Mt. Airy has would be wonderful. Investments in trails (like Mt. Airy, Emmitsburg & Brunswick are doing) would also be wonderful. I'm part of a large running community. We love to run in pedestrian friendly places, and end our runs with a drink or breakfast. New Market is never selected for these runs because it's not pedestrian friendly. Yes, bring in more businesses, but if people can't get to those businesses safely, then Main Street will never thrive.

#### **Respondent #2**

It (Main Street) needs a high quality restaurant that caters to the locals and still is intriguing enough to attract customers from all over the region. Something like the old Mealey's. When people drove through the area, they knew its quality and reputation and made a special stop to eat there. The main street has lost its mystique when all the little specialty and antique shops left with Mealey's. You need a central draw business to bring the people and something interesting to keep them. One store that does not get enough publicity is the Toys Museum. Everyone that has visited it with grand kids said it was a great hidden secret.

#### **Respondent #3**

Additional unique restaurants are needed including those specializing in foods from different countries. Toy shops, museums to include science and other subjects for children and adults. In addition, adding free flight movies where one can be in a sitting position yet experience a plane ride through the science world, etc. Perhaps, historical marching parades, etc. a visit to the fire department would be enjoyable for visitors. Also the existing playground can be extended to create a carnival affect for a fun day in historical “New Market.” The ideas can be endless!

## Q12 Name up to three businesses that you believe are needed and could be successful in the general New Market area.

Answered: 218 Skipped: 90

<b>Restaurants &amp; Eateries</b>		Container store	1
Starbucks, Panera or Chipotle*	34		
Café	30	<b>National Chains</b>	
American	17	(ie. Target, Walmart, Home Depot)	8
Fast food restaurant	17		
Ethnic or seafood restaurant	8	<b>Services</b>	
Ice Cream / Dessert shop	8	Car wash	4
Pizza / Sub shop	6	Gas station	3
Any no-chain restaurant	1	Barber shop	3
Brew pub	1	Spa	2
Sports bar	2	Health care facility	2
Cocktail and wine bar	1	Music venue	2
		Dentist office	2
		Car service (i.e. oil change)	2
<b>Food Stores</b>		Gym (also with child care)	2
Grocery Store**	14	Plumber	1
Bakery	12	Karate studio	1
Trader Joe's	10	Motel / hotel	1
Farmer's market / stand	5	Day care	1
Convenience store (Wawa, etc.)	5	Dry cleaners	1
Organic grocery store	3	Hair salon	1
Deli	3	Nail salon	1
Gourmet Food Store	1	Tanning salon	1
Microbrewery	2	Office / copy shop	1
Butcher	1	Tailor	1
		Doctor office	1
<b>Specialty Retail</b>		<b>Entertainment, Leisure</b>	
Hardware Store	20	Movie theater	6
Bank	6	Arts / Craft / Gallery	3
Book store	5	FCPL Satellite Site	2
Garden center	4	Swimming pool	1
Consignment / Thrift	2	Roller skating rink	1
Jewelry	2		
Florist	2		
Women's clothing	1	* Sit down, casual chain food stores (not fast food).	
Children's clothing (infant+)	1	** Respondents consistently asked that Food Lion	
Pet store	1	improve its store or that a higher end grocery store	
Gift shop	1	move to town.	
Automotive	1		
Comic book store	1		
Electronics/computer store	1		

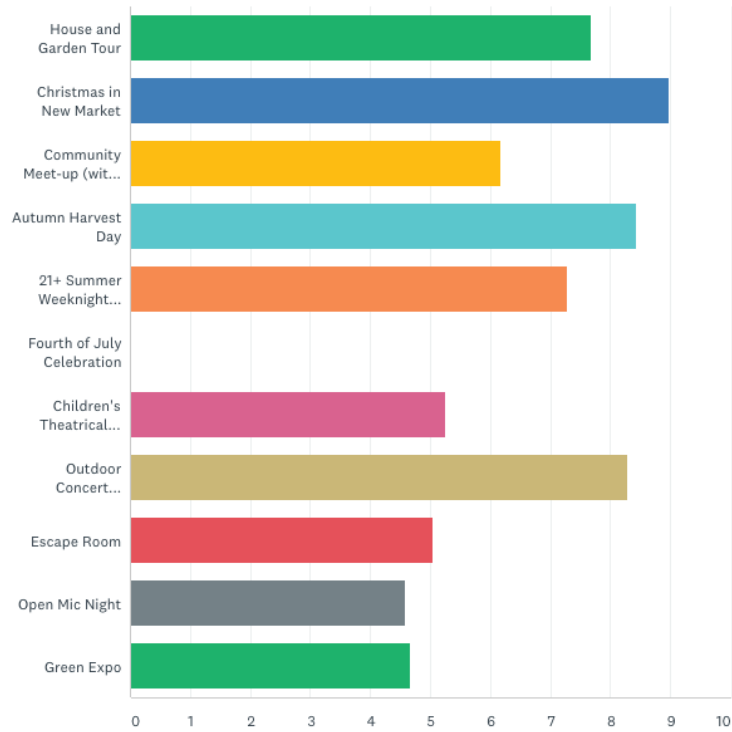
Q13

Customize

Save As ▼

Rate the likelihood of your attending one of the following events. (#1 being the highest, #10 being the lowest.)

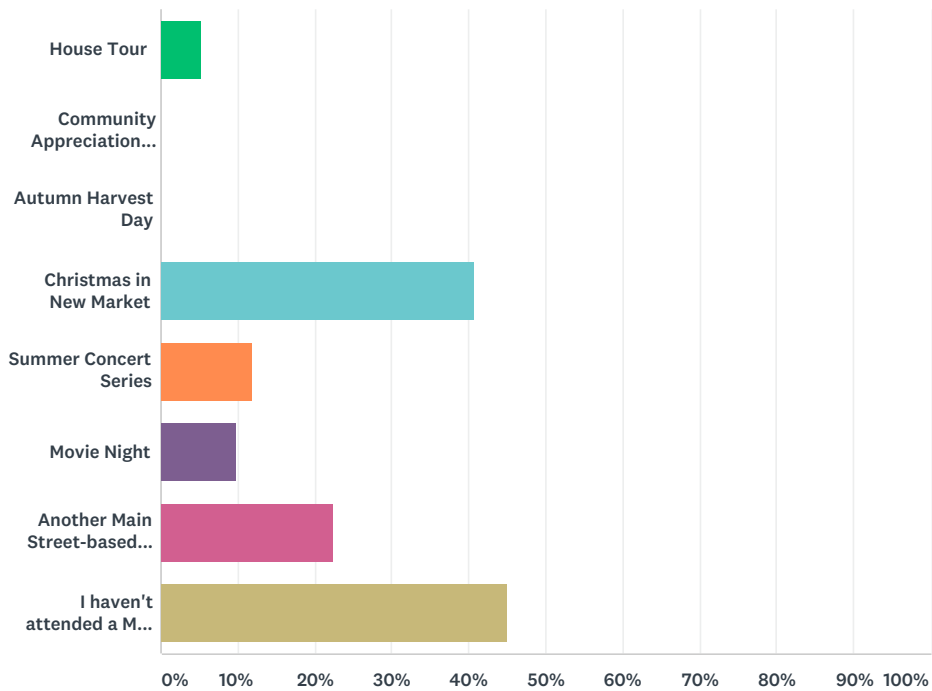
Answered: 96 Skipped: 4



	1	2	3	4	5	6	7	8	9	10	11	TOTAL	SCORE
House and Garden Tour	23.68% 18	10.53% 8	11.84% 9	10.53% 8	9.21% 7	7.89% 6	7.89% 6	9.21% 7	3.95% 3	5.26% 4	0.00% 0	76	7.67
Christmas in New Market	34.21% 26	27.63% 21	10.53% 8	6.58% 5	5.26% 4	3.95% 3	1.32% 1	3.95% 3	1.32% 1	5.26% 4	0.00% 0	76	8.97
Community Meet-up (with information about services, etc.)	1.52% 1	7.58% 5	15.15% 10	9.09% 6	10.61% 7	9.09% 6	18.18% 12	13.64% 9	12.12% 8	3.03% 2	0.00% 0	66	6.18
Autumn Harvest Day	11.11% 9	22.22% 18	23.46% 19	18.52% 15	8.64% 7	4.94% 4	6.17% 5	3.70% 3	1.23% 1	0.00% 0	0.00% 0	81	8.43
21+ Summer Weeknight Outdoor Happy Hour	5.71% 4	20.00% 14	11.43% 8	17.14% 12	11.43% 8	8.57% 6	7.14% 5	8.57% 6	4.29% 3	5.71% 4	0.00% 0	70	7.29
Fourth of July Celebration	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00
Children's Theatrical Performance	0.00% 0	4.00% 3	5.33% 4	8.00% 6	10.67% 8	18.67% 14	13.33% 10	12.00% 9	16.00% 12	12.00% 9	0.00% 0	75	5.25
Outdoor Concert (contemporary, pop or country music)	18.99% 15	11.39% 9	18.99% 15	15.19% 12	13.92% 11	12.66% 10	6.33% 5	1.27% 1	1.27% 1	0.00% 0	0.00% 0	79	8.29
Escape Room	2.78% 2	6.94% 5	2.78% 2	9.72% 7	6.94% 5	8.33% 6	6.94% 5	22.22% 16	12.50% 9	20.83% 15	0.00% 0	72	5.04
Open Mic Night	6.58% 5	2.63% 2	2.63% 2	1.32% 1	7.89% 6	7.89% 6	9.21% 7	13.16% 10	27.63% 21	21.05% 16	0.00% 0	76	4.59
Green Expo	3.80% 3	1.27% 1	3.80% 3	2.53% 2	15.19% 12	6.33% 5	12.66% 10	12.66% 10	15.19% 12	26.58% 21	0.00% 0	79	4.66

Q14 Have you attended a Town of New Market-sponsored event? If so, which ones?

Answered: 304 Skipped: 4



ANSWER CHOICES	RESPONSES	
House Tour	5.26%	16
Community Appreciation Day	0.00%	0
Autumn Harvest Day	0.00%	0
Christmas in New Market	40.79%	124
Summer Concert Series	11.84%	36
Movie Night	9.87%	30
Another Main Street-based Event (not mentioned)	22.37%	68
I haven't attended a Main Street-based event	45.07%	137
Total Respondents: 304		



## Comments From Those Surveyed –

### Respondent #1

In addition to businesses, the town needs to do more to be pedestrian friendly. It's a compact town that could be very walkable. However, the path between Wicomico & NMMS is often overgrown, the town puts more traffic on Royal Oak Drive without considering its impact on residents, there are too few crosswalks and crosswalk laws are not enforced, and finally in the winter, many Main St sidewalks are completely impassable due to snow & ice. I would love to walk around exploring and shopping at Main St. shops, but I can't get there safely. A crosswalk signal like Mt. Airy has would be wonderful. Investments in trails (like Mt. Airy, Emmitsburg & Brunswick are doing) would also be wonderful. I'm part of a large running community. We love to run in pedestrian friendly places, and end our runs with a drink or breakfast. New Market is never selected for these runs because it's not pedestrian friendly. Yes, bring in more businesses, but if people can't get to those businesses safely, then Main Street will never thrive.

### Respondent #2

It (Main Street) needs a high quality restaurant that caters to the locals and still is intriguing enough to attract customers from all over the region. Something like the old Mealey's. When people drove through the area, they knew its quality and reputation and made a special stop to eat there. The main street has lost its mystique when all the little specialty and antique shops left with Mealey's. You need a central draw business to bring the people and something interesting to keep them. One store that does not get enough publicity is the Toys Museum. Everyone that has visited it with grand kids said it was a great hidden secret.

### Respondent #3

Additional unique restaurants are needed including those specializing in foods from different countries. Toy shops, museums to include science and other subjects for children and adults. In addition, adding free flight movies where one can be in a sitting position yet experience a plane ride through the science world, etc. Perhaps, historical marching parades, etc. a visit to the fire department would be enjoyable for visitors. Also the existing playground can be extended to create a carnival affect for a fun day in historical "New Market." The ideas can be endless!

## SPECIAL EVENTS MEETING

Several Event Committee Chairs met on July 18, 2018 to review some of the fundamental goals of special event development and ways in which they could be more effectively marketed.

Attendees:

Jenifer Ojeda

Steve Pippin

### Goals

What are the goals of the event?

- To help position the community in a certain manner (historic, hip, cultural, etc.)
- To attract people to main street and main street shops?
- To attract a specific demographic?

### Programming

Does the programming respond to the event goals?

- Will the programming attract the kind and number of people that you desire?
- Could added programming elements help to better support the event goal?
- Are there ways that additional programming could in and of itself attract more people (i.e. a booth staffed by Boy Scouts that would result in more Scout parents attending)
- Do the logistics and timing of the event support its success?
- Have provisions been made for inclement weather that will result in best possible success if that happens?

### Staffing

Do you have adequate staffing for each facet of the event?

- If needed, could you call on local groups for support (civic, church, etc.)?

### Promotion

Have you developed a marketing plan that will effectively promote the event?

- A schedule of paid advertising that will reach the audiences you want
- A media relations schedule that includes local publications
- Social media
- Printed collateral materials for distribution
- Outreach to civic and church groups, etc.
- Coverage on the day of the event

### Sponsorship

Have you developed a sponsorship program that will mutually serve the event and the sponsor?

- Have you researched the paid advertising you plan to buy?  
(number of advertising impressions, circulation, can help sell the sponsorship)
- Does the sponsorship cost equate to the event quality expected attendance?
- What are the other benefits you can offer the sponsor (exposure, tickets, etc.)?
- Have you developed an informational sales sheet to present to prospects?

## BRANDING TAGLINES

“Make Some History With Us” was created for New Market, based on expressed thoughts, perceptions and economic development goals of town leaders and area residents. The following elements contributed to the development of the tagline.

### Key Positioning Factors

- Heritage
- Small town charm
- Surrounding rural area
- Diverse age range of residents

### Key Audiences & Desired Motivations

- Prospective New Market Business Owners (retailer, professionals, developers)
  - Encourage their consideration of New Market as a business location
- Visitors
  - Encourage their visit
- Prospective Residents
  - Convey a sense of heritage, small town quality of life, and friendliness
- Residents
  - Instill a sense of pride
  - Position the town in a favorable manner
- Current New Market Business Owners
  - Instill a sense of pride
  - Encourage their involvement in town-sponsored events
- Regional Economic Development and Tourism Officials
  - Create more awareness of the town so that officials will promote the town to business owners

## Tagline Applications

The actual graphic treatment of the town name and tag line will be created by a graphic designer. The adopted tagline is presented with the town name and in mock advertisements. These treatments are for initial presentational purposes only.

# MAKE SOME HISTORY WITH US

*New Market*  
MARYLAND

**MAKE SOME HISTORY WITH US**



**WE'VE BEEN  
A DISTILLERY  
FOR GREAT  
BUSINESSES  
SINCE 1793**

*"Moving to New Market was the best business decision my brothers and I made. We couldn't have found a more central location or greater municipal support!"*  
Bernard Jarvis, Jarvis Distillery

Location Is Just One Good Reason To Launch Your Enterprise Here



This is body copy is intended to attract new and existing businesses to New Market. This is body copy is intended to attract new and existing businesses to New Market. This is body copy is intended to attract new and existing businesses to New Market. This is body copy is intended to attract new and existing businesses to New Market.

*New Market*  
MARYLAND  
**MAKE SOME HISTORY WITH US**



**DISCOVER  
THE SPIRIT  
OF THE HOLIDAYS  
AS NEVER BEFORE**


Christmas In New Market  
Saturday, December 1, 2018 • 10-2  
Main Street

A Main Street Parade, Caroling, Cocoa, And Visits With St. Nick!



This is body copy is intended to attract regional audiences to attend New Market's holiday event. This is body copy is intended to attract regional audiences to attend New Market's holiday event. This is body copy is intended to attract regional audiences to attend New Market's holiday event. This is body copy is intended to attract regional audiences to attend New Market's holiday event.

*New Market*  
MARYLAND  
**MAKE SOME HISTORY WITH US**



**IS IT TRUE  
THAT DANCING  
UNDER THE STARS  
MAKES YOU  
LOOK YOUNGER?**

Saturday Night Swing  
Every Saturday from June-August  
7:30-10:00pm

Attend Our Main Street "Sunday Night Swing" And Find Out!



This is body copy is intended to entice local residents to attend a community dance on Main Street. This is body copy is intended to entice local residents to attend a community dance on Main Street. This is body copy is intended to entice local residents to attend a community dance on Main Street. This is body copy is intended to entice local residents to attend a community dance on Main Street.

*New Market*  
MARYLAND  
**MAKE SOME HISTORY WITH US**

## REPORT RECOMMENDATIONS

### TRAFFIC ISSUES

New Market's main street will be more conducive to pedestrian traffic and commercial success when it resolves its traffic issues. Measures must be taken to reduce the speed of traffic on main street. The current speed limit of 30 MPH seems to promote speeding by motorists. The City of Frederick has a 25 MPH speed limit. However, the large number of pedestrians frequenting downtown, further reduce the speed with which motorists drive. The town of New Market should consider reducing the limit to 20 MPH. This would reduce the potential for accidents and also give residents and consumers greater confidence to use street curb parking. Currently, some families do not patronize main street businesses out of concern for their children safely getting in and out of the car. Signage on both the east and west ends of main street should be posted that will alert drivers to the reduced speed limit. This issue could be supported with the placement of speed cameras in multiple locations.

### INCREASED COMMUNICATION & PARTICIPATION

The town leadership or its allied partners need to expand its communications effort to reach out to thousands of residents who live in the developed communities within a 1-3 mile radius of Main Street. Municipal leaders have the opportunity to reinstate New Market's historic district as the "town center" through greater communication, events and promotion.

### PARTNERSHIPS & COOPERATIVE EFFORTS

The town of New Market can advance its economic development goals through partnerships with public and private entities. The following are just a few of the many types of partnerships that can support this work.

#### Media Sponsorships

Sponsorship of a municipal event by one or more media entities. The entity or entities would promote the event at no cost in lieu of paying sponsorship fees. Media sponsors would be promoted in collateral materials and on-site at the event.

#### Corporate Sponsorships

Underwriting of a municipal event by a corporate entity. Sponsorship support of entity would be promoted in the media (which has been donated by the Media Sponsors) and in other on-site capacities.

#### Business Partnerships

Promotional partnerships between two or more or many business entities that are mutually beneficial. These could include cross-marketing, coordinated business hours, etc.

#### HOA Relationships

Development of relationships with HOA managers, resulting in the promotion of municipal events to community residents, the execution of surveys, event sponsorships and more.

#### Non-profit Organization (NPO) Relationships

Develop relationships with NPOs that can be mutually beneficial. For example, main street could serve as the host site for an NPO fund-raising event that brought a significant number of people to town. NPOs could also be drawn into an existing municipal-produced event (i.e. a church group relocates its "apple butter boil" to main street for Autumn Harvest; Boy Scout sale of mutually Christmas trees at the Christmas in New Market event).

## MARKETPLACE INFORMATION

### Overview

The greater New Market area is a vibrant population center comprised of more than a dozen large residential communities. With few businesses and industries New Market is generally a commuter town with 50% of its residents traveling 30-60+ minutes to work. Area residents range from first time home buyers of just a few years to retirees who have either recently moved to the area—or have lived here for decades.

### Character

New Market is often identified by its iconic Main Street that is lined with dozens of federal-style homes. Few towns can boast such a setting that truly has the feel of America in the early 1800s. Main Street is home to several dozen small businesses and eating establishments. Shopping centers, with casual and fast food restaurants and service businesses are located east of Route 75. The town is surrounded by beautiful farmlands and several vineyard/wineries.

### Demographic Information\*

Population: 2,521

Average Age: 36

Households: 892 (a minimum of 1,300 new homes are scheduled to be constructed in the area by 2020)

Average Household Income: \$128,195

Median Household Income: \$115,189

Education: 46% have Bachelor or Advanced Degree

### Distances

Frederick: 10 miles

Washington, DC: 43 miles

Baltimore, MD: 38 miles

### Daily Traffic Count

Main Street: 10,253 cars

MD Route 75 (between I-70 exit and slightly north of MD 144): 14,291

### Public Schools

Both New Market Elementary School (student pop: 690) and New Market Middle School (student pop: 543) are located within walking distance of historic Main Street. Linganore High School (student pop: 1,324) is 4.4 miles from Main Street. Oakdale High School (student pop: 1,252) is 2.6 miles from Main Street.

- *Based on a 1 mile radius of New Market. Demographic information changes significantly when extended to 3-mile and 5-mile radius.*



## Demographic Summary Report

**2 W Main St, New Market, MD 21774**

Building Type: **General Retail**  
 Secondary: **Storefront**  
 GLA: **3,630 SF**  
 Year Built: **1910**

Total Available: **0 SF**  
 % Leased: **100%**  
 Rent/SF/Yr: **-**



Radius	1 Mile		3 Mile		5 Mile	
Population						
2023 Projection	2,611		16,313		47,157	
2018 Estimate	2,521		15,723		45,339	
2010 Census	2,396		14,744		41,879	
Growth 2018 - 2023	3.57%		3.75%		4.01%	
Growth 2010 - 2018	5.22%		6.64%		8.26%	
2018 Population by Hispanic Origin	109		790		2,765	
2018 Population	2,521		15,723		45,339	
White	2,268	89.96%	14,497	92.20%	39,694	87.55%
Black	99	3.93%	427	2.72%	1,946	4.29%
Am. Indian & Alaskan	6	0.24%	37	0.24%	137	0.30%
Asian	79	3.13%	376	2.39%	2,358	5.20%
Hawaiian & Pacific Island	1	0.04%	6	0.04%	15	0.03%
Other	68	2.70%	380	2.42%	1,189	2.62%
U.S. Armed Forces	7		25		67	
Households						
2023 Projection	924		5,516		15,833	
2018 Estimate	892		5,310		15,206	
2010 Census	843		4,962		14,002	
Growth 2018 - 2023	3.59%		3.88%		4.12%	
Growth 2010 - 2018	5.81%		7.01%		8.60%	
Owner Occupied	812	91.03%	4,963	93.47%	13,862	91.16%
Renter Occupied	79	8.86%	347	6.53%	1,343	8.83%
2018 Households by HH Income	892		5,311		15,204	
Income: <\$25,000	63	7.06%	267	5.03%	948	6.24%
Income: \$25,000 - \$50,000	64	7.17%	352	6.63%	1,055	6.94%
Income: \$50,000 - \$75,000	112	12.56%	596	11.22%	1,481	9.74%
Income: \$75,000 - \$100,000	111	12.44%	602	11.33%	1,989	13.08%
Income: \$100,000 - \$125,000	158	17.71%	873	16.44%	2,103	13.83%
Income: \$125,000 - \$150,000	111	12.44%	742	13.97%	1,849	12.16%
Income: \$150,000 - \$200,000	174	19.51%	993	18.70%	2,900	19.07%
Income: \$200,000+	99	11.10%	886	16.68%	2,879	18.94%
2018 Avg Household Income	\$128,195		\$142,345		\$145,371	
2018 Med Household Income	\$115,189		\$124,011		\$125,352	

## Demographic Detail Report

**2 W Main St, New Market, MD 21774**

Building Type: **General Retail**  
 Secondary: **Storefront**  
 GLA: **3,630 SF**  
 Year Built: **1910**

Total Available: **0 SF**  
 % Leased: **100%**  
 Rent/SF/Yr: **-**



Radius	1 Mile			3 Mile		5 Mile	
Population							
2023 Projection	2,611		16,313		47,157		
2018 Estimate	2,521		15,723		45,339		
2010 Census	2,396		14,744		41,879		
Growth 2018 - 2023	3.57%		3.75%		4.01%		
Growth 2010 - 2018	5.22%		6.64%		8.26%		
2018 Population by Age	2,521		15,723		45,339		
Age 0 - 4	155	6.15%	835	5.31%	2,472	5.45%	
Age 5 - 9	181	7.18%	944	6.00%	2,811	6.20%	
Age 10 - 14	199	7.89%	1,148	7.30%	3,359	7.41%	
Age 15 - 19	192	7.62%	1,253	7.97%	3,627	8.00%	
Age 20 - 24	157	6.23%	1,098	6.98%	3,148	6.94%	
Age 25 - 29	134	5.32%	871	5.54%	2,492	5.50%	
Age 30 - 34	151	5.99%	762	4.85%	2,214	4.88%	
Age 35 - 39	178	7.06%	789	5.02%	2,335	5.15%	
Age 40 - 44	196	7.77%	972	6.18%	2,866	6.32%	
Age 45 - 49	206	8.17%	1,222	7.77%	3,552	7.83%	
Age 50 - 54	206	8.17%	1,397	8.89%	3,998	8.82%	
Age 55 - 59	179	7.10%	1,308	8.32%	3,694	8.15%	
Age 60 - 64	135	5.36%	1,046	6.65%	2,944	6.49%	
Age 65 - 69	98	3.89%	804	5.11%	2,250	4.96%	
Age 70 - 74	65	2.58%	555	3.53%	1,533	3.38%	
Age 75 - 79	39	1.55%	342	2.18%	947	2.09%	
Age 80 - 84	25	0.99%	201	1.28%	570	1.26%	
Age 85+	24	0.95%	175	1.11%	525	1.16%	
Age 65+	251	9.96%	2,077	13.21%	5,825	12.85%	
Median Age	37.60		40.80		40.40		
Average Age	36.30		38.60		38.30		



## Demographic Detail Report

### 2 W Main St, New Market, MD 21774

Radius	1 Mile	3 Mile	5 Mile
<b>2018 Population By Race</b>	<b>2,521</b>	<b>15,723</b>	<b>45,339</b>
White	2,268 89.96%	14,497 92.20%	39,694 87.55%
Black	99 3.93%	427 2.72%	1,946 4.29%
Am. Indian & Alaskan	6 0.24%	37 0.24%	137 0.30%
Asian	79 3.13%	376 2.39%	2,358 5.20%
Hawaiian & Pacific Island	1 0.04%	6 0.04%	15 0.03%
Other	68 2.70%	380 2.42%	1,189 2.62%
<b>Population by Hispanic Origin</b>	<b>2,521</b>	<b>15,723</b>	<b>45,339</b>
Non-Hispanic Origin	2,412 95.68%	14,932 94.97%	42,575 93.90%
Hispanic Origin	109 4.32%	791 5.03%	2,765 6.10%
<b>2018 Median Age, Male</b>	<b>37.00</b>	<b>39.90</b>	<b>39.10</b>
<b>2018 Average Age, Male</b>	<b>35.90</b>	<b>38.20</b>	<b>37.60</b>
<b>2018 Median Age, Female</b>	<b>37.90</b>	<b>41.70</b>	<b>41.40</b>
<b>2018 Average Age, Female</b>	<b>36.60</b>	<b>39.10</b>	<b>39.00</b>
<b>2018 Population by Occupation Classification</b>	<b>1,947</b>	<b>12,547</b>	<b>35,974</b>
Civilian Employed	1,349 69.29%	8,928 71.16%	25,837 71.82%
Civilian Unemployed	17 0.87%	246 1.96%	687 1.91%
Civilian Non-Labor Force	574 29.48%	3,351 26.71%	9,387 26.09%
Armed Forces	7 0.36%	22 0.18%	63 0.18%
<b>Households by Marital Status</b>			
Married	588	3,847	10,886
Married No Children	248	1,889	5,123
Married w/Children	340	1,957	5,763
<b>2018 Population by Education</b>	<b>1,684</b>	<b>10,921</b>	<b>31,636</b>
Some High School, No Diploma	167 9.92%	624 5.71%	1,320 4.17%
High School Grad (Incl Equivalency)	332 19.71%	2,201 20.15%	6,103 19.29%
Some College, No Degree	441 26.19%	2,567 23.51%	7,603 24.03%
Associate Degree	47 2.79%	477 4.37%	1,715 5.42%
Bachelor Degree	441 26.19%	2,955 27.06%	8,939 28.26%
Advanced Degree	256 15.20%	2,097 19.20%	5,956 18.83%

## Demographic Detail Report

2 W Main St, New Market, MD 21774

Radius	1 Mile	3 Mile	5 Mile
<b>2018 Population by Occupation</b>	<b>2,568</b>	<b>16,774</b>	<b>48,489</b>
Real Estate & Finance	90 3.50%	690 4.11%	1,808 3.73%
Professional & Management	939 36.57%	6,350 37.86%	18,949 39.08%
Public Administration	119 4.63%	841 5.01%	2,478 5.11%
Education & Health	392 15.26%	2,097 12.50%	5,810 11.98%
Services	144 5.61%	967 5.76%	3,104 6.40%
Information	49 1.91%	220 1.31%	695 1.43%
Sales	268 10.44%	1,984 11.83%	5,804 11.97%
Transportation	15 0.58%	208 1.24%	588 1.21%
Retail	134 5.22%	769 4.58%	2,209 4.56%
Wholesale	8 0.31%	173 1.03%	529 1.09%
Manufacturing	101 3.93%	477 2.84%	1,381 2.85%
Production	66 2.57%	434 2.59%	1,242 2.56%
Construction	128 4.98%	797 4.75%	2,004 4.13%
Utilities	42 1.64%	274 1.63%	694 1.43%
Agriculture & Mining	21 0.82%	101 0.60%	191 0.39%
Farming, Fishing, Forestry	0 0.00%	17 0.10%	30 0.06%
Other Services	52 2.02%	375 2.24%	973 2.01%
<b>2018 Worker Travel Time to Job</b>	<b>1,297</b>	<b>8,378</b>	<b>24,092</b>
<30 Minutes	506 39.01%	3,106 37.07%	9,616 39.91%
30-60 Minutes	556 42.87%	3,172 37.86%	8,870 36.82%
60+ Minutes	235 18.12%	2,100 25.07%	5,606 23.27%
<b>2010 Households by HH Size</b>	<b>844</b>	<b>4,961</b>	<b>14,003</b>
1-Person Households	127 15.05%	601 12.11%	1,834 13.10%
2-Person Households	270 31.99%	1,636 32.98%	4,342 31.01%
3-Person Households	171 20.26%	983 19.81%	2,791 19.93%
4-Person Households	191 22.63%	1,086 21.89%	3,100 22.14%
5-Person Households	61 7.23%	448 9.03%	1,326 9.47%
6-Person Households	20 2.37%	152 3.06%	435 3.11%
7 or more Person Households	4 0.47%	55 1.11%	175 1.25%
<b>2018 Average Household Size</b>	<b>2.80</b>	<b>3.00</b>	<b>3.00</b>
<b>Households</b>			
2023 Projection	924	5,516	15,833
2018 Estimate	892	5,310	15,206
2010 Census	843	4,962	14,002
Growth 2018 - 2023	3.59%	3.88%	4.12%
Growth 2010 - 2018	5.81%	7.01%	8.60%

## Demographic Detail Report

2 W Main St, New Market, MD 21774					
Radius	1 Mile		3 Mile		5 Mile
<b>2018 Households by HH Income</b>	<b>892</b>		<b>5,311</b>		<b>15,204</b>
<\$25,000	63	7.06%	267	5.03%	948 6.24%
\$25,000 - \$50,000	64	7.17%	352	6.63%	1,055 6.94%
\$50,000 - \$75,000	112	12.56%	596	11.22%	1,481 9.74%
\$75,000 - \$100,000	111	12.44%	602	11.33%	1,989 13.08%
\$100,000 - \$125,000	158	17.71%	873	16.44%	2,103 13.83%
\$125,000 - \$150,000	111	12.44%	742	13.97%	1,849 12.16%
\$150,000 - \$200,000	174	19.51%	993	18.70%	2,900 19.07%
\$200,000+	99	11.10%	886	16.68%	2,879 18.94%
<b>2018 Avg Household Income</b>	<b>\$128,195</b>		<b>\$142,345</b>		<b>\$145,371</b>
<b>2018 Med Household Income</b>	<b>\$115,189</b>		<b>\$124,011</b>		<b>\$125,352</b>
<b>2018 Occupied Housing</b>	<b>891</b>		<b>5,310</b>		<b>15,205</b>
Owner Occupied	812	91.13%	4,963	93.47%	13,862 91.17%
Renter Occupied	79	8.87%	347	6.53%	1,343 8.83%
<b>2010 Housing Units</b>	<b>919</b>		<b>5,464</b>		<b>15,627</b>
1 Unit	917	99.78%	5,462	99.96%	14,921 95.48%
2 - 4 Units	2	0.22%	2	0.04%	12 0.08%
5 - 19 Units	0	0.00%	0	0.00%	516 3.30%
20+ Units	0	0.00%	0	0.00%	178 1.14%
<b>2018 Housing Value</b>	<b>812</b>		<b>4,962</b>		<b>13,862</b>
<\$100,000	7	0.86%	50	1.01%	85 0.61%
\$100,000 - \$200,000	11	1.35%	95	1.91%	349 2.52%
\$200,000 - \$300,000	263	32.39%	957	19.29%	2,366 17.07%
\$300,000 - \$400,000	232	28.57%	1,409	28.40%	3,354 24.20%
\$400,000 - \$500,000	237	29.19%	1,326	26.72%	3,724 26.86%
\$500,000 - \$1,000,000	62	7.64%	1,098	22.13%	3,908 28.19%
\$1,000,000+	0	0.00%	27	0.54%	76 0.55%
<b>2018 Median Home Value</b>	<b>\$353,879</b>		<b>\$397,870</b>		<b>\$420,864</b>
<b>2018 Housing Units by Yr Built</b>	<b>917</b>		<b>5,484</b>		<b>15,678</b>
Built 2010+	42	4.58%	356	6.49%	1,183 7.55%
Built 2000 - 2010	323	35.22%	1,163	21.21%	3,885 24.78%
Built 1990 - 1999	315	34.35%	1,820	33.19%	4,516 28.80%
Built 1980 - 1989	94	10.25%	715	13.04%	1,954 12.46%
Built 1970 - 1979	68	7.42%	855	15.59%	2,453 15.65%
Built 1960 - 1969	9	0.98%	218	3.98%	638 4.07%
Built 1950 - 1959	13	1.42%	124	2.26%	416 2.65%
Built <1949	53	5.78%	233	4.25%	633 4.04%
<b>2018 Median Year Built</b>	<b>1996</b>		<b>1992</b>		<b>1993</b>

## Consumer Spending Report

2 W Main St, New Market, MD 21774

Building Type: **General Retail**  
 Secondary: **Storefront Retail/Residential**  
 GLA: **3,630 SF**  
 Year Built: **1910**  
 Total Available: **0 SF**  
 % Leased: **100%**  
 Rent/SF/Yr: **-**



2018 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
<b>Total Specified Consumer Spending</b>	<b>\$31,921</b>	<b>\$208,290</b>	<b>\$599,830</b>
<b>Total Apparel</b>	<b>\$1,850</b>	<b>\$11,682</b>	<b>\$33,694</b>
Women's Apparel	766	4,911	14,142
Men's Apparel	401	2,609	7,524
Girl's Apparel	151	876	2,518
Boy's Apparel	96	580	1,690
Infant Apparel	72	415	1,203
Footwear	364	2,291	6,618
<b>Total Entertainment &amp; Hobbies</b>	<b>\$2,499</b>	<b>\$15,999</b>	<b>\$45,414</b>
Entertainment	394	3,014	8,686
Audio & Visual Equipment/Service	1,143	6,983	19,865
Reading Materials	119	797	2,260
Pets, Toys, & Hobbies	843	5,205	14,603
Personal Items	2,457	16,253	46,531
<b>Total Food and Alcohol</b>	<b>\$8,045</b>	<b>\$50,654</b>	<b>\$145,150</b>
Food At Home	4,092	25,817	73,979
Food Away From Home	3,391	21,230	60,836
Alcoholic Beverages	562	3,607	10,335
<b>Total Household</b>	<b>\$4,996</b>	<b>\$32,803</b>	<b>\$95,462</b>
House Maintenance & Repair	919	5,931	16,906
Household Equip & Furnishings	2,028	12,769	36,898
Household Operations	1,470	9,904	29,180
Housing Costs	579	4,199	12,479

## Consumer Spending Report

2 W Main St, New Market, MD 21774

2018 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
<b>Total Transportation/Maint.</b>	<b>\$8,114</b>	<b>\$53,986</b>	<b>\$155,806</b>
Vehicle Purchases	3,766	25,714	74,046
Gasoline	2,500	15,655	44,723
Vehicle Expenses	259	1,967	5,839
Transportation	640	4,483	13,385
Automotive Repair & Maintenance	949	6,167	17,813
<b>Total Health Care</b>	<b>\$1,640</b>	<b>\$10,911</b>	<b>\$30,902</b>
Medical Services	922	6,119	17,417
Prescription Drugs	567	3,801	10,661
Medical Supplies	151	992	2,824
<b>Total Education/Day Care</b>	<b>\$2,320</b>	<b>\$16,001</b>	<b>\$46,872</b>
Education	1,475	10,168	29,740
Fees & Admissions	845	5,832	17,131

# Daytime Employment Report

1 Mile Radius

2 W Main St, New Market, MD 21774

Building Type: **General Retail**  
 Secondary: **Storefront**  
 GLA: **3,630 SF**  
 Year Built: **1910**

Total Available: **0 SF**  
 % Leased: **100%**  
 Rent/SF/Yr: **-**



Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
<b>Total Businesses</b>	<b>140</b>	<b>937</b>	<b>7</b>
Retail & Wholesale Trade	24	188	8
Hospitality & Food Service	12	173	14
Real Estate, Renting, Leasing	4	12	3
Finance & Insurance	15	68	5
Information	1	4	4
Scientific & Technology Services	10	42	4
Management of Companies	0	0	0
Health Care & Social Assistance	28	67	2
Educational Services	6	173	29
Public Administration & Sales	3	34	11
Arts, Entertainment, Recreation	1	1	1
Utilities & Waste Management	6	23	4
Construction	12	75	6
Manufacturing	4	24	6
Agriculture, Mining, Fishing	0	0	0
Other Services	14	53	4

## BUSINESS INVENTORY

The following is a list of businesses operating in New Market, Maryland as of 6/2018.

### ANIMALS, PETS & VETS

A Dog's Best Friend  
Healthy Pet Mobile Vet

### ANTIQUES

1812 House  
Fleshman's Antiques  
R.P. Brady Antiques  
Robert Esterly Antiques  
Smith Tavern Antiques  
Tulip Tree Fiber Arts & Antiques

### FITNESS & RECREATION

Adventure Park USA  
FreeZone Fitness  
Mid Maryland Performing Arts Center  
New Market Volunteer Fire Department  
– BINGO & Country Breakfasts  
Sol Yoga  
The Hill Chapel House Concerts

### NEW HOMES

Royal Oaks by Oak Hill Properties

### PROFESSIONAL SERVICES

Center for Vision Development  
– Dr. Marsha Benshir  
Claudia Lara – State Farm Insurance Agent  
Cornerstone Floor Care, LLC  
Crabb Financial Strategies  
CRW One Group  
Express Marketing Design / Runkles Sign Services  
Frederick Landscaping, Inc.  
Jessica Neumann Photography  
Larryoke Karaoke & DJ Services, LLC  
Linganore Counseling & Wellness  
Lighthouse Wealth Management  
New Market Chiropractic  
The Jason Fox Home Loan Group  
– Peoples Home Equity, Inc.  
Timothy W. Rice, CPA, PC

### RENTALS

New Market Grange  
New Market Volunteer Fire Department  
The Hill Chapel

### RESTAURANTS

Asian Bistro  
Burger King  
Milo's Casual Dining  
Pasquale's Pizza & Ristorante  
Vintage

### SPECIALITY SHOPS & SERVICES

AmpRx Power Solutions  
Burhans Cabinet Shop  
Cuppa Love Tea  
Gayla's  
Happiloo  
Jim's House of Music  
Lawson's of New Market  
Made You Look Salon & Spa  
New Age Nails & Body  
New Market Beer and Wine  
New Market Commons Dry Cleaners  
Ory Custom Florals  
Schuettinger Conservation Services, Inc.  
Santa Fe Trading  
SpiderSmart Learning Center  
The Original Playhouse  
The Village Potter

### WINERIES

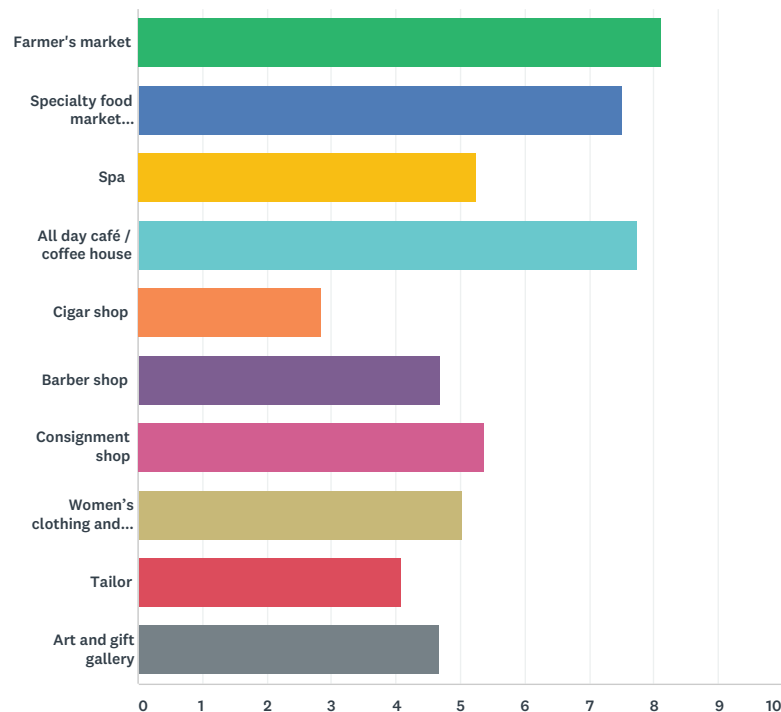
New Market Plains Vineyards

## SURVEY FINDINGS

In June 2018, residents of Brinkley Manor, Greenview, The Meadow, New Market West, Woodspring were given an online survey concerning their thoughts about business development on New Market's main street and in the general vicinity. A total of 308 residents responded. Their responses to several questions are provided.

### Q10 Rate your potential use of the following businesses if located on New Market Main Street and reasonably priced. (#1 being the highest, #10 being the lowest.)

Answered: 300 Skipped: 8



	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Farmer's market	36.94% 99	20.52% 55	19.40% 52	5.22% 14	5.22% 14	2.24% 6	2.24% 6	2.24% 6	1.49% 4	4.48% 12	268	8.12
Specialty food market (packaged products, wine, fresh bread)	12.31% 33	32.84% 88	20.15% 54	10.45% 28	5.60% 15	5.60% 15	4.48% 12	3.73% 10	2.61% 7	2.24% 6	268	7.51
Spa	6.48% 16	4.86% 12	13.77% 34	8.91% 22	9.72% 24	14.57% 36	12.96% 32	10.53% 26	11.74% 29	6.48% 16	247	5.26
All day café / coffee house	28.15% 76	18.15% 49	17.04% 46	12.96% 35	7.41% 20	5.93% 16	3.70% 10	2.96% 8	1.85% 5	1.85% 5	270	7.75
Cigar shop	5.33% 13	2.46% 6	1.23% 3	3.69% 9	5.33% 13	4.92% 12	4.92% 12	6.15% 15	12.30% 30	53.69% 131	244	2.84
Barber shop	2.72% 7	5.45% 14	5.06% 13	12.06% 31	14.79% 38	11.28% 29	10.12% 26	13.62% 35	16.34% 42	8.56% 22	257	4.69
Consignment shop	2.35% 6	5.88% 15	10.59% 27	13.33% 34	17.25% 44	12.55% 32	16.47% 42	10.98% 28	7.45% 19	3.14% 8	255	5.38
Women's clothing and accessories	4.98% 13	2.68% 7	6.51% 17	13.41% 35	14.56% 38	15.33% 40	14.18% 37	13.79% 36	6.90% 18	7.66% 20	261	5.03
Tailor	3.45% 9	3.07% 8	2.68% 7	6.51% 17	8.43% 22	9.96% 26	14.56% 38	23.37% 61	21.84% 57	6.13% 16	261	4.08
Art and gift gallery	2.21% 6	3.69% 10	5.54% 15	11.44% 31	14.76% 40	15.13% 41	14.76% 40	9.96% 27	11.81% 32	10.70% 29	271	4.67



Residents were asked to submit their own suggestions as to businesses that were needed on Main Street, and in another question in the greater New Market area. The number of times a suggested business was named is denoted by the seen by the business type. Other suggestions, made with limited frequency were also offered and can be seen in the unabridged survey results.

**Name up to three businesses – not named in the previous section – that you believe are needed and would be successful on New Market Main Street.**

**Restaurants and Eateries**

Restaurant 65  
Café / Coffee Shop 15  
Bakery 30  
Craft Cocktail and Wine Bar 14  
Ice Cream Parlor 12

**Food Stores**

Deli / Butcher Shop 16  
Small Grocery Store 8  
Microbrewery 5  
Convenience Store 4

**Specialty Retail**

Hardware Store 16  
Gift Shop 9  
Garden Center 7  
Wine / Beer / Liquor Store 7  
Women's Clothing / Accessories 5  
Book Store 5  
Home / Kitchen Accessories 4  
Craft Supplies 4  
Flower Shop 3  
General Store 3

**Services**

Nail Salon 5  
Adult / Kid's Hair Salon 4  
Pet Store / Wash / Doggie Day Care 3

**Entertainment, Leisure**

Teen Arcade / Game Shop 5  
Art Classes / Gallery / Supplies 5

**Name up to three businesses that you believe are needed and would be successful in the greater New Market area.**

**Restaurants and Eateries**

Starbucks, Panera or Chipotle 34\*  
Café 30  
American 17  
Fast Food Restaurant 17  
Ethnic or Seafood Restaurant 8  
Ice Cream / Dessert Shop 8  
Pizza / Sub Shop 6

**Food Stores**

Grocery Store\*\* 14  
Bakery 12  
Trader Joe's 10  
Farmer's Market / Stand 5  
Convenience Store (Wawa, etc.) 5

**Specialty Retail**

Hardware Store 20  
Bank 6  
Book Store 5  
Garden Center 4

**National Chains**

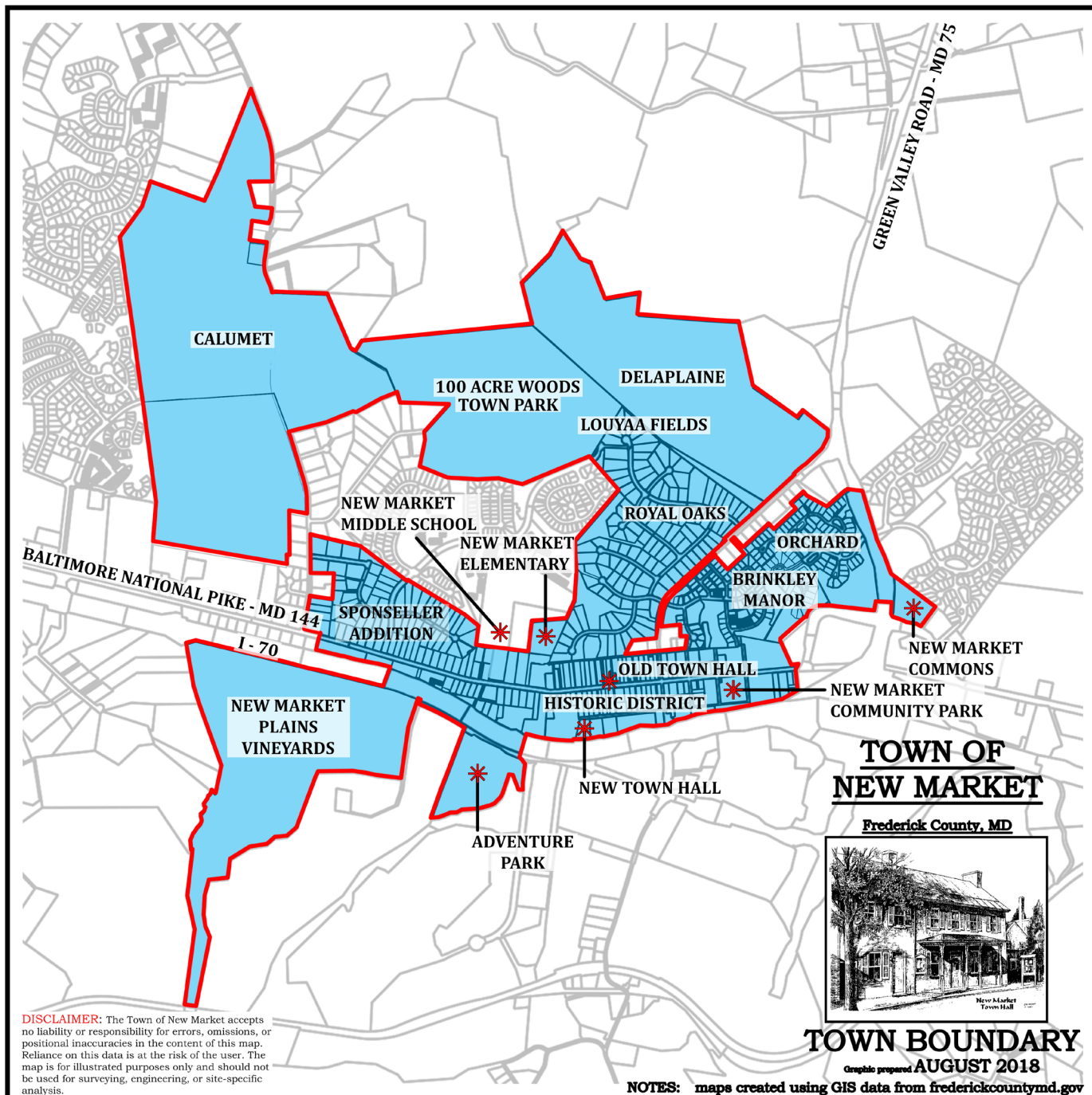
(ie. Target, Walmart, Home Depot) 8

**Services**

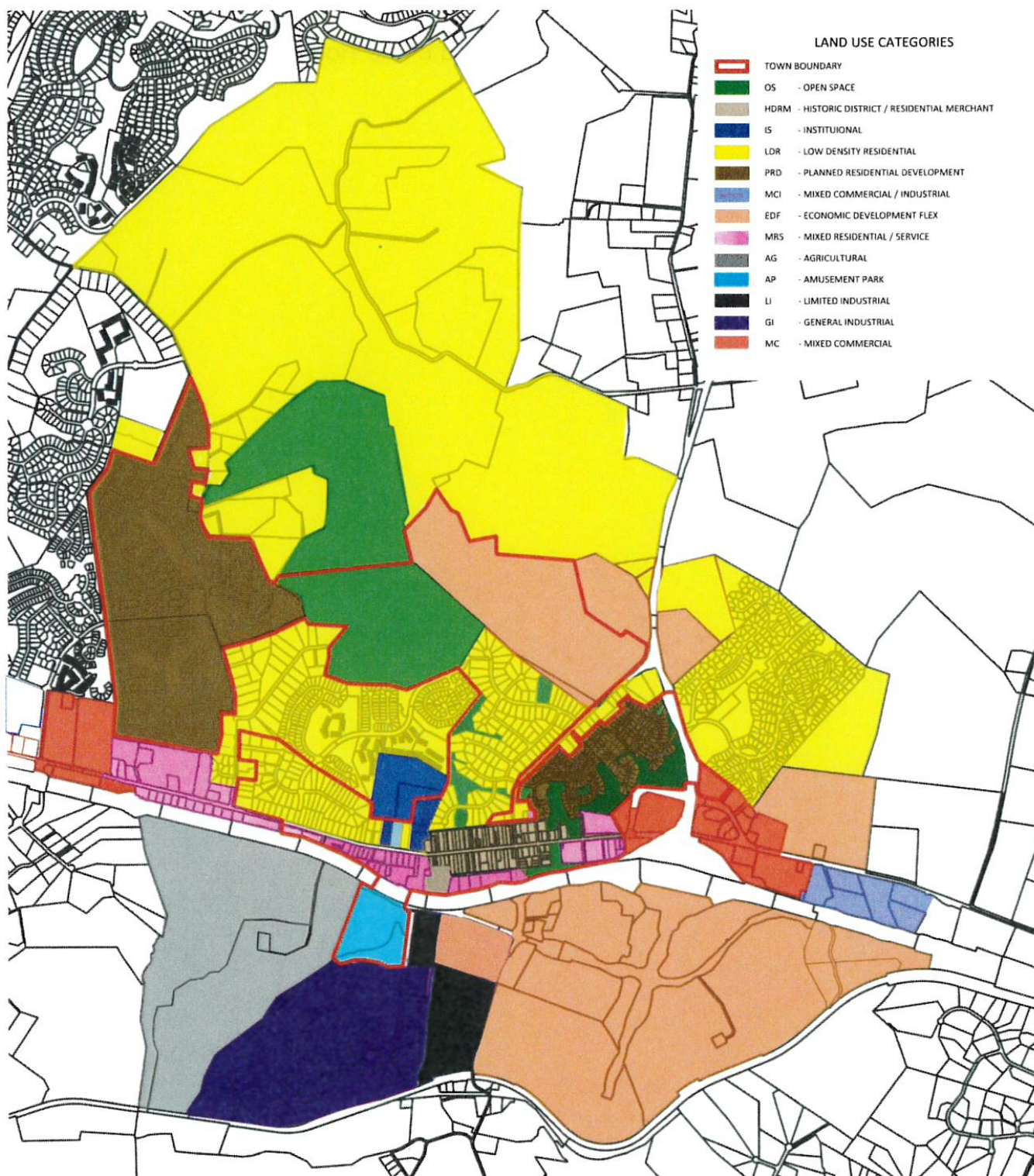
Car Wash 4  
National Brand Gas Station 3  
Barber Shop 3  
Spa 2  
Health Care Facility 2  
Music Venue 2  
Dentist Office 2  
Car Service (i.e. oil change) 2  
Gym (also with child care) 2

**Entertainment, Leisure**

Movie Theater 6  
Arts / Craft / Gallery 3  
FCPL Satellite Site 2







**Map 11: 2016 Planned Use Map**  
Source: Town of New Market