



## The CITY of GENOA

### RETAIL MARKET FACT SHEET

- **POTENTIAL MARKET AREA OF 32,000+ POPULATION** WITHIN 8 TO 10 MINUTE EASY DRIVING RADIUS
- **ENTERPRISE ZONE - GENOA HAS A NEW STATE AUTHORIZED ENTERPRISE ZONE**
- **41% GROWTH PROJECTION** OF POTENTIAL MARKET POPULATION
- **AFFLUENT MARKET AREA** WITH FAMILY INCOME LEVELS HIGHER THAN DEKALB COUNTY AVERAGE
- **DESIRABLE YOUNG FAMILY MARKET** WITH A LARGE SOUGHT AFTER POPULATION, OVER 10,000, BETWEEN AGES OF 20-44
- **A YOUNG MARKET** WITH GREATER % OF POPULATION UNDER 18 THAN DEKALB COUNTY OR STATE OF ILLINOIS
- **HIGH PER CAPITA INCOME** MARKET AREA HIGHER THAN DEKALB COUNTY AVERAGE AND 20% HIGHER THAN STATE AVERAGE
- **EXCELLENT DEMOGRAPHICS** WITH NEARLY ONE THIRD OF MARKET AREA IN MANAGEMENT OR PROFESSIONAL OCCUPATIONS
- **STRONG, ACTIVE BUSINESS SUPPORT** THROUGH CITY EDC, DEKALB COUNTY EDC AND CHAMBER OF COMMERCE
- **STRONG TRAFFIC VOLUMES** OVER 10,000 ADT ON ROUTE 72
- **GROWING CITY** WITH 35.2% POPULATION GROWTH 1990-2000

**WE CAN HELP YOU GET A STAKE IN THIS RETAIL MARKET....**

**JUST CALL BILL GANEK AT (815) 784-2327, EXTENSION 7102  
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