



# LifeMode Group: Senior Styles Silver and Gold

Households: 883,000

Average Household Size: 2.02

Median Age: 61.8

Median Household Income: \$63,000

## WHO ARE WE?

Almost the oldest senior market (second to *The Elders*), the difference of 10 years in median age reveals a socioeconomic difference: This is the most affluent senior market and is still growing. The affluence of *Silver and Gold* has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina, and resources to enjoy the good life.

## OUR NEIGHBORHOOD

- Residents of *Silver and Gold* prefer a more bucolic setting, but close to metropolitan cities.
- Predominantly single-family, owner-occupied homes that have a median value of \$289,000 (Index 163).
- Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 35%.
- Mostly older married couples with no children, average household size is 2.02.

## SOCIOECONOMIC TRAITS

- Well-educated seniors, 44% have college degree(s).
- Primarily retired, but many still active in the labor force, participation rate of 41%.
- Low unemployment at 7.2% (Index 83); with self-employment highest among Tapestry markets (Index 222).
- More than half of the households with income from wages/salaries, Social Security, or investments, many drawing retirement income (Index 219).
- Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by C/I/K MRI.

# LifeMode Group: Senior Styles

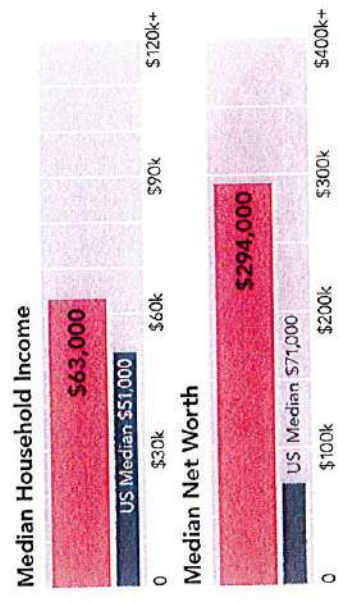
# TAPESTRY SEGMENTATION

esri.com/tapestry



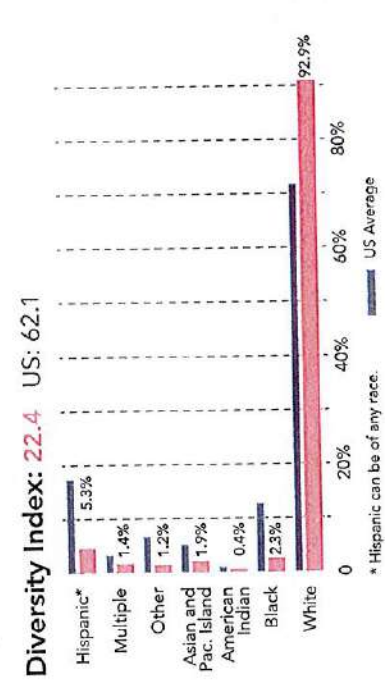
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards), Household Income and net worth are estimated by Esri.



## RACE AND ETHNICITY (Esri data)

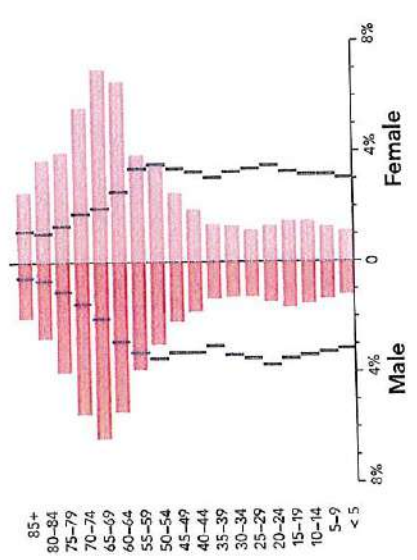
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



## AGE BY SEX (Esri data)

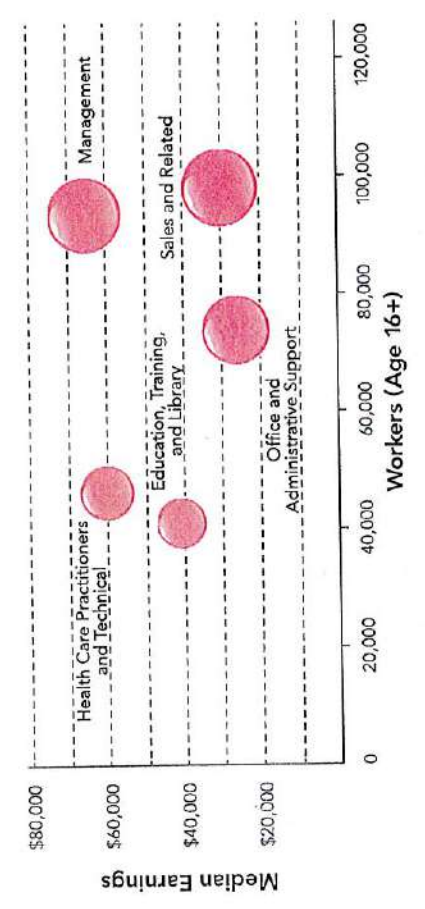
Median Age: 61.8 US: 37.6

I indicates US



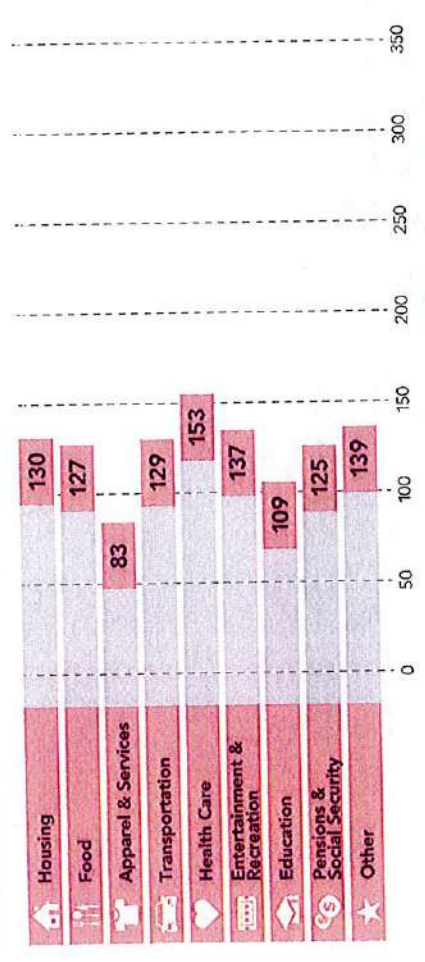
## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**MARKET PROFILE**

(Consumer preferences are estimated from data by GfK MRI)

- Partial to luxury cars or SUVs; highest demand market for convertibles.
- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.
- Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.
- Avid readers of newspapers, magazines (sports and travel), and books (audio, e-readers, or tablets).
- Generous supporters of charitable organizations.

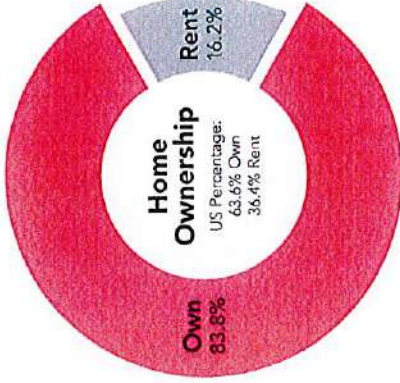
**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



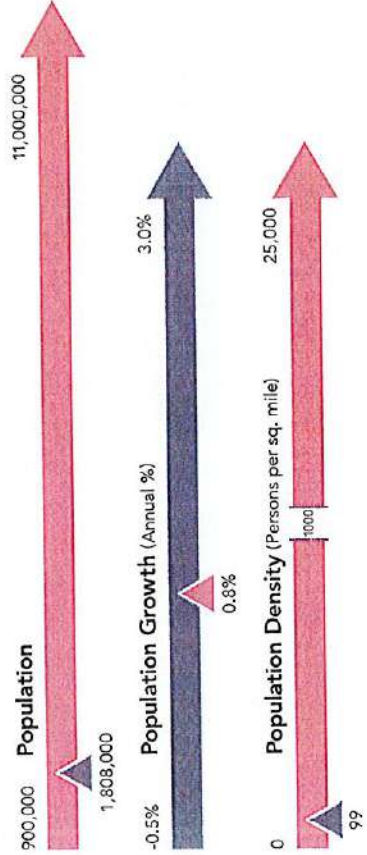
**Typical Housing:**  
Single Family

**Median Value:**  
\$289,000  
US Median: \$177,000



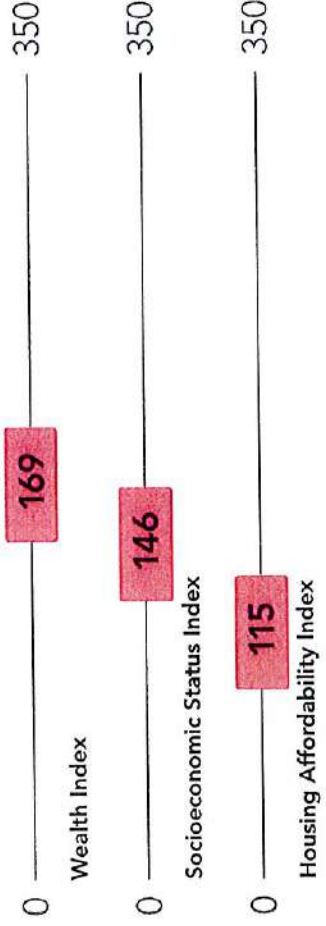
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



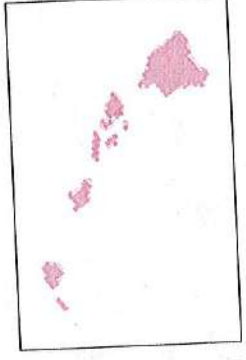
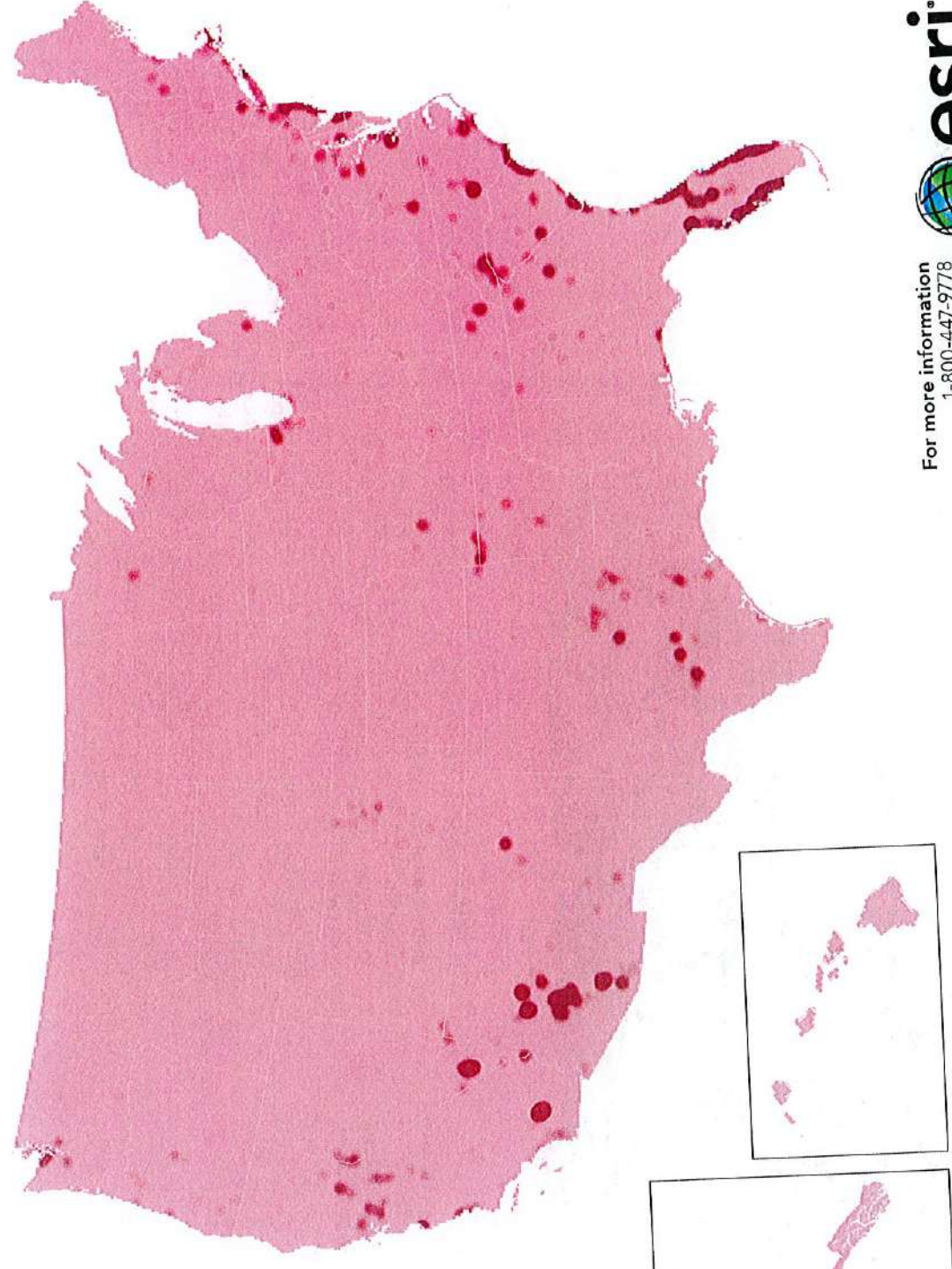
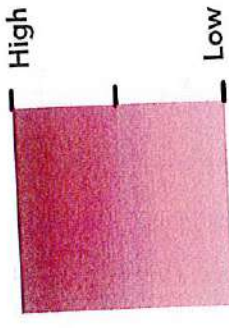


LifeMode Group: Senior Styles  
**Silver and Gold**

9A

**SEGMENT DENSITY**

This map illustrates the density and distribution of the Silver and Gold Tapestry Segment by households.



For more information  
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LifeMode Group: Affluent Estates  
**Exurbanites**

Households: 2,320,000

Average Household Size: 2.48

Median Age: 49.6

Median Household Income: \$98,000

1E

## WHO ARE WE?

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

## OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.48.
- Primarily single-family homes with a high median value of \$346,000 (Index 195), most still carrying mortgages.
- Higher vacancy rate at 9%.

## SOCIOECONOMIC TRAITS

- Residents are college educated; more than half have a bachelor's degree or higher; almost 80% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 94).
- Unemployment remains low at 5.5% (Index 64); more of the residents prefer self-employment (Index 184) or working from home (Index 181).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

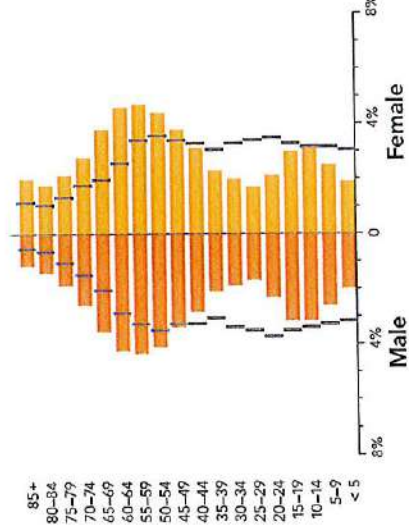
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



**TAPESTRY  
SEGMENTATION**  
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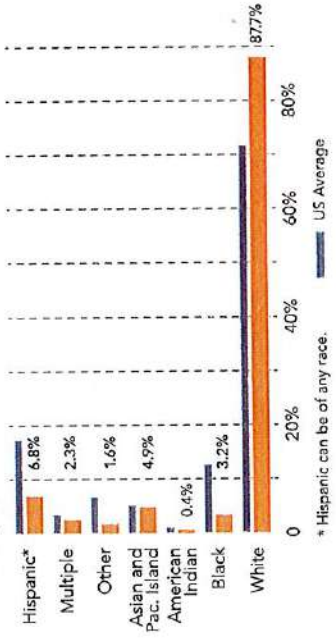
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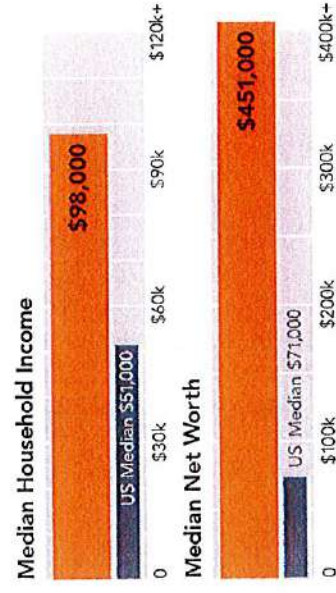
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Diversity Index: 32.6 US: 62.1



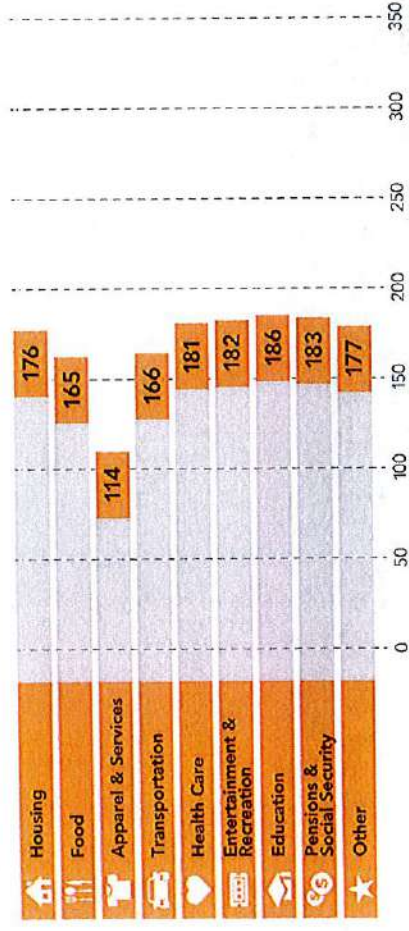
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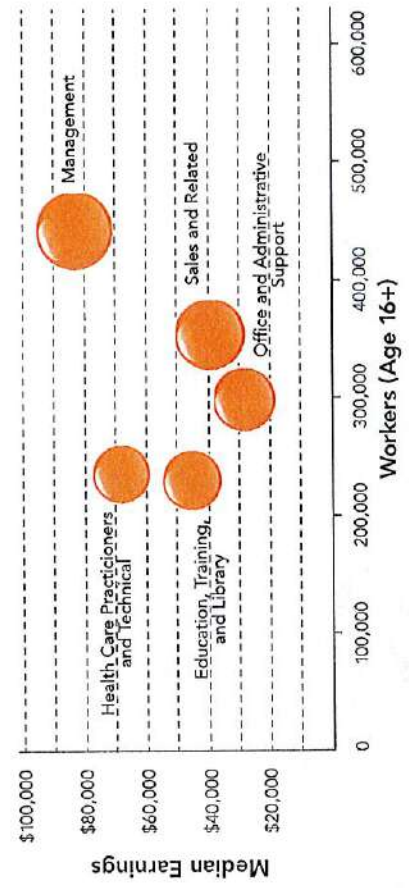
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OCCUPATION BY EARNINGS

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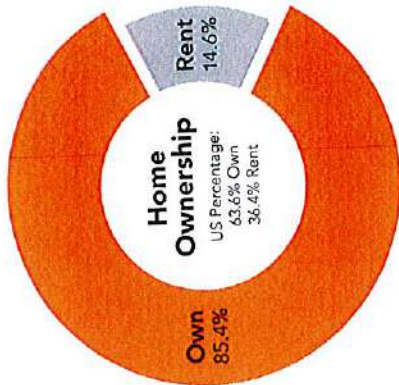
LifeMode Group: Affluent Estates  
**1E Exurbanites**

**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Exurbanites residents' preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

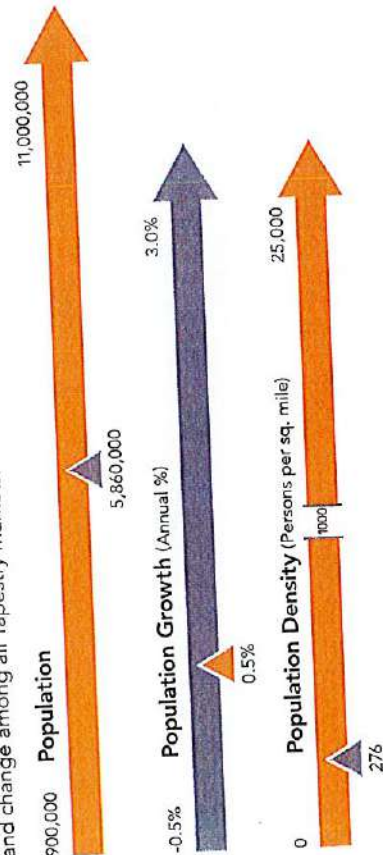


**Typical Housing:**  
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**Median Value:**  
\$346,000  
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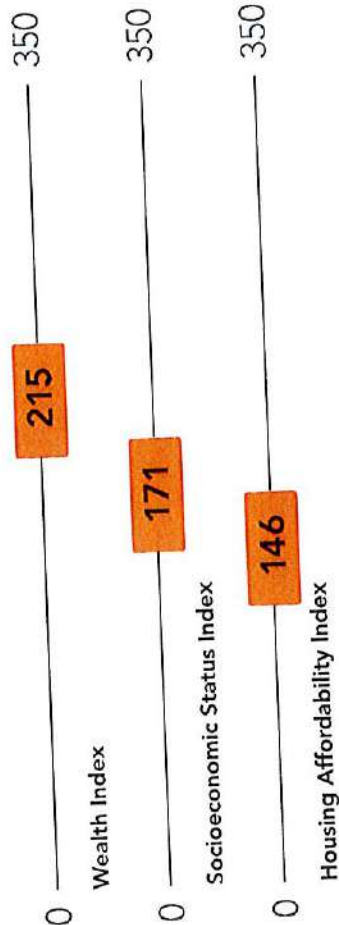
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**ESRI INDEXES**

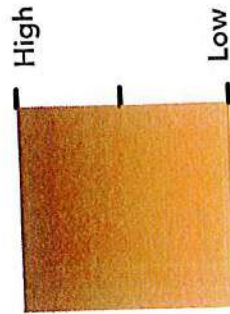
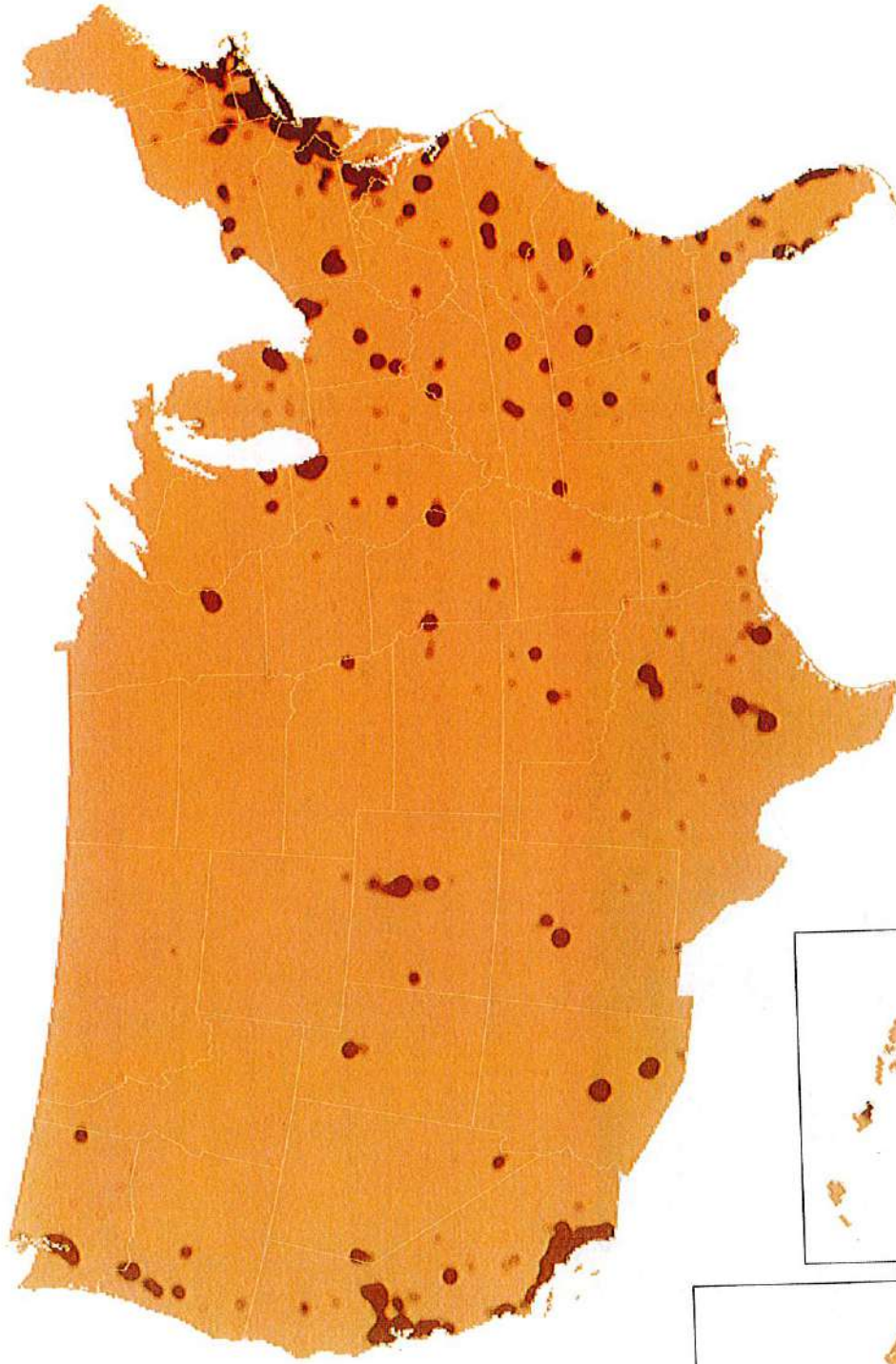
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LifeMode Group: Affluent Estates  
**1E Exurbanites**

**SEGMENT DENSITY**  
This map illustrates the density and distribution of the Exurbanites Tapestry Segment by households.



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LifeMode Group: Affluent Estates  
**Top Tier**

Households: 2,052,000

Average Household Size: 2.82

Median Age: 46.2

Median Household Income: \$157,000

1A

**WHO ARE WE?**

The residents of the wealthiest Tapestry market, *Top Tier*, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.



**OUR NEIGHBORHOOD**

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values—and above average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

**SOCIOECONOMIC TRAITS**

- *Top Tier* is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income (Index 177) and investments (Index 242).
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



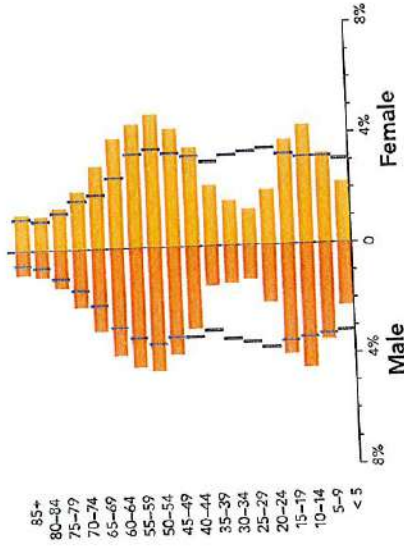
## LifeMode Group: Affluent Estates

# 1A Top Tier

### AGE BY SEX (Esri data)

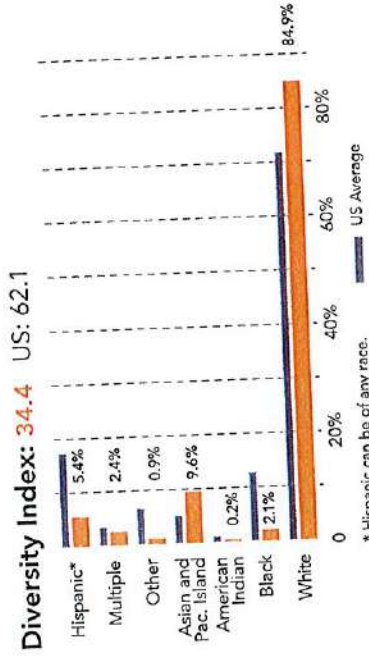
**Median Age: 46.2** US: 37.6

! Indicates US



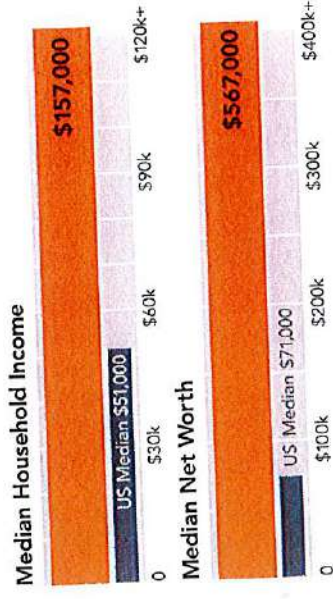
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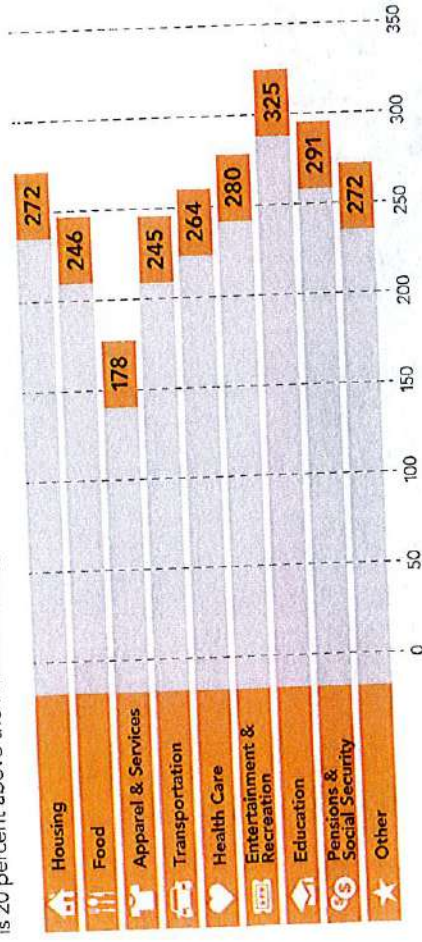
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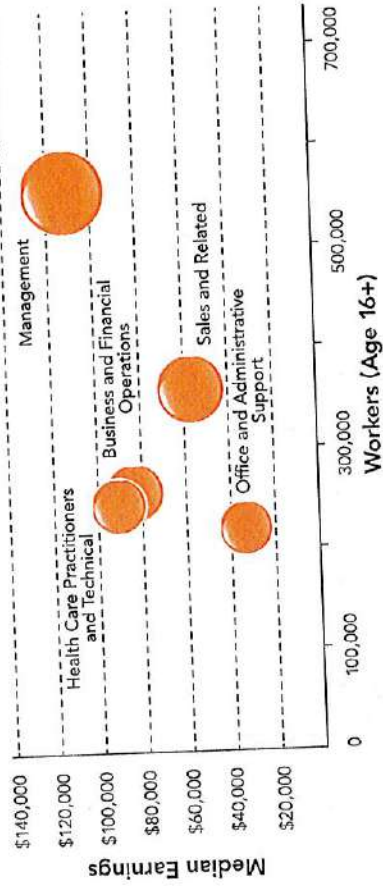
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### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

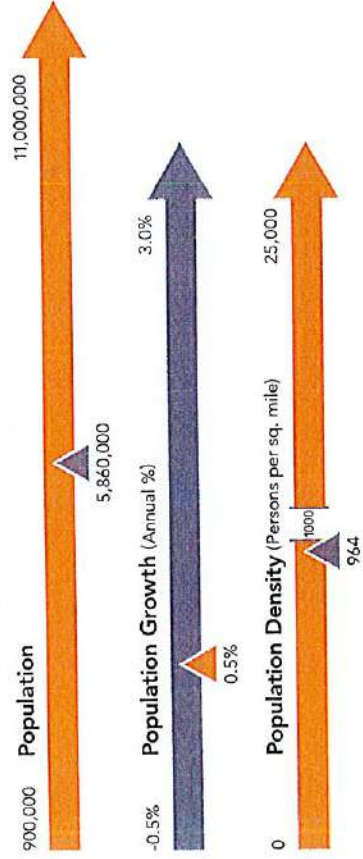


**MARKET PROFILE** (Consumer preferences are estimated from data by GIK MRI)

- They purchase or lease luxury cars with the latest trim, preferably imports.
- They contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS.
- Top Tier residents farm out their household chores—every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- Near or far, downtown or at the beach, they regularly visit their lavish vacation homes.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries.
- Top Tier consumers are shoppers. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com.
- At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way—a room with a view, limousines, and rental cars are part of the package.

**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**HOUSING**

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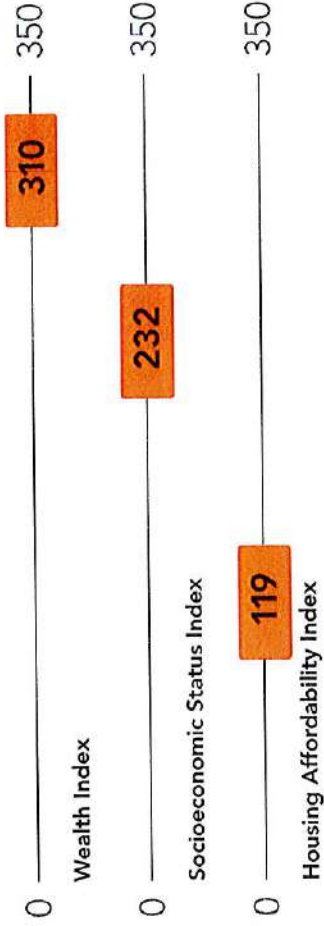
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**Median Value:**  
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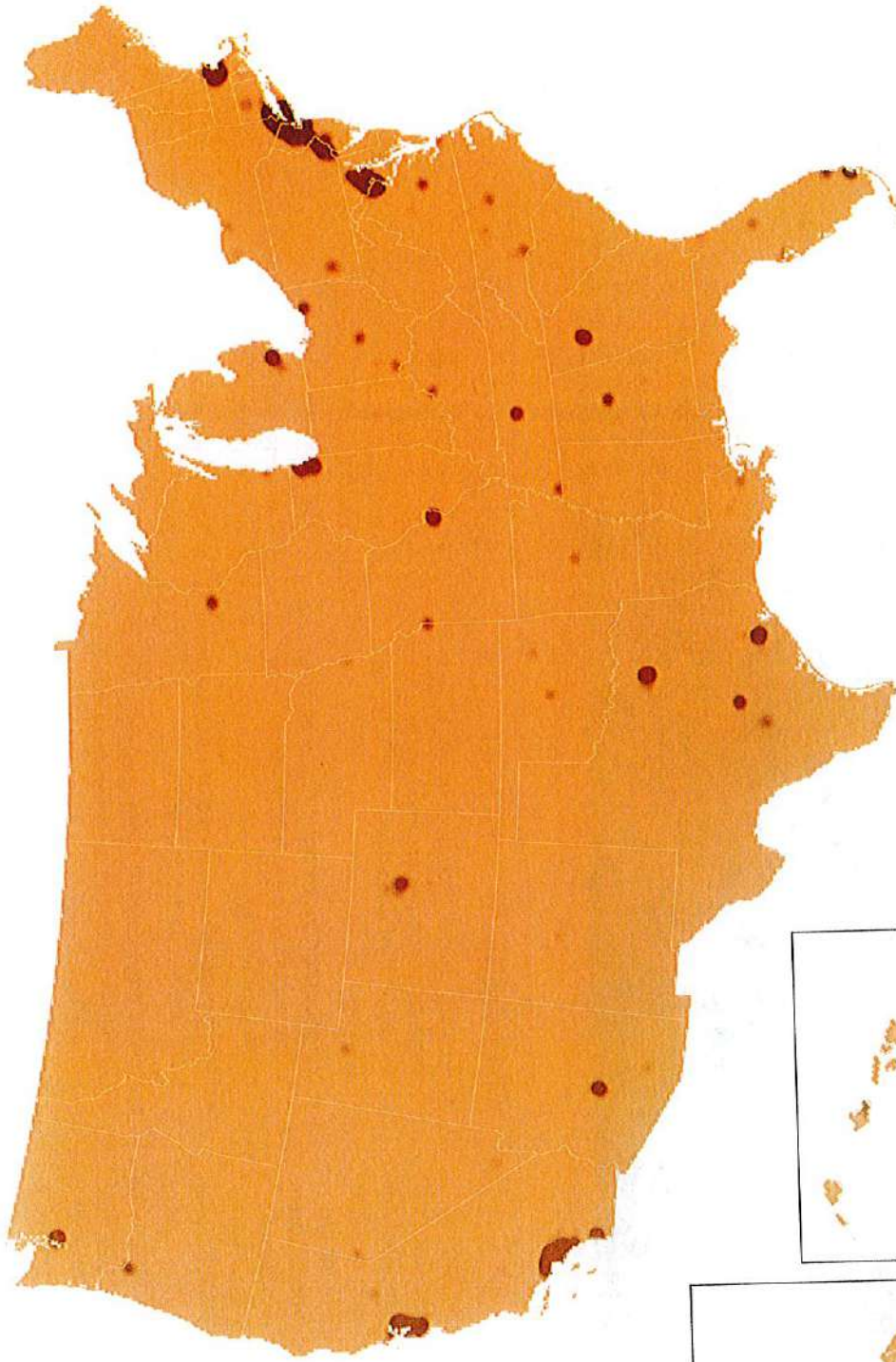
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LifeMode Group: Affluent Estates

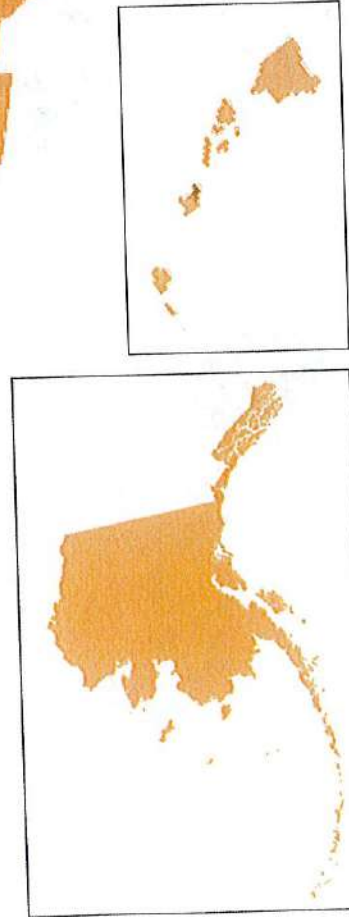
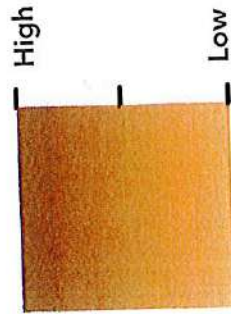
# 1A Top Tier

TAPESTRY  
SEGMENTATION  
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## SEGMENT DENSITY

This map illustrates the density and distribution of the Top Tier Tapestry Segment by households.

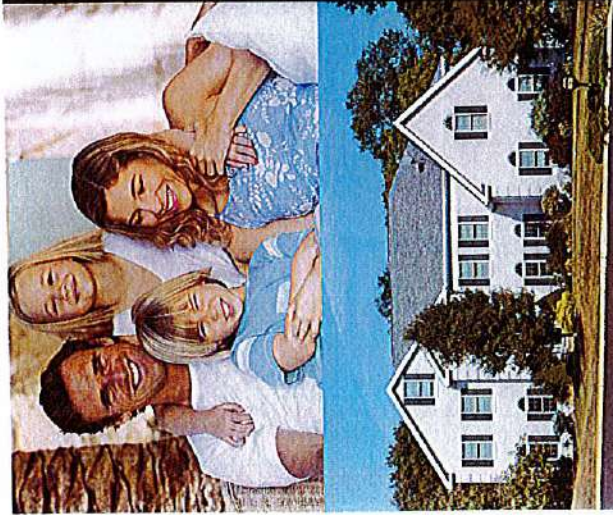


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## LifeMode Group: Affluent Estates Professional Pride

Households: 1,878,000

Average Household Size: 3.11

Median Age: 40.5

Median Household Income: \$127,000

1B

### WHO ARE WE?

*Professional Pride* consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.



### OUR NEIGHBORHOOD

- Typically owner occupied (Index 173), single-family homes are in newer neighborhoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

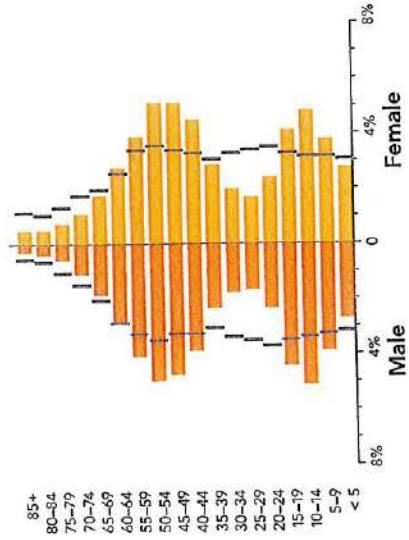
### SOCIOECONOMIC TRAITS

- *Professional Pride* consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

**AGE BY SEX** (Esri data)

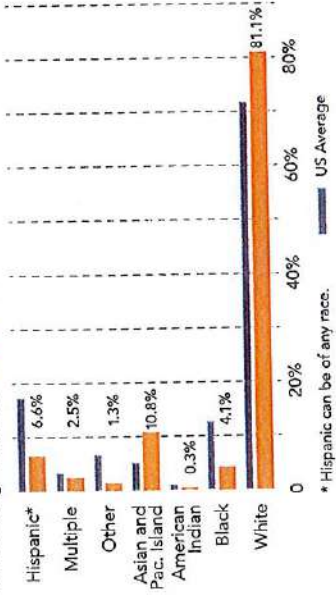
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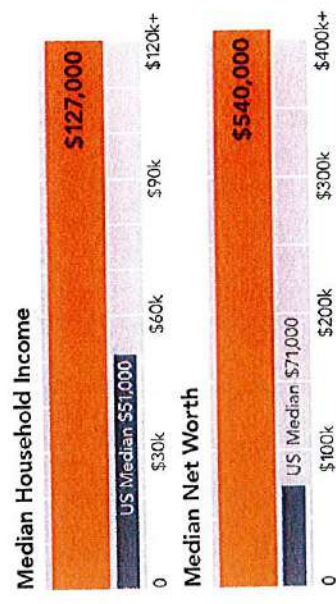
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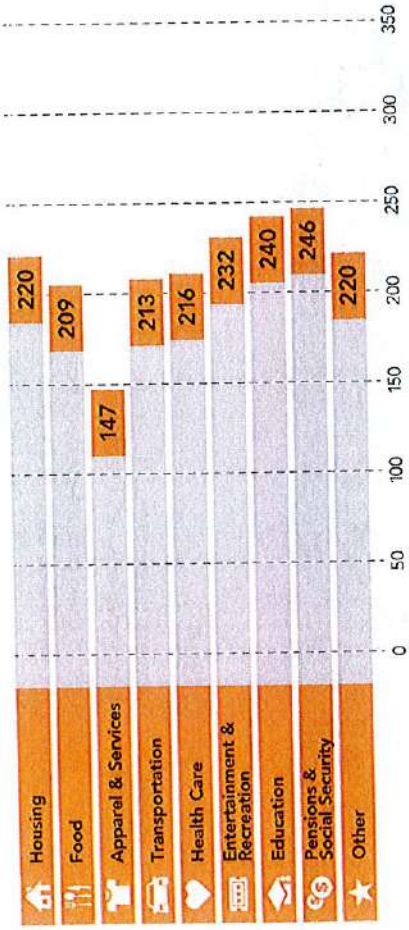
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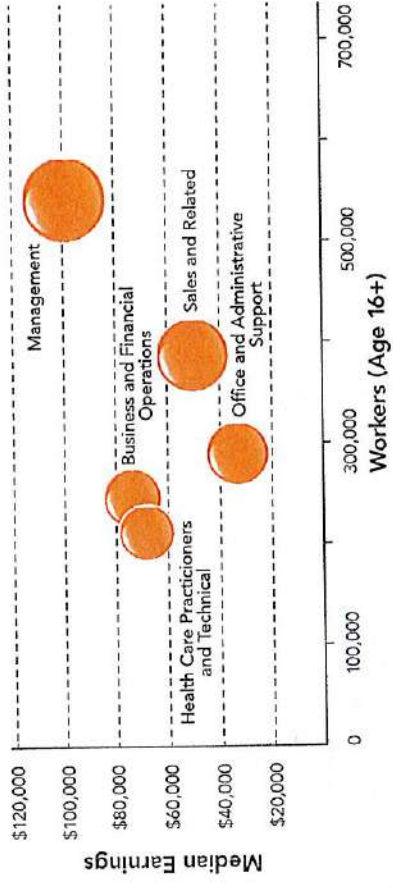
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1B

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SEGMENTATION  
esri.com/tapestry

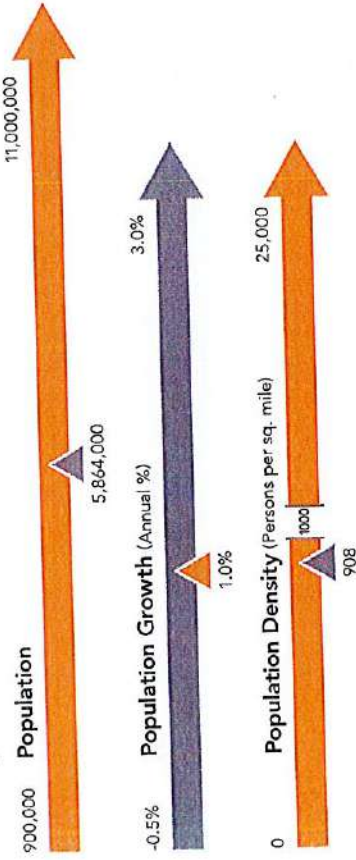
## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



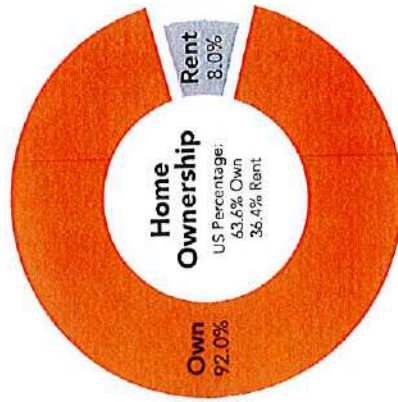
## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



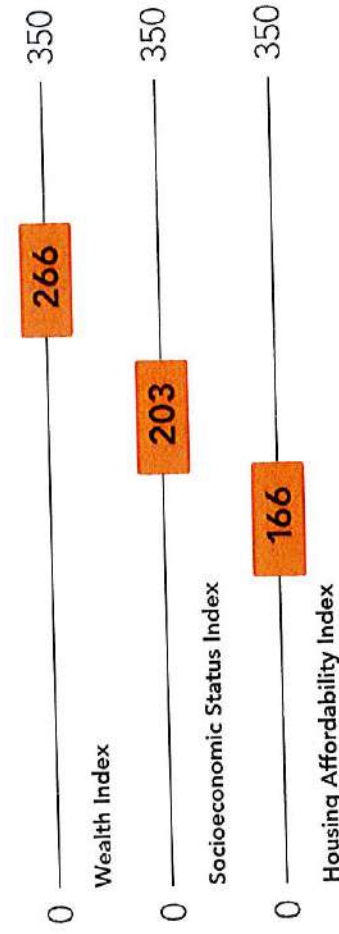
**Typical Housing:**  
Single Family

**Median Value:**  
\$387,000  
US Median: \$177,000



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



LifeMode Group: Affluent Estates

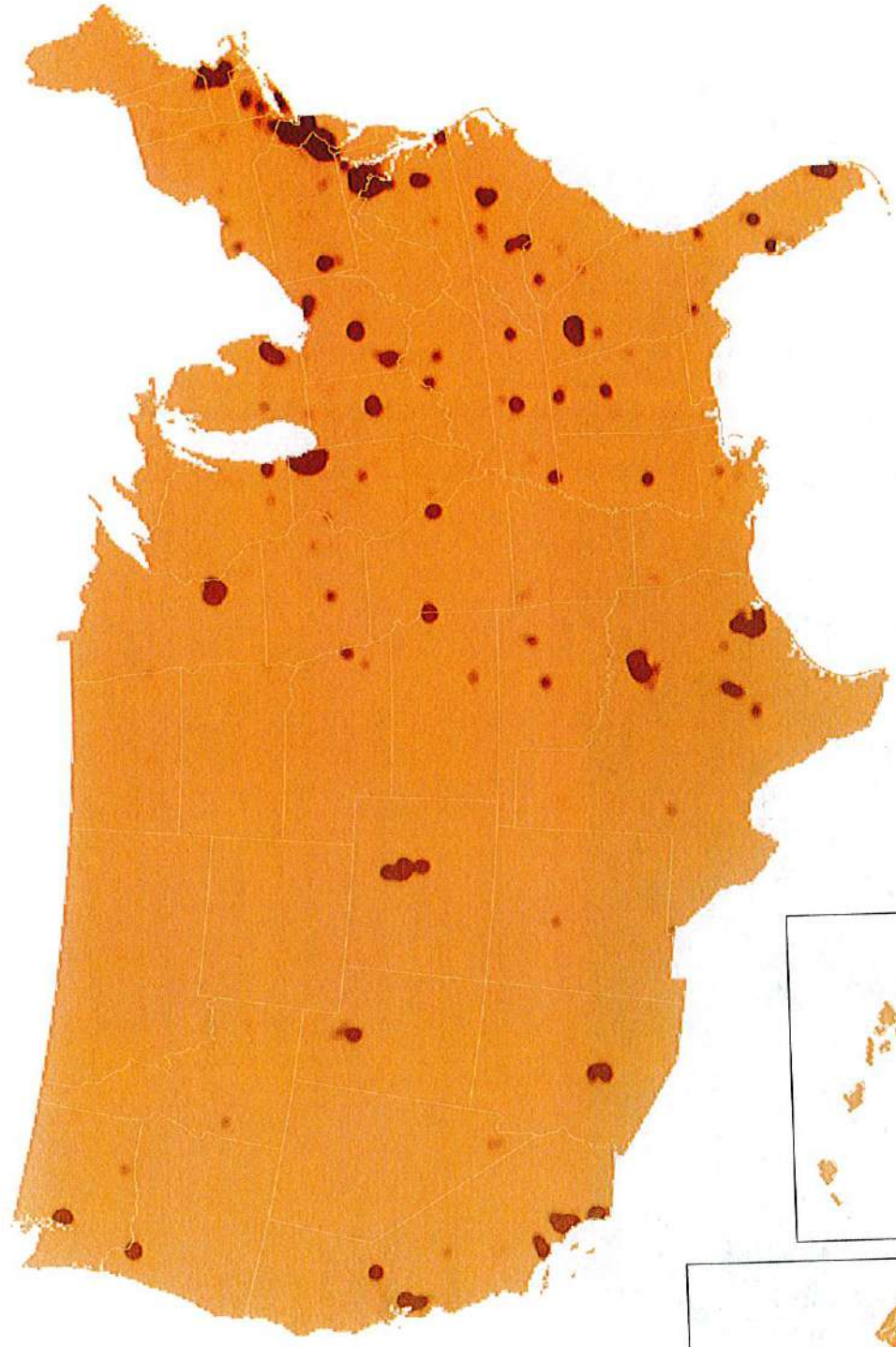
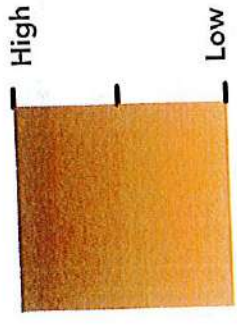
# 1B Professional Pride

**TAPESTRY  
SEGMENTATION**  
esri.com/tapestry



## SEGMENT DENSITY

This map illustrates the density and distribution of the Professional Pride Tapestry Segment by households.



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info@esri.com  
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LifeMode Group: Affluent Estates

# Savvy Suburbanites

Households: 3,543,000

Average Household Size: 2.83

Median Age: 44.1

Median Household Income: \$104,000

1D

## WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

## OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged (Index 156).
- Primarily single-family homes, with a median value of \$311,000 (Index 175).
- Low vacancy rate at 4.5%.

## SOCIOECONOMIC TRAITS

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8% (Index 67); higher labor force participation rate at 68.5% (Index 109) with proportionately more 2-worker households at 65.4%, (Index 122).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK ML.



LifeMode Group: Affluent Estates

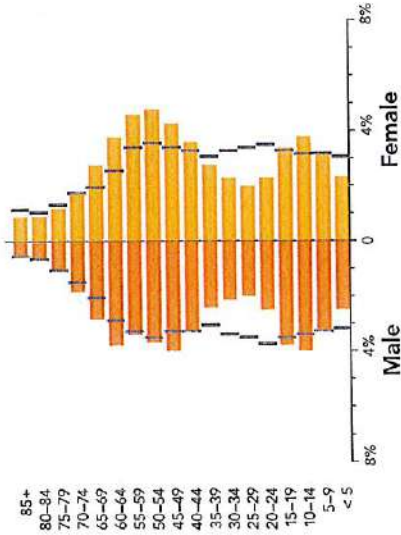
# Savvy Suburbanites

**TAPESTRY SEGMENTATION**  
esri.com/tapestry



## AGE BY SEX (Esri data)

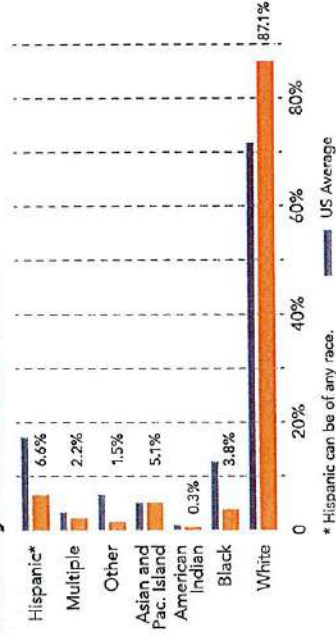
**Median Age: 44.1** US: 37.6  
↑ Indicates US



## RACE AND ETHNICITY (Esri data)

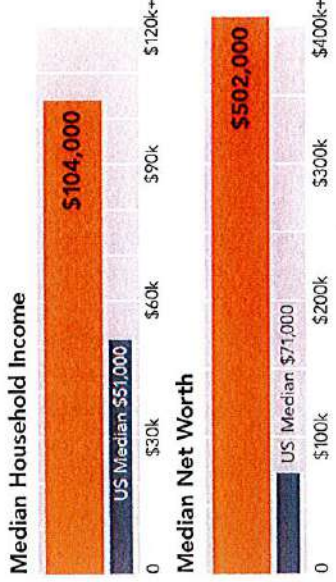
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 33.2** US: 62.1



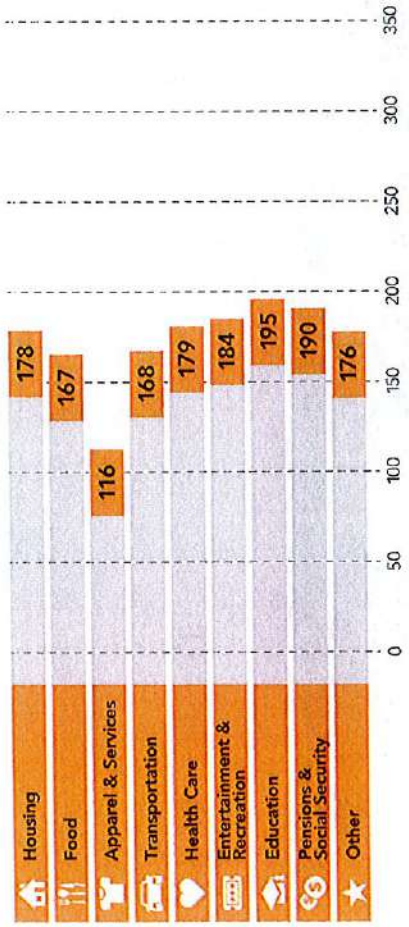
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



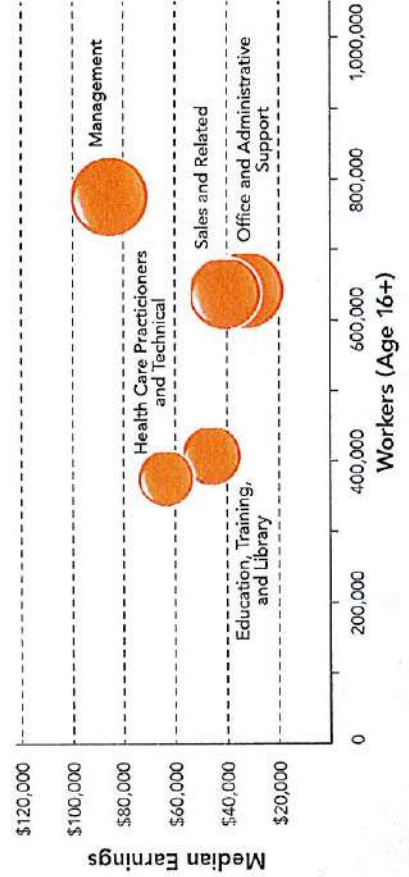
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



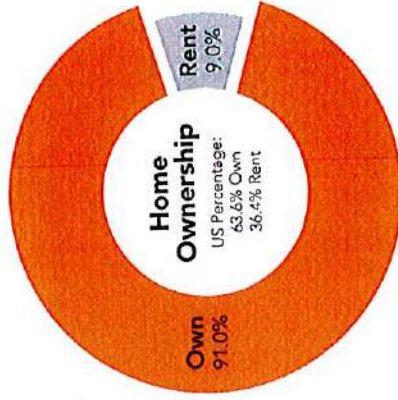
# LifeMode Group: Affluent Estates Savvy Suburbanites



## HOUSING

- MARKET PROFILE** (Consumer preferences are estimated from data by GIK MRI)
- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
  - Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
  - There is extensive use of housekeeping and personal care services.
  - Foodies: They like to cook and prefer natural or organic products.
  - These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
  - Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

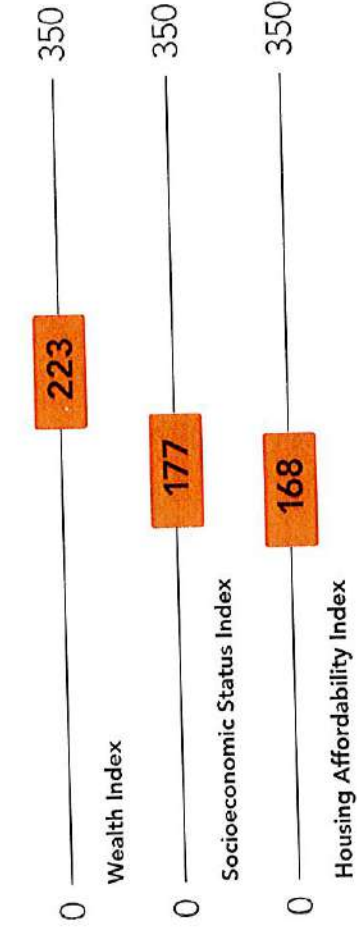


**Typical Housing:**  
Single Family

**Median Value:**  
\$311,000  
US Median: \$177,000

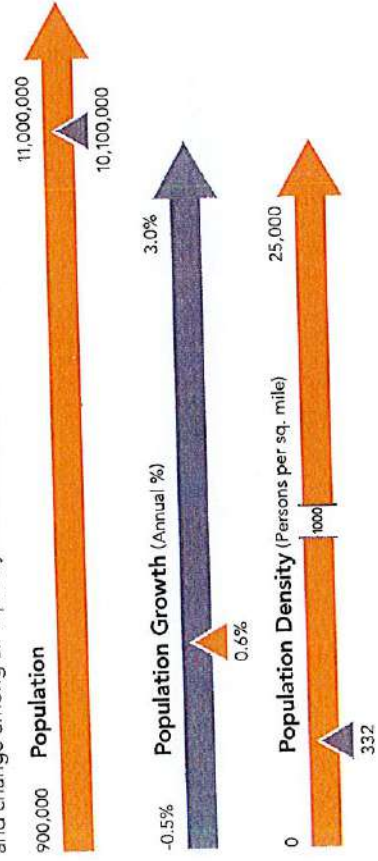
## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



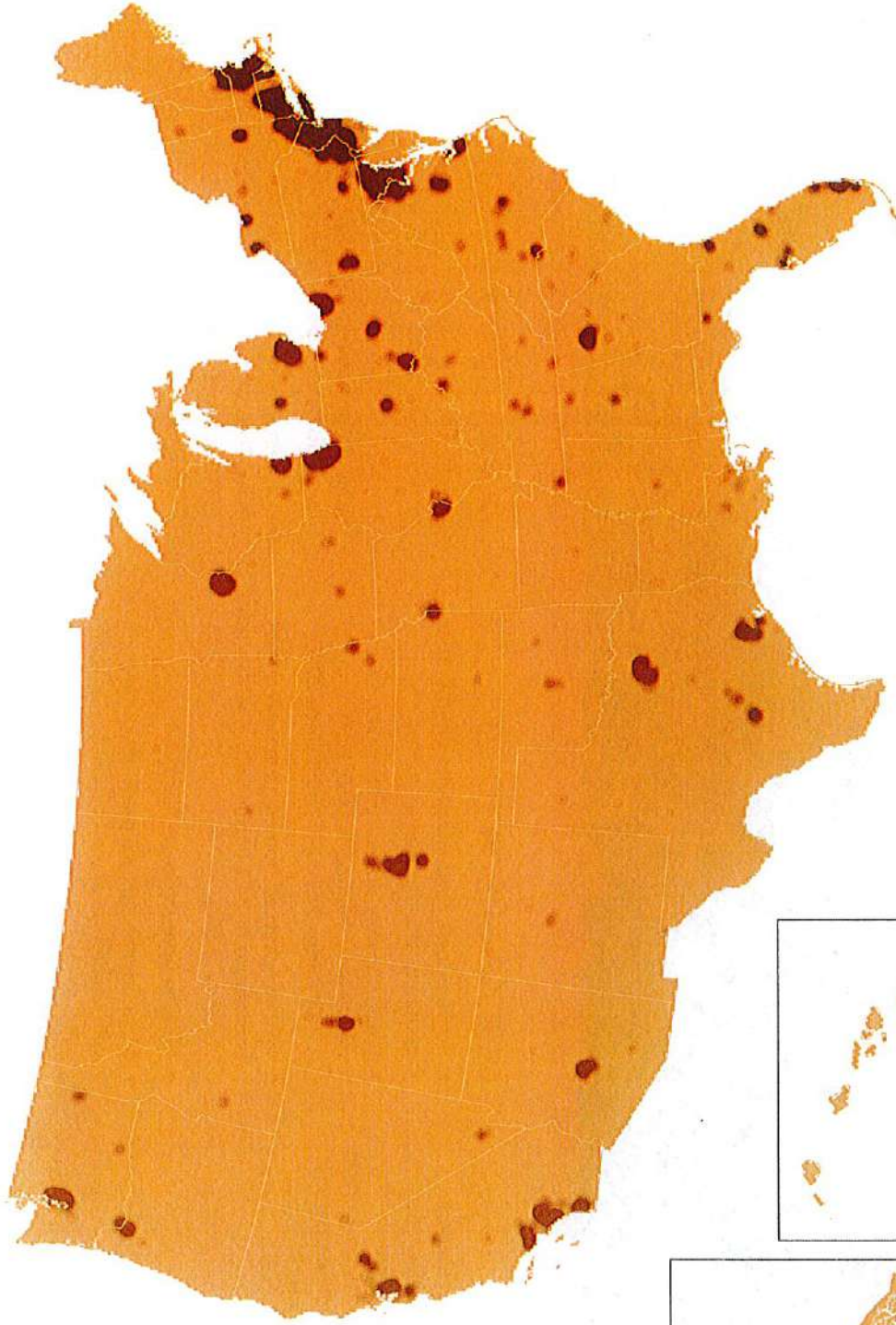
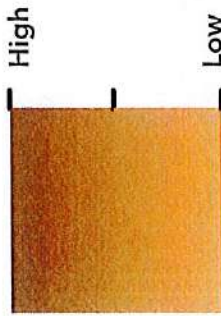


# LifeMode Group: Affluent Estates Savvy Suburbanites



## SEGMENT DENSITY

This map illustrates the density and distribution of the Savvy Suburbanites Tapestry Segment by households.

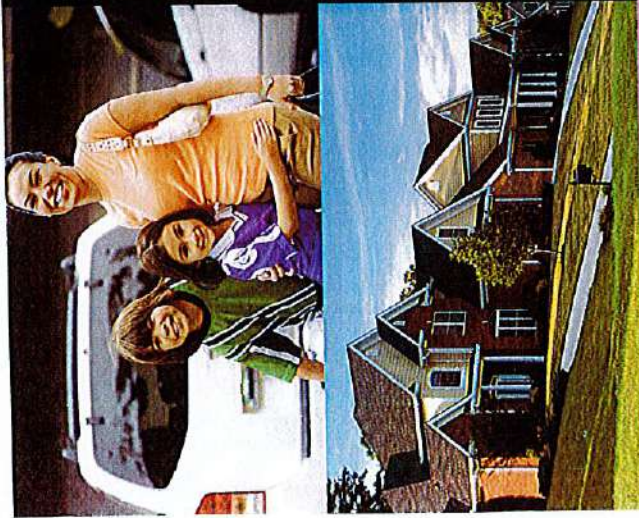


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LifeMode Group: Family Landscapes  
**Soccer Moms**

**Households: 3,327,000**

**Average Household Size: 2.96**

**Median Age: 36.6**

**Median Household Income: \$84,000**

**WHO ARE WE?**

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

**OUR NEIGHBORHOOD**

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s (Index 253), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74% (Index 163), and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 133).

**SOCIOECONOMIC TRAITS**

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 159) and second mortgages (Index 154) and auto loans (Index 151).



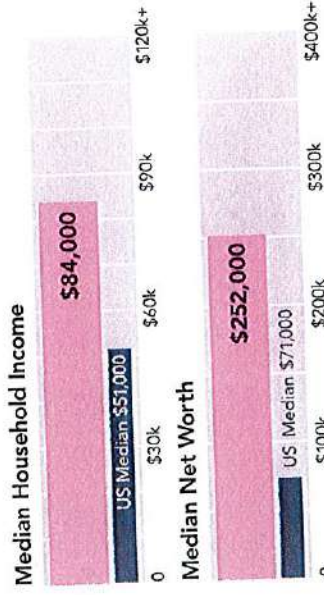
Note: The index represents the ratio of this segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by ESRI MRI.



LifeMode Group: Family Landscapes  
**4A Soccer Moms**

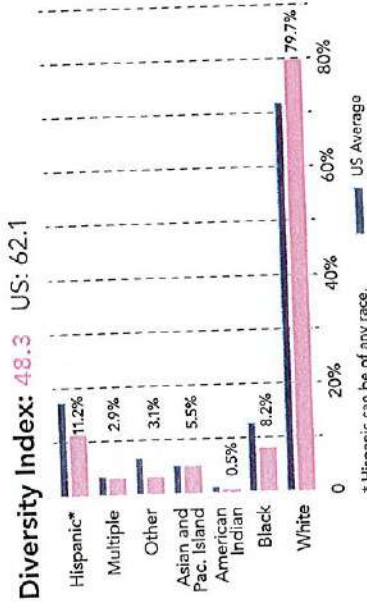
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



**RACE AND ETHNICITY** (Esri data)

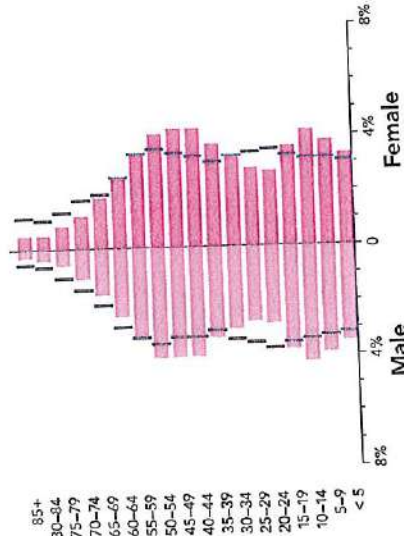
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



**AGE BY SEX** (Esri data)

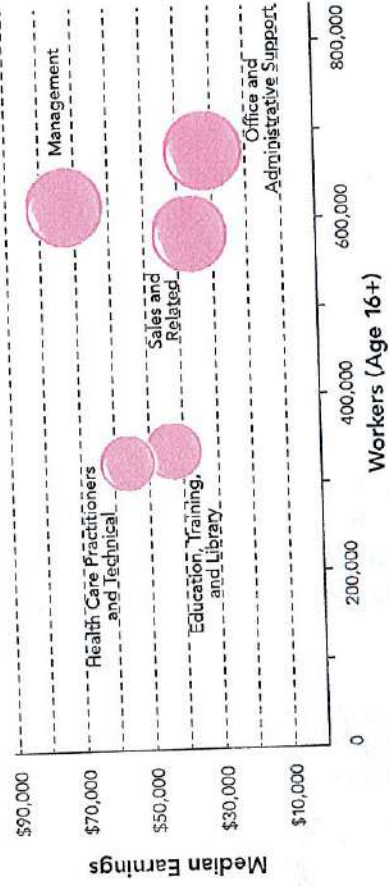
Median Age: 36.6 US: 37.6

! Indicates US



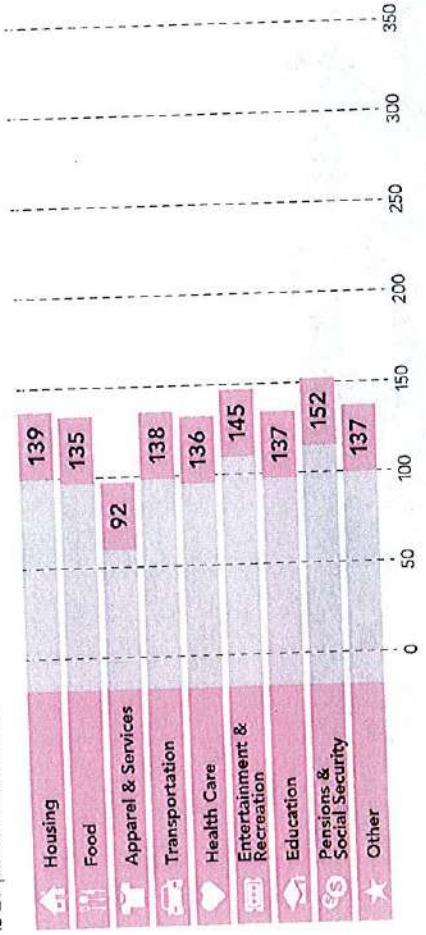
**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 165), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

**HOUSING**

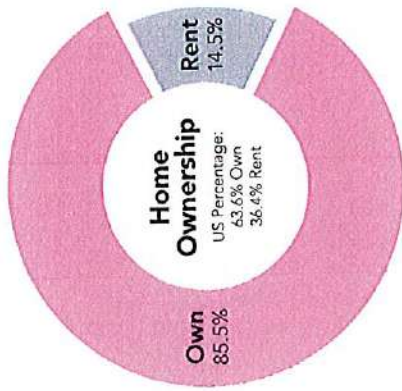
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

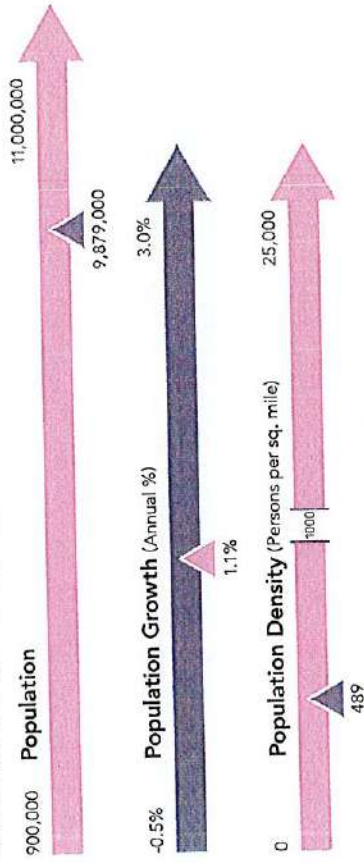
**Median Value:**  
\$226,000

US Median: \$177,000



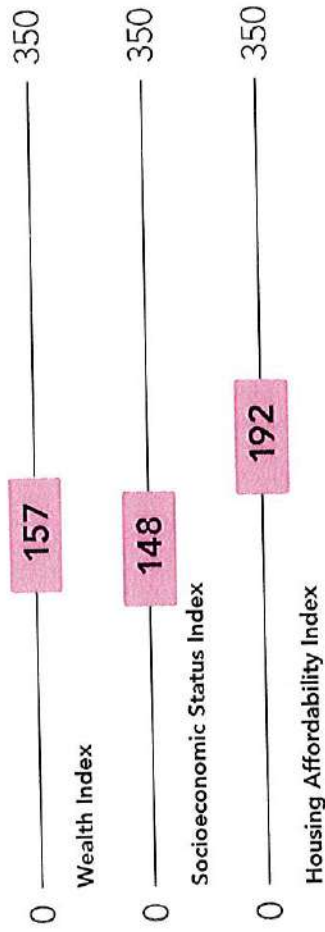
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

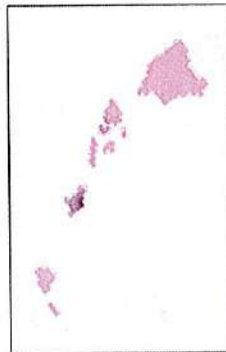
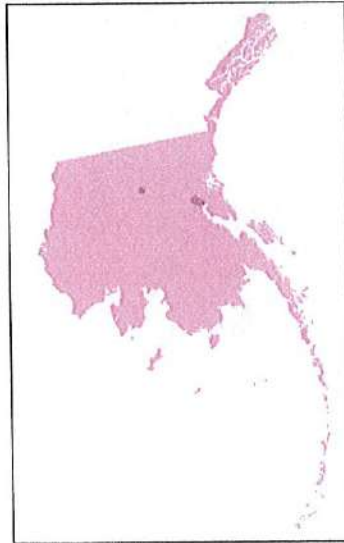
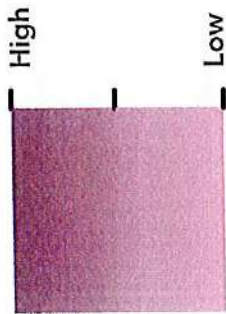


4A

LifeMode Group: Family Landscapes  
**Soccer Moms**



**SEGMENT DENSITY**  
This map illustrates the density and distribution of the Soccer Moms Tapestry Segment by households.



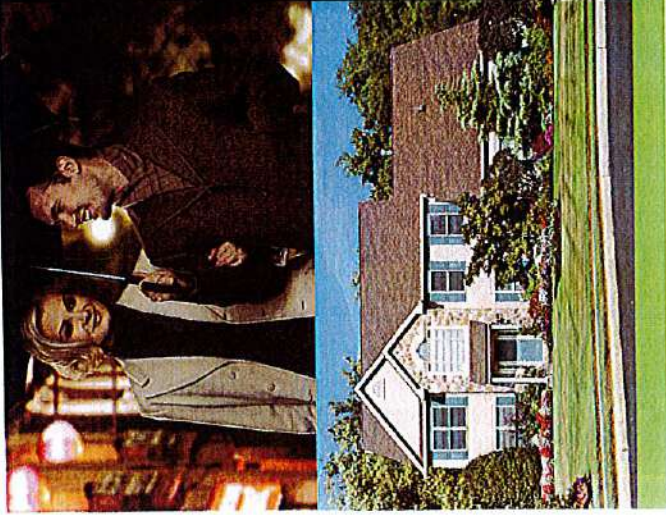
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LifeMode Group: Upscale Avenues  
**Urban Chic**

Households: 1,574,000

Average Household Size: 2.37

Median Age: 42.6

Median Household Income: \$98,000

2A

**WHO ARE WE?**

*Urban Chic* residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

**OUR NEIGHBORHOOD**

- More than half of *Urban Chic* households include married couples; 30% are singles.
- Average household size is slightly lower at 2.37.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 236).

**SOCIOECONOMIC TRAITS**

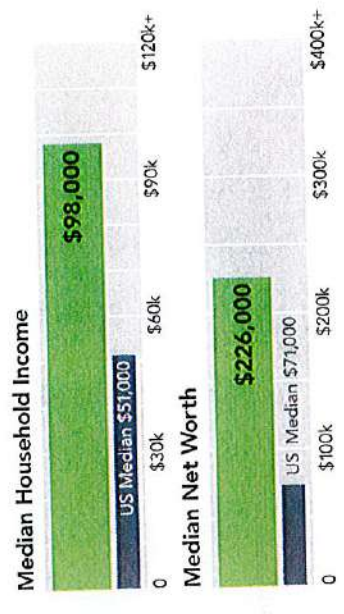
- Well educated, more than 60% of residents hold a bachelor's degree or higher (Index 223).
- Unemployment rate is well below average at 5% (Index 62); labor force participation is higher at 69%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK, Mill.

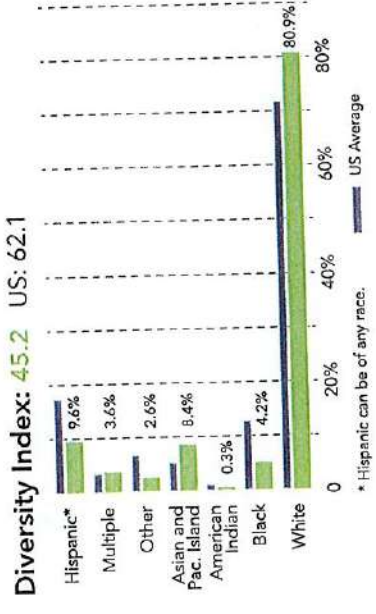
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



**RACE AND ETHNICITY** (Esri data)

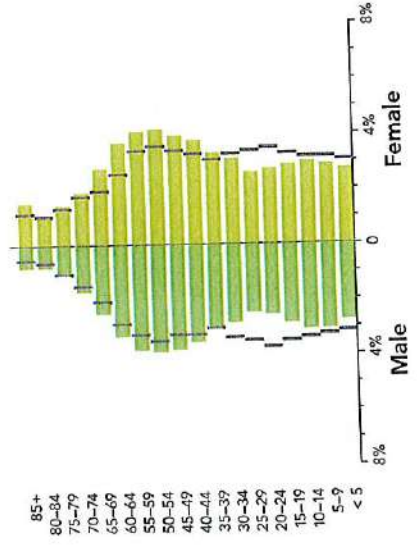
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



**AGE BY SEX** (Esri data)

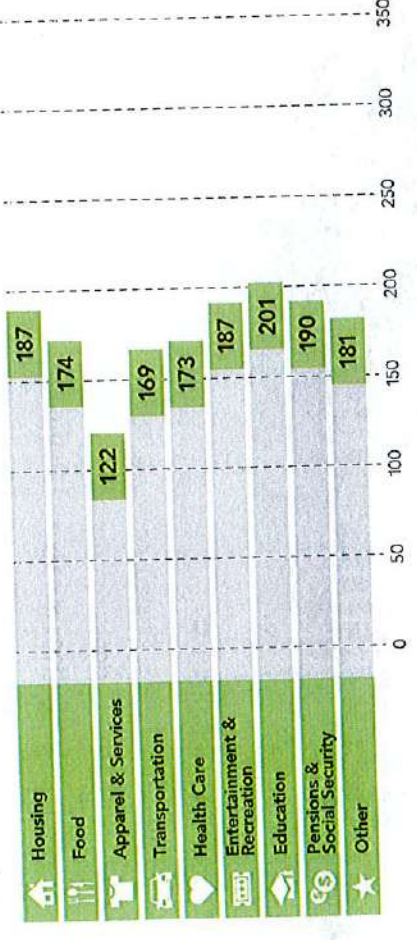
Median Age: 42.6 US: 37.6

Indicates US



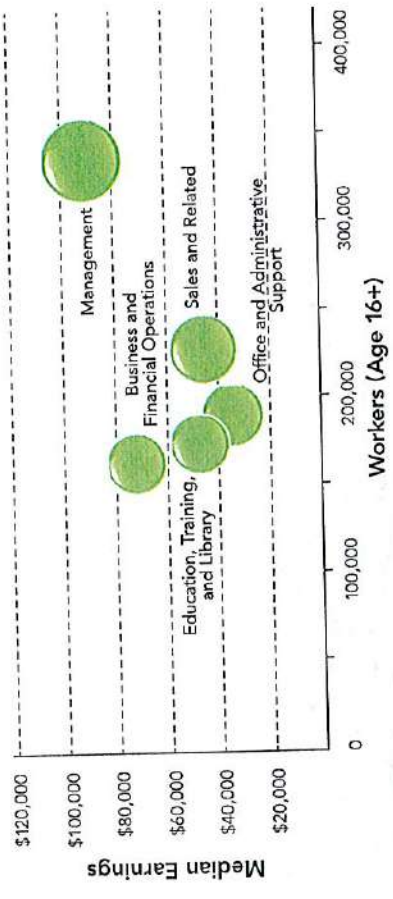
**AVERAGE HOUSEHOLD BUDGET INDEX**

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**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**MARKET PROFILE** (Consumer preferences are estimated from data by GIK MRI)

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

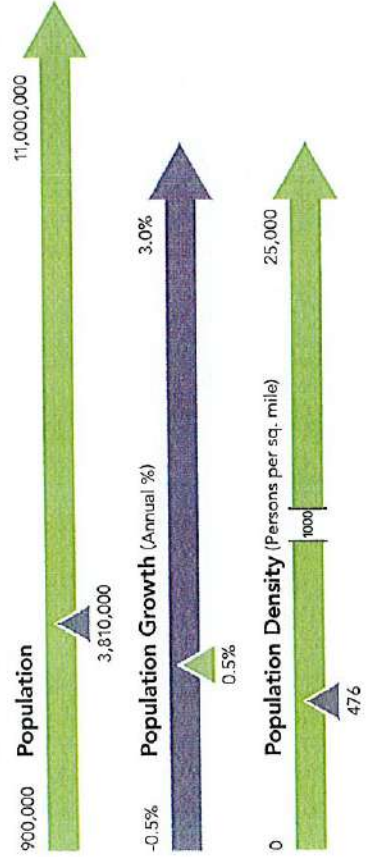


**Typical Housing:**  
 Single Family  
**Median Value:**  
 \$465,000  
 US Median: \$177,000



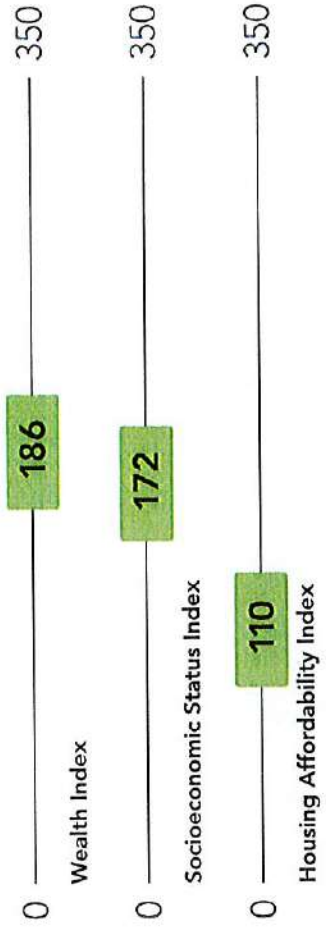
**POPULATION CHARACTERISTICS**

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**ESRI INDEXES**

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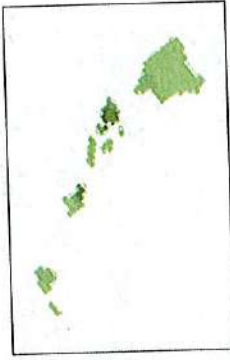
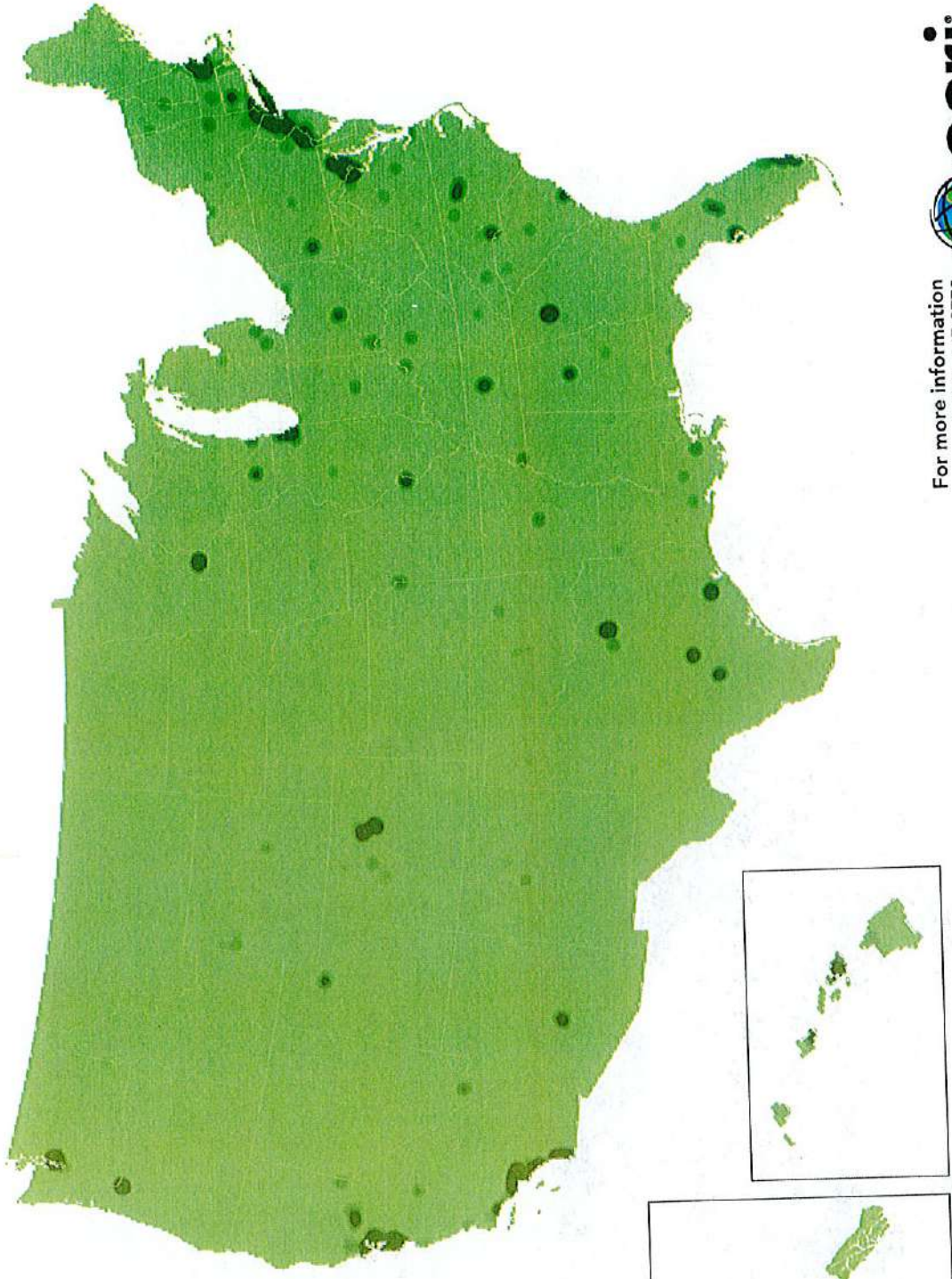
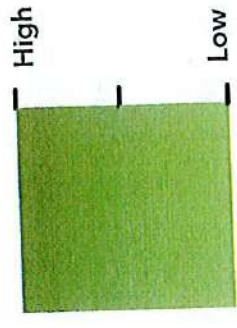
LifeMode Group: Upscale Avenues  
**Urban Chic**

**2A**

**TAPESTRY SEGMENTATION**  
esri.com/tapestry

**SEGMENT DENSITY**

This map illustrates the density and distribution of the *Urban Chic* Tapestry Segment by households.



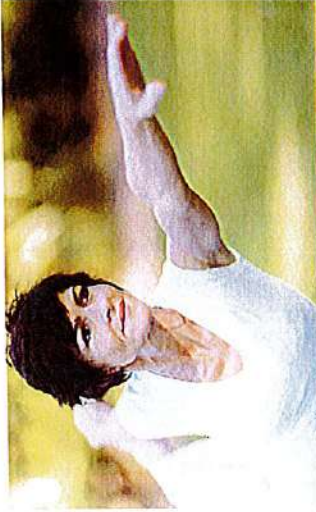
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**esri**



LifeMode Group: Senior Styles  
**Golden Years**

9B

Households: 1,597,000

Average Household Size: 2.05

Median Age: 51.0

Median Household Income: \$61,000

**WHO ARE WE?**

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

**OUR NEIGHBORHOOD**

- This older market has a median age of 51 years and a disproportionate share (nearly 30%) of residents aged 65 years or older.
- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.05 (Index 79).
- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 42% in multiunit dwellings.
- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

**SOCIOECONOMIC TRAITS**

- Golden Years residents are well educated—20% have graduate or professional degrees, 26% have bachelor's degrees, and 26% have some college credits.
- Unemployment is low at 7% (Index 76), but so is labor force participation at 55% (Index 88), due to residents reaching retirement.
- Median household income is higher in this market, more than \$61,000. Although wages still provide income to 2 out of 3 households, earned income is available from investments (Index 172), Social Security benefits (Index 153), and retirement income (Index 149).
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
- They keep their landlines and view cell phones more as a convenience.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

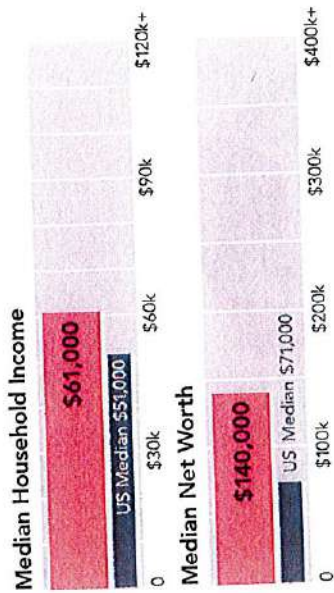


LifeMode Group: Senior Styles  
**Golden Years**

9B

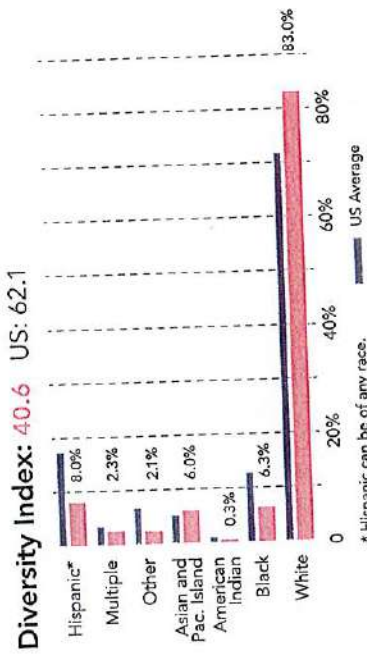
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



**RACE AND ETHNICITY** (Esri data)

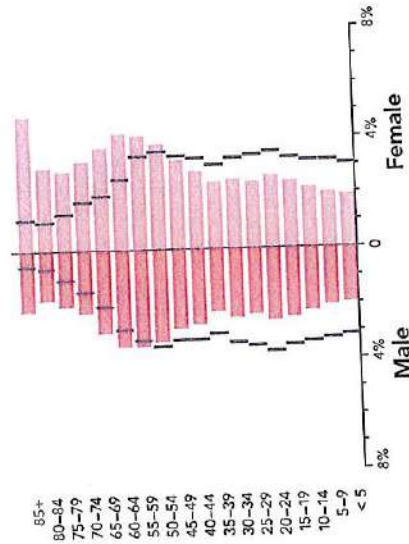
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



**AGE BY SEX** (Esri data)

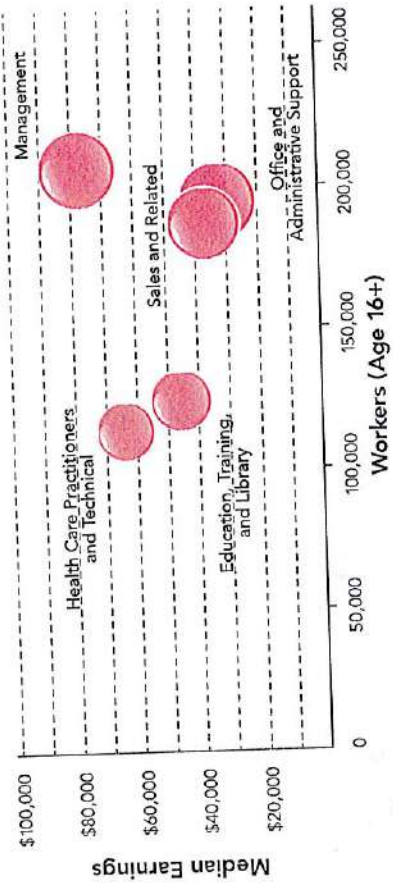
Median Age: 51.0 US: 37.6

! Indicates US



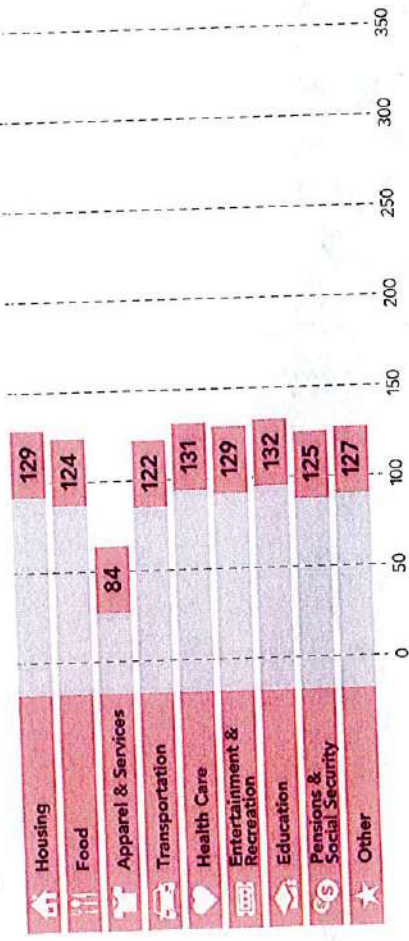
**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Avid readers, they regularly read daily newspapers, particularly the Sunday edition.
- They subscribe to cable TV; news and sports programs are popular as well as on-demand movies.
- They use professional services to maintain their homes inside and out and minimize their chores.
- Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking.
- Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements.
- Active social lives include travel, especially abroad, plus going to concerts and museums.
- Residents maintain actively managed financial portfolios that include a range of instruments such as common stock and certificates of deposit (more than six months).

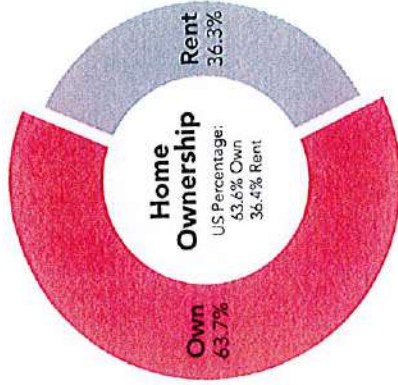
**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



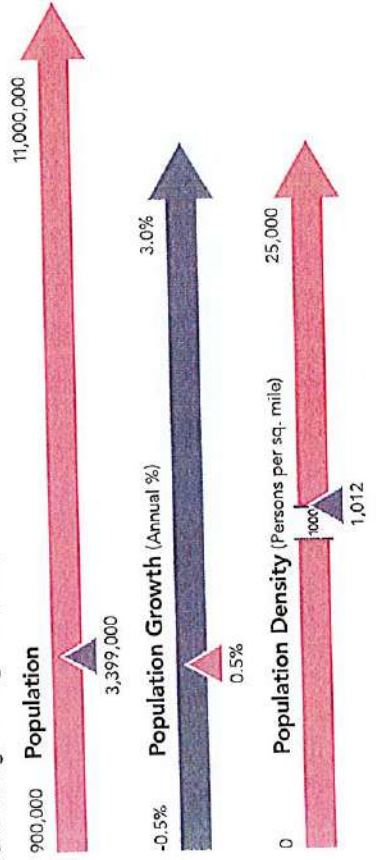
**Typical Housing:**  
 Single Family;  
 Multiunits

**Median Value:**  
 \$283,000  
 US Median: \$177,000



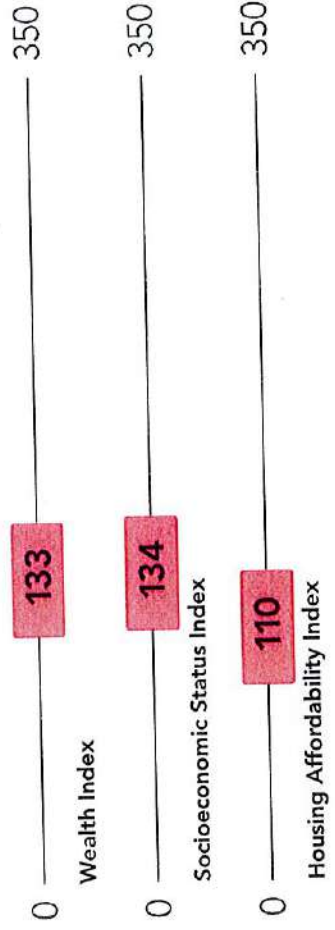
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



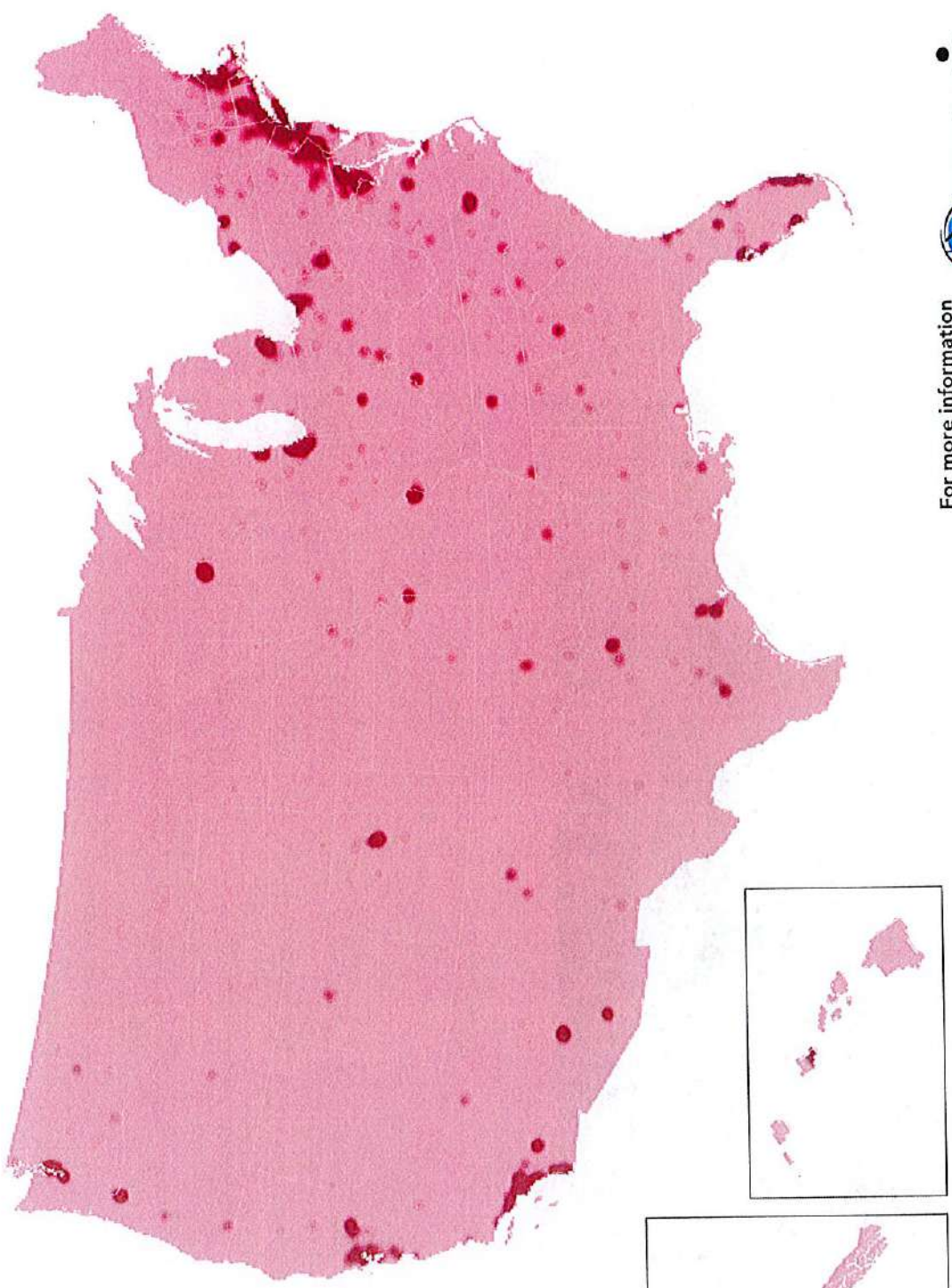
**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

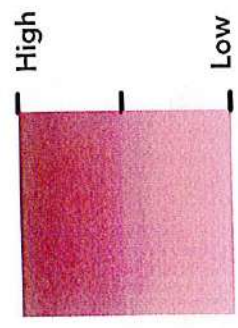


LifeMode Group: Senior Styles  
**9B Golden Years**

**TAPESTRY SEGMENTATION**  
 esri.com/tapestry



**SEGMENT DENSITY**  
 This map illustrates the density and distribution of the Golden Years Tapestry Segment by households.



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## LifeMode Group: Affluent Estates **Boomburbs**

Households: 1,695,000

Average Household Size: 3.22

Median Age: 33.6

Median Household Income: \$105,000

### WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

### OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 221); average household size is 3.22.
- Home ownership is 84% (Index 133), with the highest rate of mortgages, 78% (Index 173).
- Primarily single-family homes, in new neighborhoods, 72% built since 2000 (Index 521).
- Median home value is \$293,000 (Index 165).
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (34.5%) commuting across county lines (Index 146).

### SOCIOECONOMIC TRAITS

- Well educated young professionals, 52% are college graduates (Index 185).
- Unemployment is low at 5.2% (Index 60); high labor force participation at 72% (Index 115); most households have more than two workers (Index 123).
- Longer commute times from the suburban growth corridors (Index 121) have created more home workers (Index 154).
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

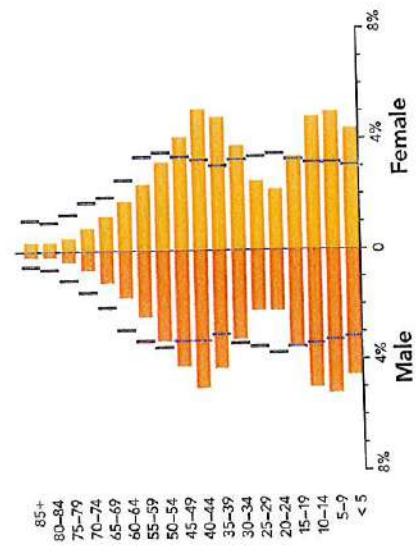


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MILI.



**AGE BY SEX** (Esri data)

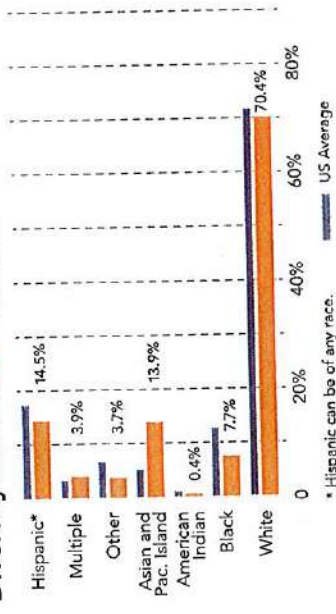
**Median Age: 33.6** US: 37.6  
I Indicates US



**RACE AND ETHNICITY** (Esri data)

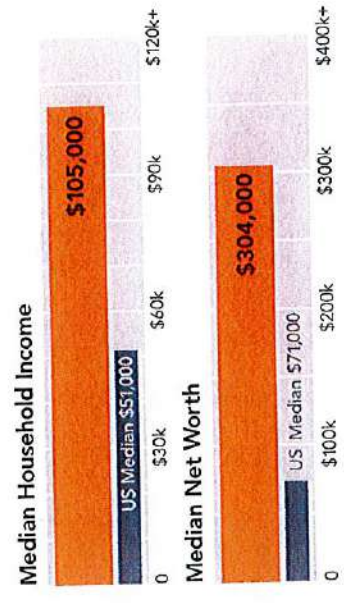
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 60.9** US: 62.1



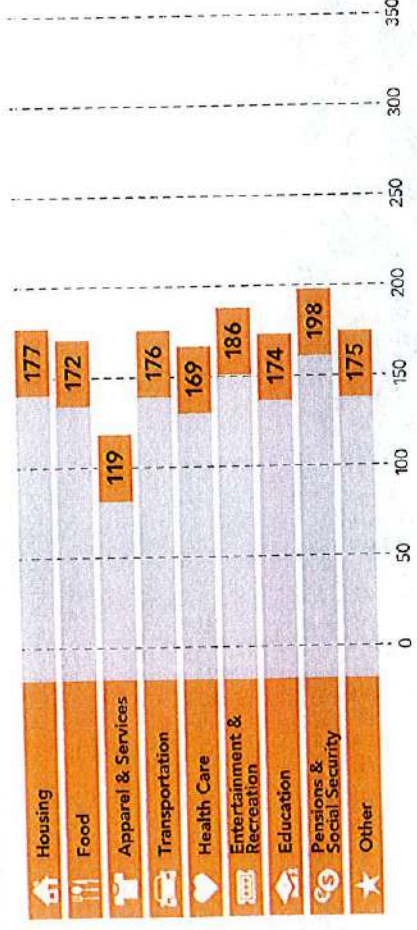
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



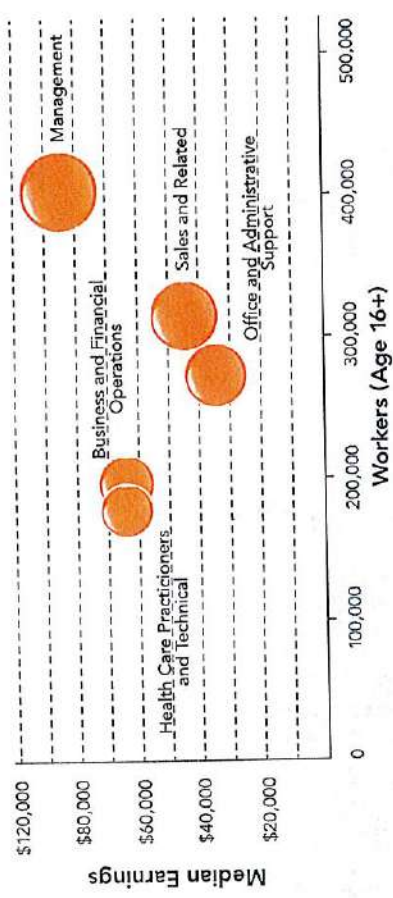
**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to internet connectable televisions.
- Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

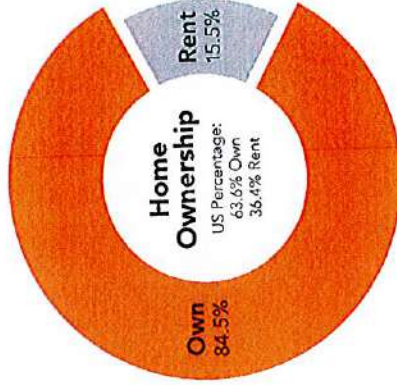
**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



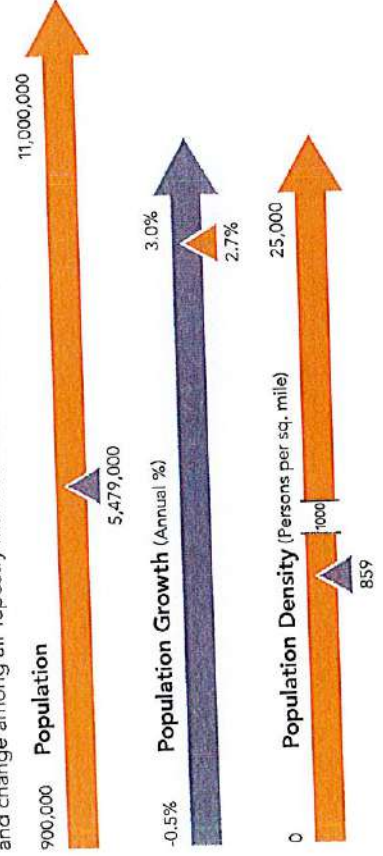
**Typical Housing:**  
 Single Family

**Median Value:**  
 \$293,000  
 US Median: \$177,000



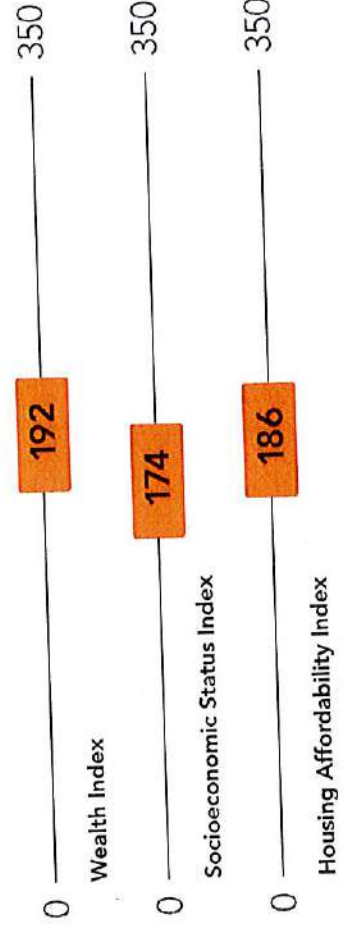
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

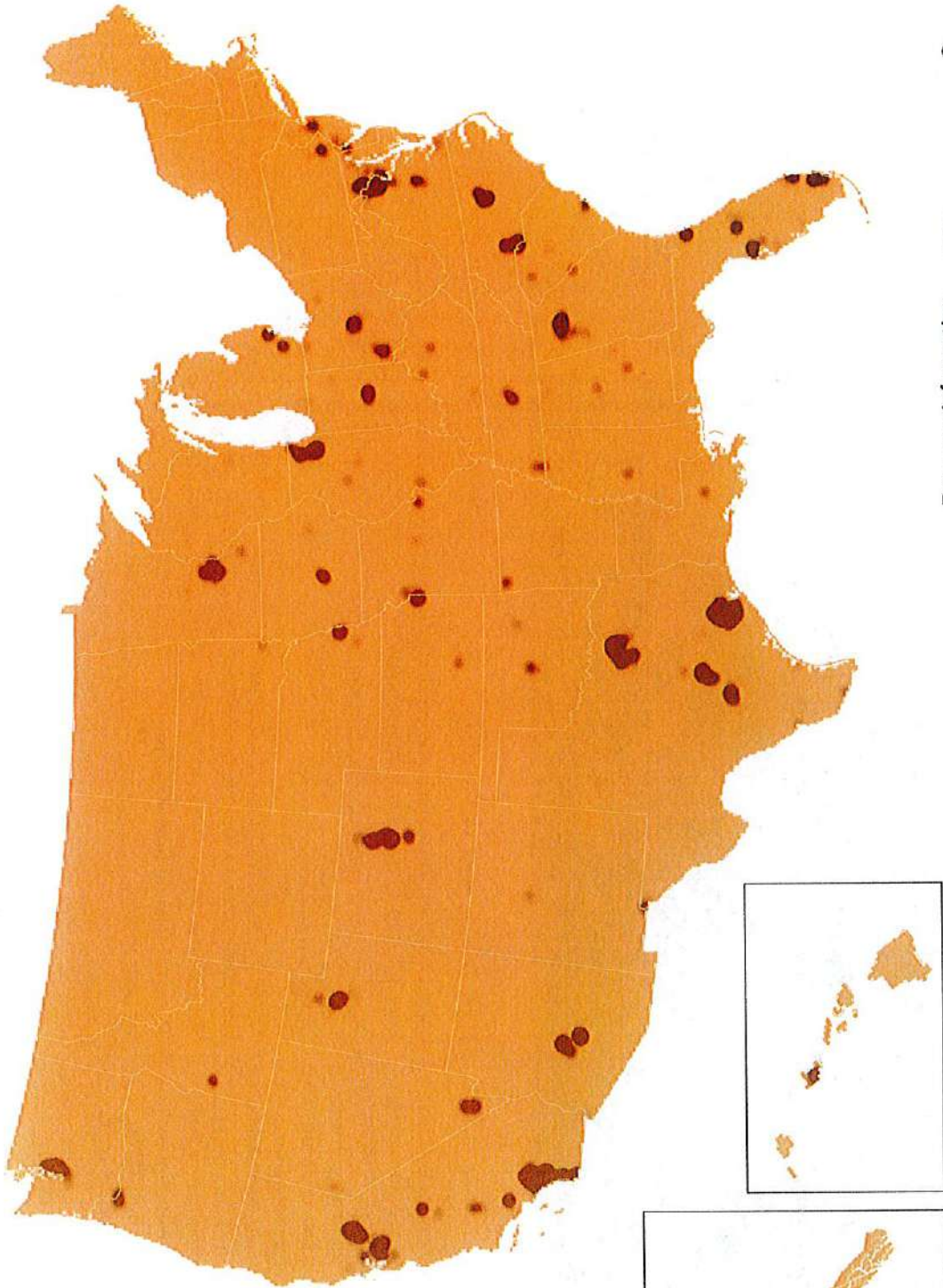
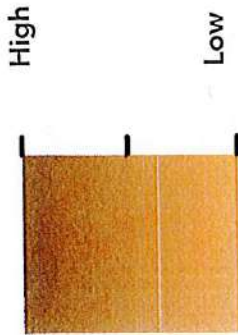




# LifeMode Group: Affluent Estates Boomburbs



**SEGMENT DENSITY**  
This map illustrates the density and distribution of the Boomburbs Tapestry Segment by households.

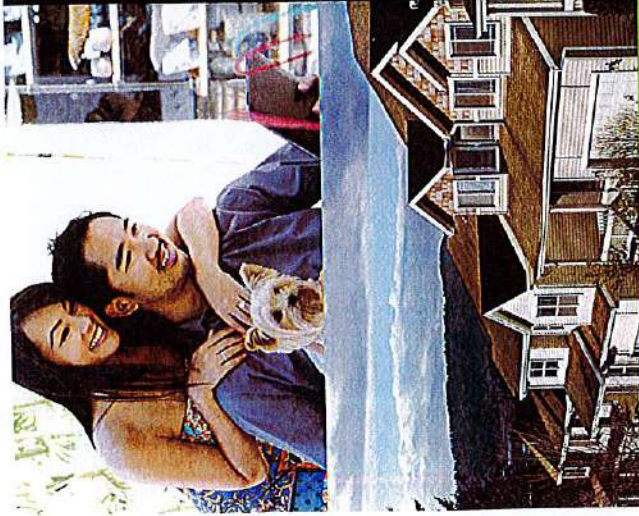


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LifeMode Group: Upscale Avenues

# Enterprising Professionals

2D

Households: 1,627,000

Average Household Size: 2.46

Median Age: 34.8

Median Household Income: \$77,000

## WHO ARE WE?

*Enterprising Professionals* residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. *Enterprising Professionals* residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

## OUR NEIGHBORHOOD

- Almost half of households are married couples, and 30% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

## SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

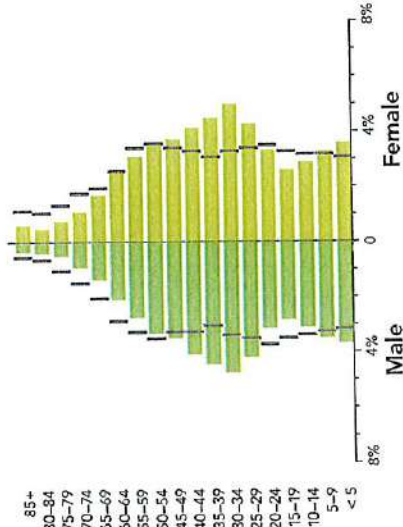


Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

## AGE BY SEX (Esri data)

Median Age: **34.8** US: 37.6

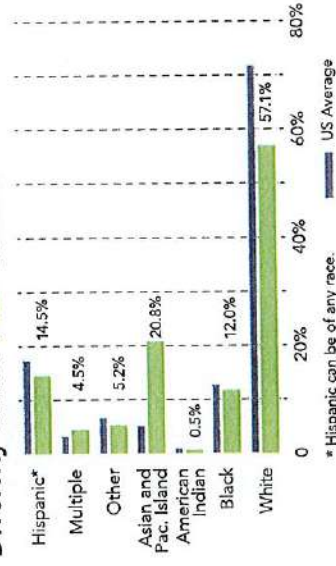
! Indicates US



## RACE AND ETHNICITY (Esri data)

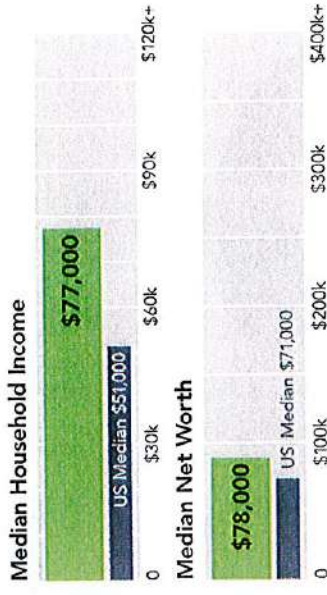
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **71.2** US: 62.1



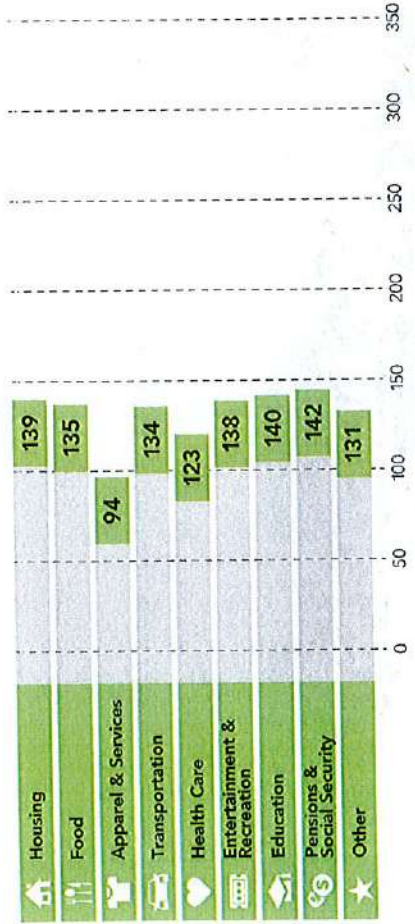
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



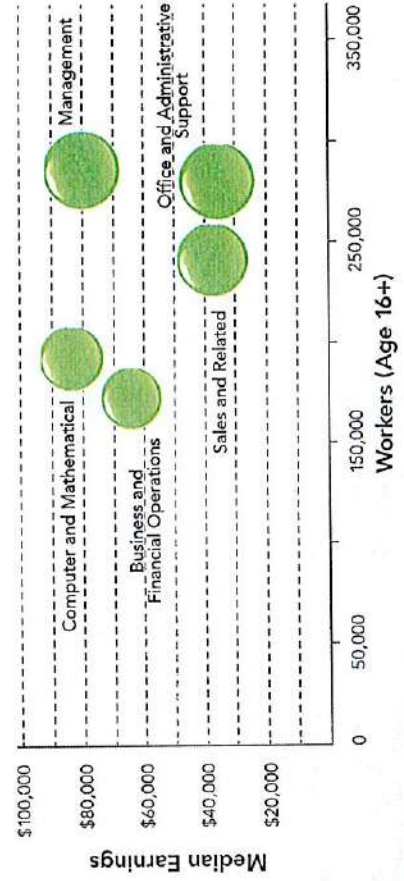
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



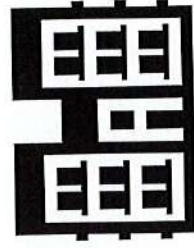
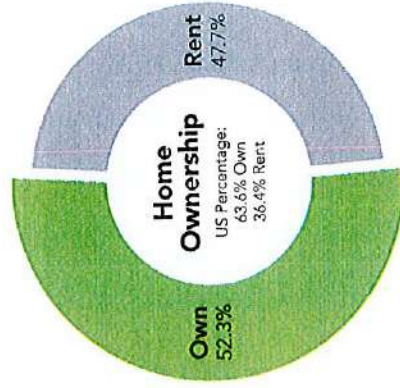
# LifeMode Group: Upscale Avenues 2D Entertaining Professionals

**TAPESTRY SEGMENTATION**  
esri.com/tapestry

- MARKET PROFILE** (Consumer preferences are estimated from data by GfK MR)
- Buy digital books for tablet reading, along with magazines and newspapers.
  - Frequent the dry cleaner.
  - Go on business trips, a major part of work.
  - Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
  - Convenience is key—shop at Amazon.com and pick up drugs at the Target pharmacy.
  - Eat out at The Cheesecake Factory and Chick-fil-A; drop by Starbucks for coffee.
  - Leisure activities include gambling, trips to museums and the beach.
  - Have health insurance and a 401(k) through work.

## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

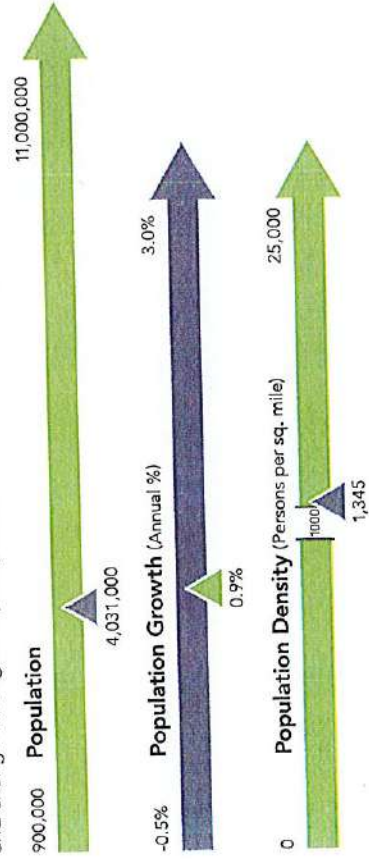


**Typical Housing:**  
Multimunits;  
Single Family

**Median Value:**  
\$295,000  
US Median: \$177,000

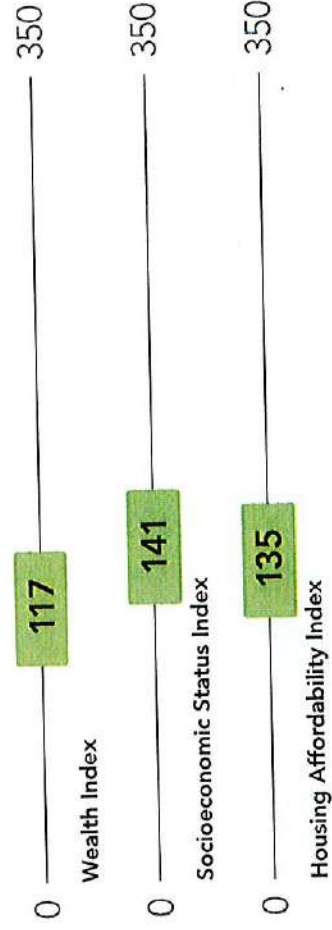
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

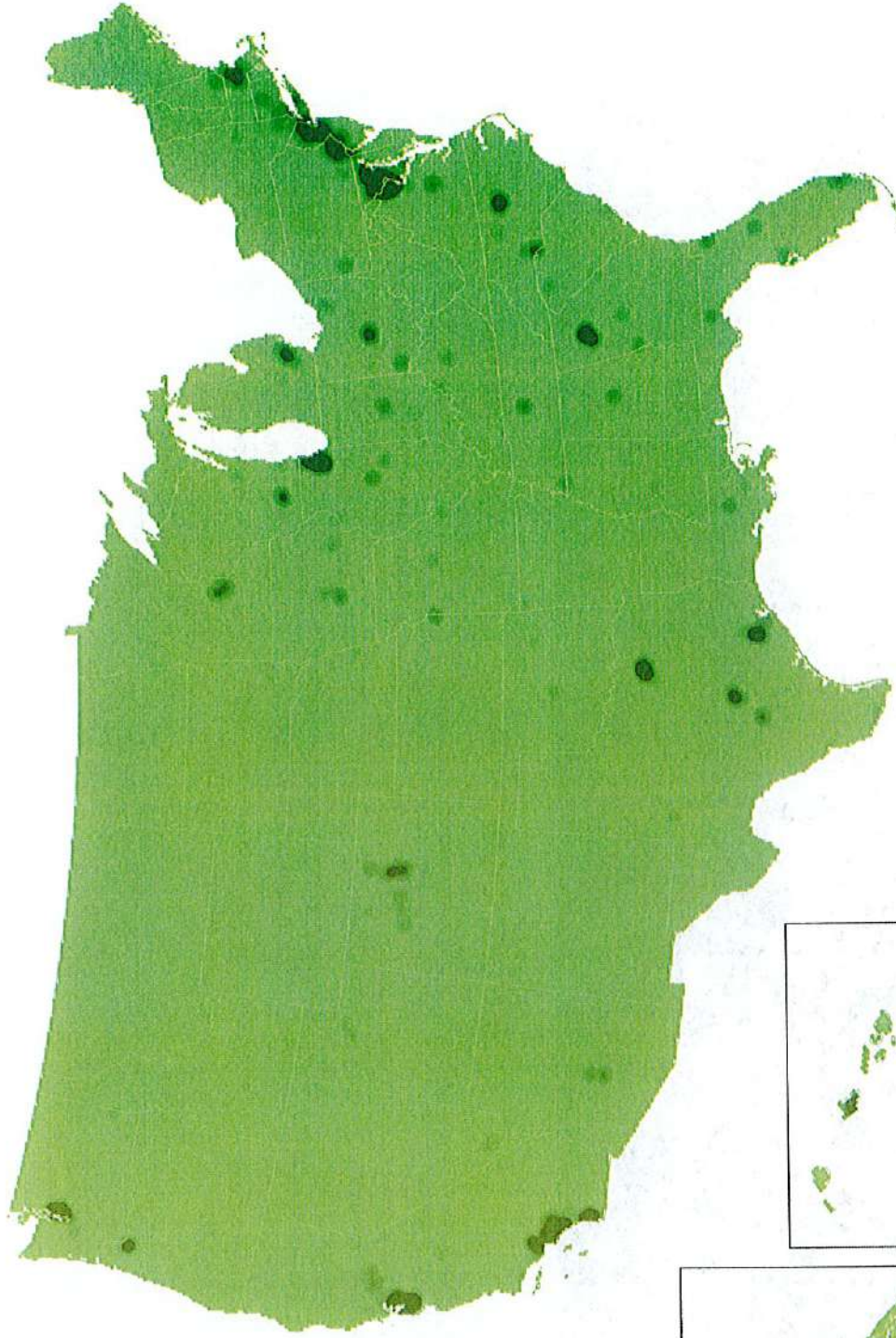




LifeMode Group: Upscale Avenues

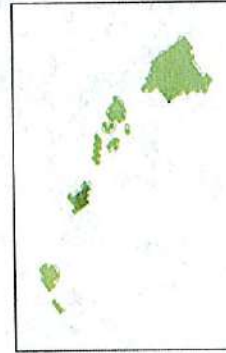
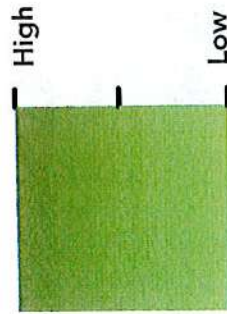
# Enterprising Professionals

TAPESTRY  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)



## SEGMENT DENSITY

This map illustrates the density and distribution of the *Enterprising Professionals* Tapestry Segment by households.



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esri





LifeMode Group: Cozy Country Living  
**Green Acres**

Households: 3,794,000

Average Household Size: 2.69

Median Age: 43.0

Median Household Income: \$72,000

6A

### WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

### OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

### SOCIOECONOMIC TRAITS

- Education: 60% are college educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MR.



LifeMode Group: Cozy Country Living  
**Green Acres**

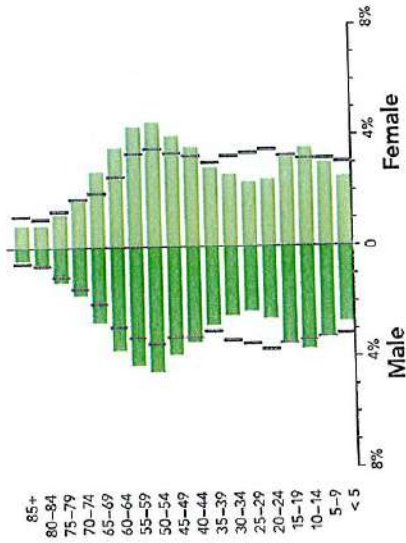
**TAPESTRY SEGMENTATION**  
 esri.com/tapestry



### AGE BY SEX (Esri data)

**Median Age: 43.0** US: 37.6

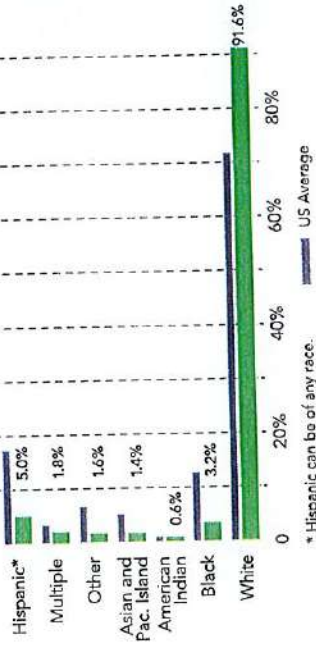
■ Indicates US



### RACE AND ETHNICITY (Esri data)

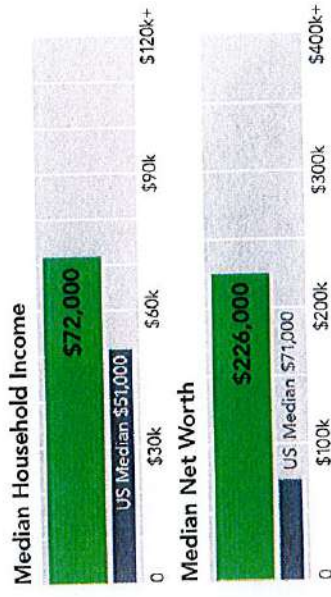
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 24.0** US: 62.1



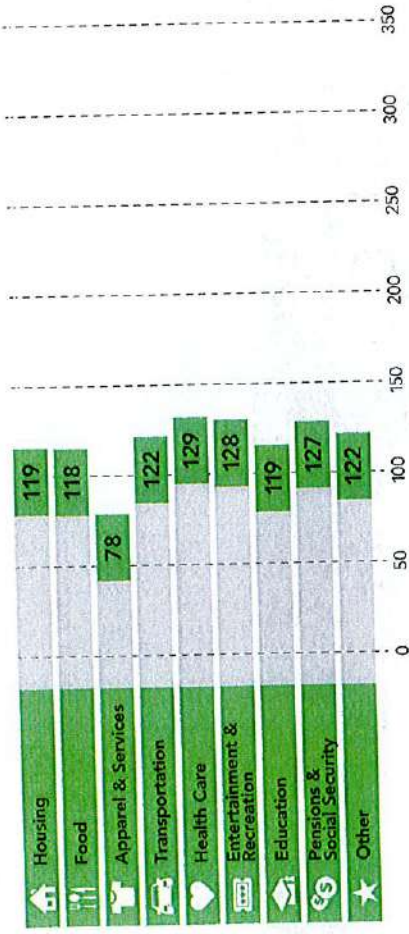
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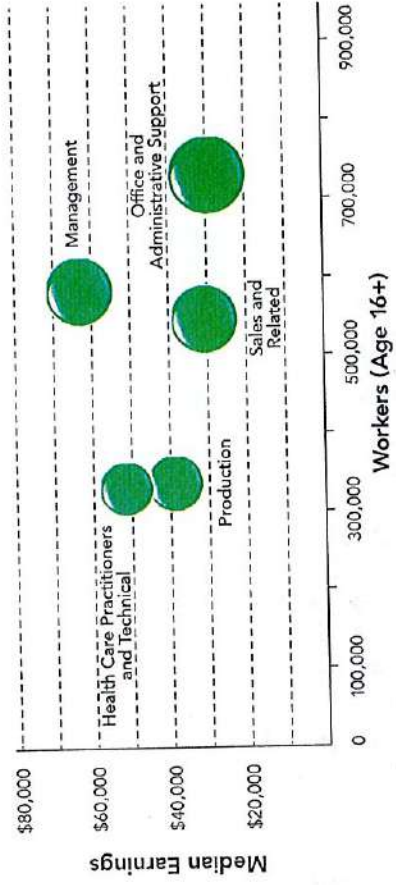
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from fraternal orders to veterans' clubs.

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



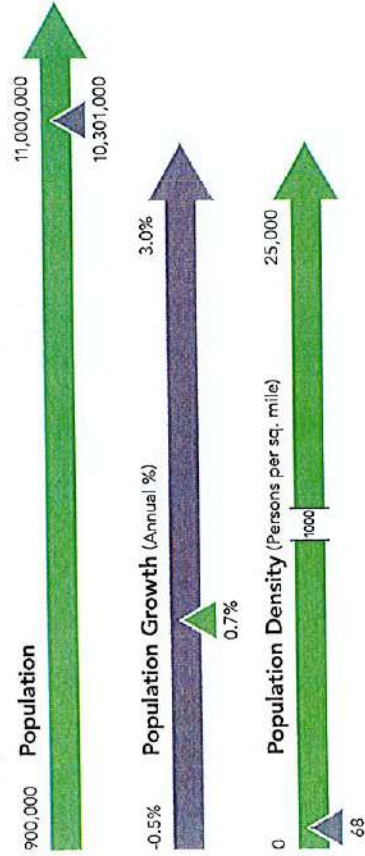
**Typical Housing:**  
Single Family

**Median Value:**  
\$197,000  
US Median: \$177,000



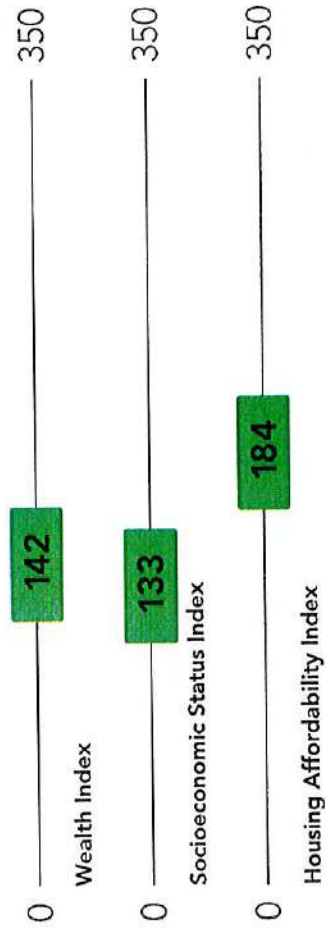
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

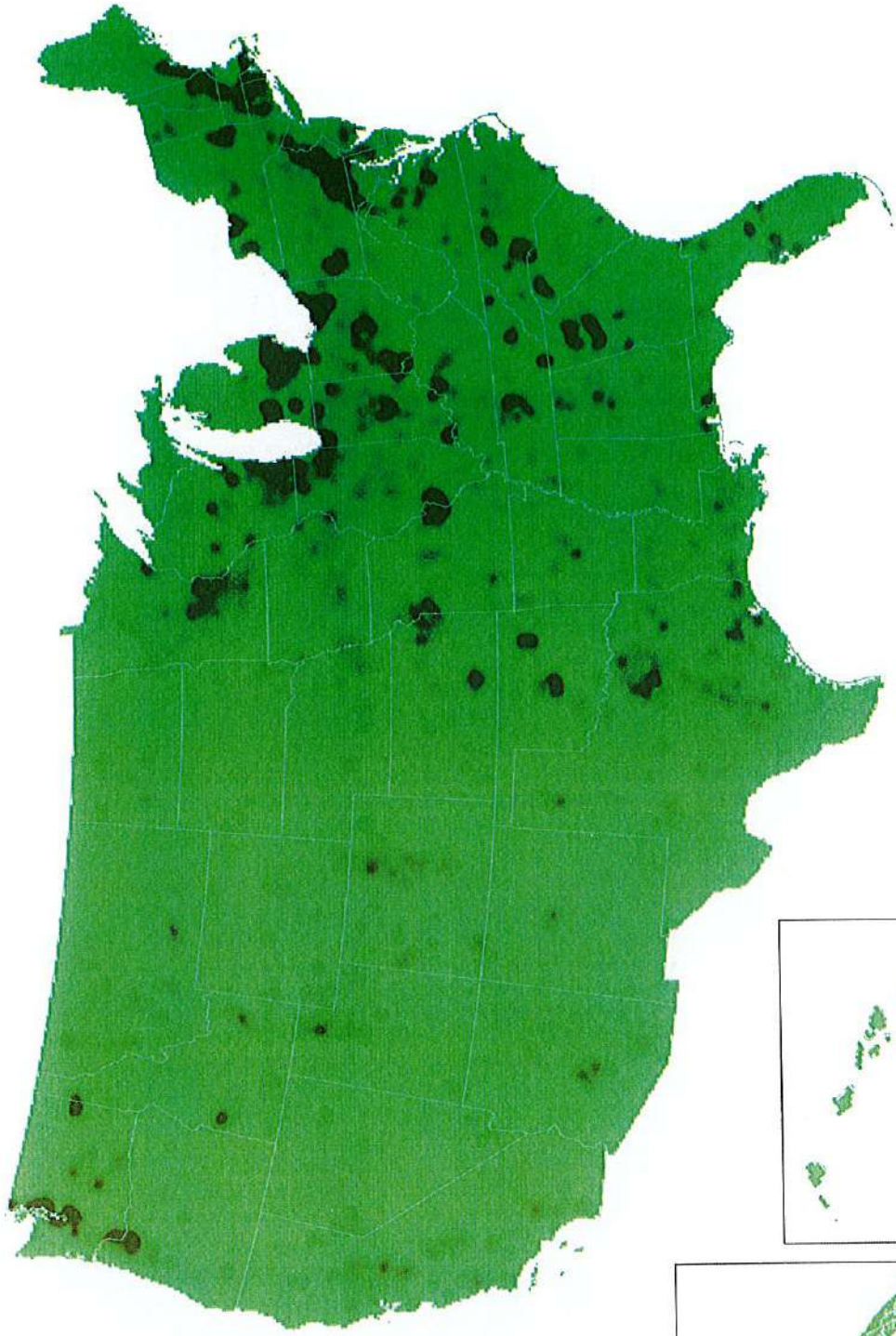
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



6A

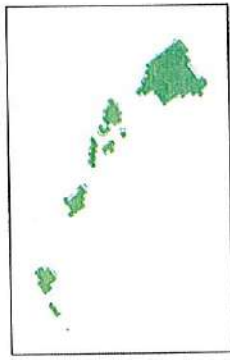
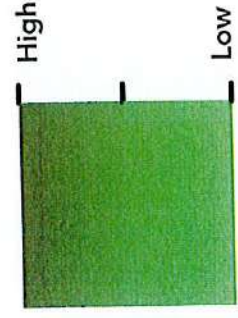
# LifeMode Group: Cozy Country Living Green Acres

TAPESTRY  
SEGMENTATION  
esri.com/tapestry



## SEGMENT DENSITY

This map illustrates the density and distribution of the Green Acres Tapestry Segment by households.



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# APPENDIX B – CAREFREE CONSUMER SURVEY TABLES



Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

**Q1. How often do you eat out?**

Answer Options	Response Percent	Response Count
5 or more times a week	7.3%	20
2-4 times a week	42.9%	118
Once a week	38.2%	105
Once a month	9.1%	25
Once every few months	2.2%	6
Never	0.4%	1
<i>answered question</i>		275
<i>skipped question</i>		5

**Q2. How often do you come to Carefree Town Center for the following?**

Answer Options	One or more times / Week	One to Two times / Month	Occasionally or Rarely	Never	Response Count
Non grocery retail shopping	52	65	104	49	270
Eating out	64	68	121	22	275
Personal care services (spa, salon, etc.)	20	55	77	119	271
Professional service (legal, accounting, etc.)	8	12	80	169	269
Work	30	3	8	223	264
<i>answered question</i>					280
<i>skipped question</i>					0

**Q3. What are the two biggest reasons for you to stop downtown? For those living in Carefree, please identify reasons besides picking up your mail. (i.e. specific establishment, attraction or**

Answer Options	Response Percent	Response Count
Reason One	100.0%	262
Reason Two	90.1%	235
<i>answered question</i>		262
<i>skipped question</i>		18

Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

Q4. How often do you shop at the following locations/stores?

Answer Options	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never	Response Count
Carefree Bashes Center	122	64	33	20	32	9	280
Scottsdale Summit (Safeway/Target)	72	85	59	33	22	9	280
Carefree Town Center	34	39	36	38	66	58	271
Cave Creek Town Center	16	27	37	43	76	73	272
Desert Ridge	5	21	55	43	105	42	271
Scottsdale Road and the 101	13	38	57	59	70	35	272
Kierland Commons	3	15	38	39	111	69	275
Terraviva Marketplace	39	40	46	42	44	65	276
Costco (Cave Creek and 101)	10	34	52	56	40	83	275
Walmart Super Center (Cave Creek Road)	32	43	50	34	44	75	278
						<i>answered question</i>	280
						<i>skipped question</i>	0

Q5. Which of the following events did you attend in the last 12 months? (Check all that apply).

Answer Options	Response Percent	Response Count
Thunderbird Fine Art and Wine Festival	75.2%	179
Christmas Festival/Electric Light Parade	51.3%	122
Cruise-in at Venues Café	16.8%	40
Sonoran Art Festival	51.7%	123
Indian Market and Cultural Festival	41.2%	98
Chocolate Festival	33.6%	80
Southwest Fine Art and Craft Festival	46.6%	111
Carefree Days	34.5%	82
Veteran's Day Tribute	18.5%	44
	<i>answered question</i>	238
	<i>skipped question</i>	42

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Q6. What TWO TYPES of restaurants would you most like to see in the Carefree Town Center?

Answer Options	Response Percent	Response Count
Asian	11.1%	31
Coffee Shop	12.5%	35
Italian	6.4%	18
Organic / Healthy	19.6%	55
Bakery	9.6%	27
Delicatessen	21.4%	60
Late Night Eat/Drink	4.3%	12
Seafood	18.2%	51
Banquet Room	0.0%	0
Family Restaurant	14.3%	40
Mexican	23.2%	65
Steakhouse	13.6%	38
Barbecue	6.1%	17
Fast Food	4.6%	13
Middle Eastern	2.5%	7
Vegetarian	3.9%	11
Brew Pub	17.1%	48
Greek	3.2%	9
Breakfast	8.2%	23
Other (please specify)		41
<b>answered question</b>		<b>280</b>
<b>skipped question</b>		<b>0</b>



Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

Q7. What of the following attracts you to a shopping/business area? Select ONE for EACH.

Answer Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Response Count
A variety of products and services	122	103	42	6	5	278
Quality of products and services	163	95	16	1	3	278
The look and feel of a business area	107	99	54	7	7	274
Friendly customer service	163	98	11	1	2	275
Independent stores over chains	76	76	102	14	6	274
Shopping after 5 pm on weekdays	41	73	123	25	13	275
Shopping on weekends	73	102	84	12	4	275
Convenient parking	117	128	24	5	2	276
Price	83	106	74	5	4	272
Proximity to home or work	102	109	51	9	3	274
Safety (personal, pedestrian and transportation)	98	93	70	6	9	276
Other (please specify)						19
						279
						1

Q8. Considering the Carefree Town Center, check up to FIVE changes that are necessary for merchants to get even more of your business.

Answer Options	Response Percent	Response Count
More variety of stores	76.3%	209
Better quality of merchandise	31.0%	85
Better atmosphere	15.7%	43
A greater feeling of safety	1.8%	5
Improved parking	12.0%	33
More places to eat	62.4%	171
More special events	17.2%	47
More competitive pricing	44.9%	123
Better selection of merchandise	62.0%	170
Better customer service	10.9%	30
Consistent store hours	24.5%	67
Evening store hours	18.2%	50
Less traffic congestion	4.7%	13
More advertising	8.8%	24
Other (please specify)		34
		274
		6

Q9. Please review the choices listed below. What FIVE potential businesses would you most likely use if they were to open in the Carefree Town Center?

Answer Options	Response Percent	Response Count
Antiques	9.6%	27
Art Galleries	7.5%	21
Arts/Crafts	9.3%	26
Auto parts	7.1%	20
Bakery	41.1%	115
Books, periodicals and music	22.9%	64
Butcher	23.6%	66
Clothing	22.5%	63
Drug store/sundries	18.6%	52
Electronics and small appliances	6.4%	18
Florist	6.4%	18
Furniture	2.5%	7
Garden Center	25.0%	70
Gifts/knickknacks	7.1%	20
Grocery	20.0%	56
Hardware	3.9%	11
Health club	13.9%	39
Home furnishings	7.1%	20
Jeweler	2.5%	7
Live theater	26.8%	75
Medical/dental services	3.2%	9
Movie theater	42.9%	120
Office supplies, stationary	12.5%	35
Pet supply and services	12.5%	35
Photographic equipment and supplies	3.2%	9
Professional services	8.2%	23
Recreational equipment and supplies	8.2%	23
Restaurants	64.6%	181
Shoes	8.9%	25
Specialty food store	49.3%	138
Video and audio equipment	2.5%	7
Other (please specify)		36
<b>answered question</b>		<b>280</b>
<b>skipped question</b>		<b>0</b>

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

**Q10. Which community assets/activities would you most like to see come to the Carefree Town Center? (Check all that apply)**

Answer Options	Response Percent	Response Count
Performing arts facility	40.6%	102
Museum	26.3%	66
Concerts and shows in the amphitheater	73.7%	185
Culinary festivals	53.0%	133
Art festivals	35.5%	89
Public art	17.5%	44
Expanded public parking	21.5%	54
Other (please specify)		25
	<i>answered question</i>	251
	<i>skipped question</i>	29

**Q11. Have you ever lived downtown in any community?**

Answer Options	Response Percent	Response Count
Yes	41.1%	115
No	58.9%	165
	<i>answered question</i>	280
	<i>skipped question</i>	0

**Q12. What is your opinion about living in Carefree Town Center?**

Answer Options	Response Percent	Response Count
I am not interested in living in the Town Center in Carefree.	61.8%	173
I might consider living in the Town Center in Carefree given	32.1%	90
I am interested in living in the Town Center in Carefree.	6.1%	17
	<i>answered question</i>	280
	<i>skipped question</i>	0

**Q13. If you moved to Carefree Town Center, what size housing unit would you require?**

Answer Options	Response Percent	Response Count
Studio	0.9%	1
1 bedroom	7.5%	8
2 bedroom	63.2%	67
3 bedroom	28.3%	30
	<i>answered question</i>	106
	<i>skipped question</i>	174

Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

Q14. What housing arrangement would you choose?

Answer Options	Response Percent	Response Count
Ownership	89.5%	94
Rental	10.5%	11
<i>answered question</i>		105
<i>skipped question</i>		175

Q15. What type of Carefree Town Center housing would you prefer? (Check all that apply)

Answer Options	Response Percent	Response Count
Townhouse	40.0%	42
Condo	46.7%	49
2-4 residential unit building	25.7%	27
5+ unit residential building	7.6%	8
Flat/Loft above commercial	39.0%	41
<i>answered question</i>		105
<i>skipped question</i>		175

Q16. What price range would you consider?

Answer Options	Response Percent	Response Count
Less than \$500,000	54.7%	58
\$500,000 - \$750,000	34.0%	36
\$750,000 - \$1 million	8.5%	9
Greater than \$1 million	2.8%	3
<i>answered question</i>		106
<i>skipped question</i>		174

Q17. Imagine the Carefree Town Center in ten years. How appealing are these future scenarios?

Answer Options	Very Appealing	Okay	Not Appealing	Don't Know	Response Count
The center of employment with the addition of new office	41	113	117	9	280
An attractive place to call home with new apartments, condos	80	83	109	8	280
An aesthetic blend of greenspace, natural elements,	142	106	24	8	280
A meeting place and the center of community activities with a	176	73	27	4	280
A niche place where thrift-stores, used merchandise, and	40	63	166	11	280
A destination retail center attracting people from a distance	60	82	119	19	280
<i>answered question</i>					280
<i>skipped question</i>					0

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Q18. Please tell us about you.

What is your home zip code  
 What is your work zip code (if retired enter 00000)  
 Number of people living in your household

Home City	Count	Percent	Work City	Count	Percent
Carefree	283	63.0%	Carefree	138	46.3%
Cave Creek	76	16.9%	Cave Creek	60	20.1%
Phoenix	25	5.6%	Scottsdale	54	18.1%
Scottsdale	48	10.7%	Phoenix	23	7.7%
Mesa	2	0.4%	Mesa	1	0.3%
Glendale	1	0.2%	Glendale	2	0.7%
Peoria	1	0.2%	Gila Bend	1	0.3%
Gila Bend	1	0.2%	Palo Verde	1	0.3%
Sammamish, WA	1	0.2%	Sun City West	1	0.3%
Seattle, WA	1	0.2%	Casa Grande	1	0.3%
Gambrills, MD	1	0.2%	New River	1	0.3%
Apopka, FL	1	0.2%	Salt Lake City	1	0.3%
Meiberg, KY	2	0.4%	Dillon, CO	1	0.3%
Iowa City IA	1	0.2%	Boulder, CO	1	0.3%
Bismark, ND	1	0.2%	Chicago, IL	3	1.0%
Chicago, IL	1	0.2%	Northbrook, IL	1	0.3%
Oklahoma City, OK	1	0.2%	Island Lake, IL	1	0.3%
Boulder, CO	1	0.2%	Bismarck, ND	1	0.3%
Ft. Collins, CO	1	0.2%	Iowa City, IA	1	0.3%
Total	449	100.0%	Northville, MI	1	0.3%
			Melber, KY	1	0.3%
			Schenectady, NY	1	0.3%
			Purchase, NY	1	0.3%
			Chappaqua, NY	1	0.3%
			Total	298	100.0%

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Q19. What is your gender?

Answer Options	Response Percent	Response Count
Male	46.8%	130
Female	53.2%	148
<i>answered question</i>		278
<i>skipped question</i>		2

Q20. Do you reside FULL TIME in Carefree or other Arizona City?

Answer Options	Response Percent	Response Count
Yes	85.0%	238
No	15.0%	42
<i>answered question</i>		280
<i>skipped question</i>		0

Q21. What is the zip code of your seasonal/other residence?

Answer Options	Response Average	Response Total	Response Count
Zip Code		<i>answered question</i>	45
		<i>skipped question</i>	238

Seasonal Residence	Count	Percent
Alaska	1	2.2%
California	3	6.7%
Colorado	3	6.7%
France	1	2.2%
Illinois	9	20.0%
Kansas	1	2.2%
Michigan	4	8.9%
Minnesota	2	4.4%
Montana	2	4.4%
New York	1	2.2%
North Dakota	1	2.2%
Ohio	3	6.7%
Oklahoma	1	2.2%
Utah	1	2.2%
Washington	10	22.2%
Wisconsin	2	4.4%
Total	45	100.0%

Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

Q22. Please share any other thoughts, comments ideas or suggestions that you have regarding the Carefree Town Center.

**Answered Question: 182**

**Skipped Questions: 98**

Lovely little city that seriously needs some attention. When passing through, it looks deserted. Main crossroads need to be fixed up and make a statement about this small town and its relaxed sophistication. It needs help to show we care.

We miss Carefree Station restaurant. Would love another restaurant to fill that space.

Help businesses and avoid constructing unneeded municipal buildings

A beautiful place to visit.

The idea I've heard of making Carefree Town Center into something like Kierland shopping center is appalling, with condos above retail shops. It does NOT belong in Carefree. We need businesses to fill in all of the empty buildings we already have. The place looks mostly like a ghost town. Most of the current retail property owners in CTC do not seem interested in having a lively, lovely town center. Why anyone other than Carefree residents would want to come here to shop is beyond me. There is barely anything there now. Adding new retail buildings will do nothing if the rest of the CTC is void of businesses. Thank goodness for the various art fairs. At least the Not appealing to visit since there are so many empty stores. Unless going to a specific place not worth the trip to browse.

An addition of a Native American museum, a few upscale casual shoe and clothing stores, but a strong emphasis on the natural beauty of the Sonoran. Less is more when incorporated into the unique landscape with the natural flora & fauna. Any new structures should be small, hacienda type Eco-friendly structures that serve as a model for conservation.

Southwest ambiance and character. Art supply store. Clean up the vacant lots - trash, dead trees etc.

Please do not completely change the charm and feeling of Carefree. That is the primary reason most of the residents moved here. I hear people suggest that we need to do more business in the town center and I ask why? What is the town trying to achieve? Bigger is not necessarily better.

Love the rural feel & small town feel, nice to not have to deal with traffic, keep Carefree unique with out franchise stores or chain fast food outlets. Keep Carefree peaceful and serene as it's name and founders intended.

I moved here 20+ years ago because Carefree was a quiet, affluent community. I don't want to see more tourists, businesses, condos or additional businesses move into the area. Too many snowbirds already that spoil it for us that live here full time.

Support the idea of condos over retail/office space. Very opposed to new city hall, government building.

the town has made this area so very beautiful. We walk there often (now with the grandchildren) and visit the park and walk the paths. Thank you for the careful attention to this lovely detail. I would say one change I would make is to the Iguana slide. Because it is also used for pet droppings, which I know really can't be helped. If it was not sand and rubber instead that would keep the puppies off and keep it more sanitary for children.

One complaint that has really escalated in the last 5 years is the noise from the Cave Creek bars (Harolds/Buffalo Chip; maybe others).

As I asserted to previously, we have been here (same location, which is just over one mile South of Cave Creek Rd, Harolds ) for almost 30 years and this has never been a problem before. My husband and I love the fact that these places are busy; they are doing well and bringing the town revenue. We would just ask that there be a respect to the sound decibels' when they are outside. Sometimes it is so loud that our widows are shaking; and even with the windows closed we can hear clearly the words of the MC and the musicians. Again this has only been the last 5-6 years and we have never made a complaint before.

Having been in real estate, it concerns me that if this goes unchecked and not monitored according to law, it will hurt property values North of Stage Coach.

Thank you

We just purchased a new home within walking distance of the sundial so we could live close to the town center. Carefree just needs more of a population.

I moved from North Scottsdale to Carefree and like the small town feel. That said change is inevitable and I appreciate your asking for input.

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

no more signs!!!, the circle is so dangerous for our seniors. big lights used at Christmas etc turned off sooner. Some people work on weekends and holidays too. Do we need fireworks? Some military people can't take them. so many people speed, the police seem to be out during summer months instead of winter too. Imagine if we had more to do downtown Carefree. People need to say hello at the post office. i do and I hold the door open. Very interesting little town we have. Lets all be The City of Carefree Town Center des not need to attract any more individuals to the area than it already does. I moved here for the small town atmosphere and I don't want us to become Cave Creek full of bars, drunks and excessive traffic. It's bad enough that it already spills over to the residents of Carefree. Close it down. Carefree is a residential town.if you want a business move to the circus town called Cave Creek and open a biker bar Promote noise ,drunkenness speeding and a general disregard for the residents..

Town Center buildings that presently exists need to be refreshed. Need to improve the occupancy rate on the existing buildings prior to building additional building

Continue with a solid Town leadership foundation that will attract cultural activities and all types of restaurants and speciality shops.

We support the concept of DFT and would also like to space to be used for concerts.

Need more sidewalks and bike paths.

We need more business opened in the evenings,We need a starbucks to have coffee with friends and walk around.

Carefree needs more locals, Not more retailers-build lots of condos and apts. in the town center. in order to boost foot traffic.

Encourage businesses like Starbucks; Trader Joe's, etc.

Support local businesses more than visiting road shows that might benefit town coffers but reduce retail income.

Don't block the streets during road shows.

Encourage an evening adult education center (YMCA style) etc.,etc.

I think the mayor and council need to focus on minimizing waste and be more business friendly. Why do they want 4 year terms?

I moved to Carefree 20 years ago because I wanted to live in a quiet small town without a busy downtown and lots of traffic and commerce.

beautiful Palo Verde trees and make the core more quaint and clean! How about some hanging plants around the Los Portales Mall. Also take the white covering off the Stained Glass on the roof so the color can shine thru the ceiling of the Mall. duh! More stuff at the Theater, like a local talent show. Dumb dog tricks etc...Local musicians and maybe music all over down town center ( like Sirius Radio) from remote speakers.Basically clean up the down town. Repaint the yellow and red along the curbs. Make sure the water coming out of the drinking fountains actually comes out of the nozzle of the fountain so one could actually get a drink. The Garden is Dog Friendly so why not self filling water stations for the doggy's. Fix the Sundial Fountain back to original and replace the "devils star" that used to hang from the mollusc. Make it like it was!! Maybe have a Car Show with a street dance. And not just old classics but New Cars too. BUT DO NOT PARK UNDER THE SUNDIAL THAT SPACE SHOULD BE SACRED GROUND MR SANDERSON!!! NOT A CAR LOT! ( everyone in Carefree agrees it looks so stupid with cars under the Sundial) Spend some money and get a real music band or individual musician or even some GREAT cover bands! Have a Chilly cook off with competing fire houses around the foothills.... By the way.. lets say you get a great cover band and they play at night tell the merchants to stay open that night. Where I grew up in Redlands Ca. the downtown stores would stay open till 9pm every Friday night from The Friday before Thanksgiving till the Friday before Christmas with a street dance every Friday night. There was food and drink and music from a local bands. Let the people bring things to sell for Christmas gifts or have a Cake and Pie sell and competition. If you need help with the cost have a 50/50 raffle at a \$1.00 per ticket or 6 for \$5.00 which is drawn at the end of the night (at 9pm) with winner present! Maybe have give aways from the local merchants like a free dinner at a local restaurant for example. Raffle everything for the \$'s. Have a BINGO night with plenty of new wine for sampling.. PLEASE TAKE NOTE: IF YOU Lets not spend more than our community can afford. This is not the time to raise taxes. Don't spend money just to spend it or just because it's in the bank.

Get people to live in the town center with boutique shops for food and home accessories





Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

Any thing would be an improvement over the mish mash of tourist junk stores I have lived in Carefree for 30yrs. I think the local shops in Carefree need more support from the town to help there business.

Moved to this location to avoid crowds. Disgusted with the circus-style signage everywhere. Too small of population to support anymore local restaurants. When dining out, Scottsdale has EVERYTHING available in close proximity

We are full time retired local residents. At this point in our lives our day to day purchases tend toward food, clothing, gasoline, restaurants and movies because we don't need more furniture, cameras, dishes, audio, etc. In short, we don't need more things. We need quality stores and restaurants so we don't have to drive to Scottsdale to find them. Their addition would also make Carefree more of a day trip destination to make up for the lack of population density in the area.

Activities should be targeted at high end adults, not children as the Christmas Festival is

The extra sales tax is what kills Carefree businesses. Why would I pay the extra 4% just to shop in Carefree?

We do not like the special festivals. We do not want to attract outsiders to this area. We have enjoyed Carefree as a quiet retirement community—not a vibrant If you wanted tax revenue, you would not have blown the

Target, Walmart, or Home Depot opportunities. Most of the folks I know moved here to get away from what you are trying to do.

The town center gardens are outstanding, and a source of pride for our community. Maybe you should consider leveling buildings and expanding it to include more floral and fauna.

Keep it elegant, simple.

Cave Creek pulls in thousands of customers on the weekends - while Carefree seems to close up its sidewalks. I do not want to compete with Cave Creek for bars and motorcyclists - but there should be other "up-scale" venues to attract customers to our town..currently Carefree is UNREMARKABLE except for the "desert gardens" center. Too many empty storefronts and a ghost town feel.

We need a theater to help bring better dining options to town and create additional recreation options after the sun goes down.

Support year-round residents preferably. There was an excellent chance watching stars. Reckless installation of lights have polluted the night-sky. Our ridiculous mall disservice has been a hinderance of substantial business

We lived in a community that spent a fortune on a performing center. In ten years it all but bankrupted the community and raised the local taxes.

We came here because it was quiet. Now there are too many activities, especially during the winter. The weekends in the winter are awful with all those festivals.

During the last 15 years the quality of life in Carefree did not improve. And neighboring Cave Creek is even worse.

The town hall or chambers do not need a new building. We cant even find the money to care for the streets and infrastructure.

transportation between Carefree and other specific locations like Cave Creek and maybe Kierland may bring more shoppers, an Ollie Trolley type service maybe.

My thought is to make the Carefree town center a success there needs to be food and beverage sites. Updated stores with a competitive price and stores of interest and not stores mostly designed for visitors. Another issue I see is that when you drive through Cave Creek you are able to see the variety of stores from the street as you drive. Carefree, however, remains out of sight and many people unfamiliar with the area would never come to Carefree as they may not know it exists. The first thing though is to find the right mix of stores to attract people from different ages. Word of mouth will help bring attention to an attractive town center, then, concentrate on providing easy access and parking to the town center and make it clear how to get to the town center by posting signs, which is not my favorite option.

A wider variety of shops would be great, especially a bakery, butcher, ice cream shop, and more restaurants.

The real reason Carefree residents moved here and our guests come to visit is to see the beautiful Sonoran desert. Carefree is a Town and not an Urban Village. We enjoy peace and quiet. We also enjoy art, music and the wildlife in the natural desert surroundings. A boutique hotel and spa with fabulous architecture would do well in the Town Center. Local area residents, however, do not want a lot more traffic, noise or cars parked in front of their property.

It is been ignored by our Town leaders and is deteriorating rapidly.

Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

Parking can be an issue during festivals. If town center condos/residences were increased (desirable) parking will get worse. As a town center business owner, the festivals can be a problem as our customers have difficulty accessing us.

more restaurants

I like the small town atmosphere that the town center has now and would not like a commercial hub. I can head south into main Scottsdale or Phoenix for that. I like the feeling of a small town and community which is there now.

I LOVE the Town like it is.

I would love to see a more vibrant downtown Carefree where there is mixed use property and more local run businesses that are useful to residents so that going downtown is not necessary. Live local/shop local.

A museum would be wonderful as well as an expanded farmers market where signage is permitted for market days. More lower priced apartments/condos are necessary as well as improved sidewalks getting to town. Bike path would be tremendous!

What would it take to make Carefree a DESTINATION spot where people go out of their way to come here? More hotels would be appropriate.

Carefree would benefit from less commercial signage. Do not need neon signs, no pawn shops and no gun stores WE look too commercial.

Carefree is a winter destination

The seasonal business is what makes it particularly difficult for the business community THAT WILL NOT CHANGE

Would love to see Las Portales mall cleaned up. It's a eye sore. Would love to see the town become more upscale in all areas.

We do not need apartments in Town Center. This is a small town that enjoys visitors. Carefree needs to help the businesses that are here. The ones that pay taxes here.

As someone who lives and works in Carefree, these questions are insulting. I feel like the ideas of a few "Town Center" merchants or town council members are forcing their ideas on the community. It seems like you have been told a few times by the community that they are not interested in apartments and condos in town center.

You are not taking "no" for an answer. I think you are going to do exactly what you want to do.

Update the lighting at the Post Office, it does not make me feel safe if I need to pick up my mail as the afternoon turns in to evening.

Implementing the Ed Lewis multi-use, condo combination project would be a major mistake

There should be some healthy food stores/restaurants available. Scones and teas, coffee and eggs, are awesome but there is no restaurants where you can get a good salad, soup, etc. Or, a small Sprouts even would be good. I'd be there everyday. Also, doesn't it seem like the post office is prime downtown space. You could move it up the hill or by Bashas and use that space of town center activities, concerts, etc.

The Town should start working with businesses, the Chamber of Commerce, residents, investors and stakeholders to make something of substance occur in what is becoming a ghost town. Instead of inflating town staff and expenses, the town needs to start understanding their brand and taking action to save itself from becoming our restaurants are either excellent and too expensive to eat at very often OR affordable and lack creativity OR they are just badly managed. We never choose to eat out in Carefree. Instead we opt for places like Rancho Manana (special now that Carefree Inn is gone), Oregon's (great on all fronts but too busy to go to often), Lamp Pizza in Scottsdale, or The Grotto Cave for a sandwich.

Landlords need to lower retail space rent to attract businesses.

Reduce the art etc shows to one a year. No good retail would open here because of all the weekends used up by the shows.....

KEEP IT FAMILY FRIENDLY TO ENCOURAGE YOUNG PEOPLE TO SHOP THERE. ALLOW FRANCHISE OPERATIONS. THERE ARE SOME GOOD ONES.

We and 2 other couples used to go to Venues regularly, bringing us to the Town Center, galleries, etc., but the customer service was so poor that all of us have stopped going. It is very important that whatever establishment is the biggest draw for a particular person or family not sabotage other retailers by reducing trips to the Town Center. You-all depend on each other! Each establishment needs to provide a great customer experience, so that the community's desire to repeat and increase its

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Parking can be a problem with activities. If bus service came up to carefree might help stores. I believe the business people would know what is needed. black mountain, Ortega, tea room , sun dial cafe all do well along with the jewelers who are very friendly. It's nice to have real estate offices but not over run. When you have no draw you get no people. Need a good variety of stores many that are successful would be your best indicator of what is needed. Ask them.

I would hate to see Carefree become commercialized. I would like to see all spaces utilized before anything new is built. I would enjoy more of a cafe inspired feeling please keep the charming character that made Carefree appealing. Increase in businesses and residences needs to match the current population and not try to be larger than it should or will be. We love Carefree for its quaintness and natural fit in the desert foothills.

Love Carefree as a whole, however, the restaurants are awful so we don't eat there and go to Pei Wei when we want inexpensive yet good Asian food. Venues is limited and way too expensive and the food is mediocre. Same with Blinks Cafe, where the service is awful. We've heard it from many. Pizzafarros used to be good but it is terrible now and expensive. The Chinese restaurant in Bashes center is just dreadful. Other area restaurants are the same. Sorry to be negative but it's the truth from our perspective. Carefree needs to attract energetic, unique restaurants of high quality with some ethnic offerings that will draw people from all over. Who says they go to Carefree for the great restaurants and dining experiences? Shops should be interesting and eclectic. We'd LOVE a store like Whole Foods and Carefree is the perfect place to have one! Carefree should also be advertised and projected as an arts community. More public art in the gardens and elsewhere, more concerts, more Do not shop in Carefree or Cave Creek because of inflated prices. Rents should be adjusted.

I would like to see more nightlife (restaurants, shops open) in the evening

We would like to see the Easy Street project completed.

You need the mixed use plan tried a few years ago.

The Ed Lewis project is critical to Carefree. Making that happen should be the top priority.

Please, please, please bring more small businesses & restaurants, museums, etc. to Carefree.

I agree improvements are needed to attract people to the town center, however, added residential homes are not necessary or appealing. We have an ample variety of town homes, condos, apartments & assisted living homes already. Would love to see Trader Joe's in town.

None at this time.

Too much government buildings.. Carefree is a bedroom community.

Question 14 forces an answer, we are retired and there is no work zip code

Vibrant small town feel

Need businesses that cater to residents. No more Southwest trinkets. Doesn't even appeal to most visitors today.

Stores with good merchandise, restaurants, breweries, family friendly activities

No work zip code. I'm retired.

Currently the town is offering things that appeal to children (park & Santa etc) as well as adults (arts festivals, tea room). I think more activities that appeal to a broad demographic would be good.

Lived here 15 years and still can't tell you what is downtown other than bashes and ace hardware. Completely unaware probably due to non existent or poor advertising/marketing. This is true for both the town and most of the individual businesses. Partly, the businesses along Tom Darlington do nothing to inspire people to "turn in" to the downtown area. Cave Creek, for example, provides an interesting assortment of storefronts that actually cause people to SLOW down and see what is down that side street or behind that building.

need to attract eateries like Orgenos that went into Cave Creek, lower cost and family directed.

Get Bashes to put up a large BBQ tent in parking lot. for sell and tell

Already live in town center. Deli and pub would be nice.

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

There are not enough customers in the summer months.  
 Needs a change but I do not know if anything will work. Cave Creek is more interesting and I do not know if our limited population will support new business.  
 We need to get additional restaurants established in the town center. Middle of the road restaurants not just high end.  
 I like living in Carefree. There are plenty of restaurants, grocery stores, hardware and other desired shopping is close by in metro Phoenix. I like the quiet of living here with the activity of the city close by. I LOVE we have no stop lights. I LOVE we have no fast food. Life is good here!  
 Upgrade the Basha store to a better grocery store to serve as a daytime anchor. Put in art house/independent films cinema for evening anchor. Don't bother with adding residential. Thanks for all your hard work for the town. Good idea to do a survey.  
 Assisted Living for elderly residents  
 Would love to see a Trader Joes here. Also things like yoga studios, pilate studios etc.  
 The town of Carefree is a jewel! Please preserve the small town atmosphere, but add some class. The retailers should be unique and upscale and the entertainment and restaurants sophisticated. We should be attracting those kinds of visitors.  
 Good questions.  
 The loss of the big restaurant in the center is a huge loss.  
 Carefree town center desperately needs a facelift and reason for people to go there. It needs a atmosphere of living and shopping like Carmel California.  
 Any and all efforts should be made by this town to jump start the Butte Property expansion. We don't need a community center for performing arts.  
 need to bring in new businesses that attract more families  
 A nice movie theater showing good movies as Camelview5 and Shea 14 will attract more people down town in Carefree than anything else .  
 PRESENT STORE OWNERS SHOULD BE MORE WILLING TO LEASE SPACE AND MAINTAIN THE BUILDINGS THEY OWN . TOO MANY VACANCIES DUE TO ATTITUDES OF  
 Why require a work zip code for the many residents who do not work in Carefree?  
 The garden area is very attractive and unique, but probably not much of a tourist "destination" by itself. Is there perhaps a way to expand upon it by having daily docent-led tours (could be led by local volunteers), or a butterfly pavilion, something artsy that botanical gardens have to offer (Chihuly exhibit), or an adjacent animal rescue (Wild at Heart) facility (bringing Sonoran fauna and flora together)? As it is today, it's fine for a short stroll and as "eye candy" for the Carefree Town Center, but not so much as a "destination attraction".  
 We need more later evening places to dine and have a cocktail.  
 More bars and nightlife. Walking paths. Bike paths along cave creek road btwn carefree and desert mtn  
 The current town center looks run down and outdated. "Spanish Style" is no longer appealing. Carefree would be better off shedding its "retirement community" status, because the retirees don't go out to the local businesses. Downtown needs to be cleaned out and started over, with a design theory that carries through the  
 Need signs saying walk facing traffic  
 Need walking & bike paths  
 Need to cut bushes back from street for walkers  
 Bike & walking paths would be great in the Carefree/Cave Creek areas

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

<p>Saturday morning farmers market instead of Friday so people with jobs can participate.</p> <p>Family movie night in amphitheater with food trucks</p> <p>Food truck weekly visits</p> <p>Specialty grocer with fresh prepared meals, butcher, bakery</p> <p>Casual dining options like Chipotle, Pei Wei, Zoe's.</p> <p>Less art festivals. They do nothing but block town for the residents.</p> <p>Reopen Carefree Drive as a thru town road. By closing it the town has diverted the traffic around town center. The planners of the town wanted it to be the gateway into town. Now people have no reason to drive through town center.</p> <p>Weekend, street side dining with music, ala St. Marks Square in Milan, Italy</p> <p>Whole Food or Sprouts</p> <p>Help with the shops and stores that are already there instead of "filling it up with residences". This would harm the ambiance of the "real Carefree" and trying to emulate Kierland. It would be ashamne to destroy the ambiance of my Town. Thank you.</p> <p>Having a Trader Joe's or Whole Foods or other organic specialty market</p> <p>Thank you for providing this consumer survey.</p> <p>Whatever development is done maintaining a quiet, desert atmosphere is critical. Harold's is about as close as it should be to Carefree.</p> <p>Should retain its charm. Artsy, something like Taos or Santa Fe</p> <p>I have lived in Carefree for 7 yrs and have never shopped in any store in the town center. I don't even know what stores are there. Everytime I think of going to explore, parking is such a hassle I just give up.</p> <p>Parking and constant closing of streets is the biggest inhibitor to businesses in Carefree.</p> <p>Western atmosphere and a fun place to bring friends...the summer heat will hamper town activities June thru September...</p> <p>Carefree should be an enclave of serenity and calm with a variety of nice shops that appeal across the board. Places like the English Tea Room are the best examples of businesses that have great customer service, great products/services and give everyone in Carefree a place to relax and "hang out". we don't want Carefree to become like Desert Ridge or the Scottsdale Rd/101 corridor - that's too commercial. It's also a shame that El Pedregal isn't more developed and lowers its lease rates to get good retailers in there (along with Stefan Mann) - Chico's, etc. that would appeal to the clientele in the area.</p> <p>Offer uniqueness. Promote the area, the history, the flora &amp; fauna. Art &amp; music, and things that aren't available at other cities. Evening trolleys or carriages. Music, late night events (later than 8pm). Trolleys that take guests during the day around carefree. Bring in more unique places that draw people to the marketplace. Offer affordable rents for small merchants.</p> <p>If the pricing of goods in stores and art &amp; craft shows continues to be very high (far from competitive), don't expect to make any money. Lots of lookers... very few</p> <p>New buildings or extensive remodeling of old ones. A few new restaurants and better quality merchandise in the local stores. More parking areas for special events.</p> <p>Pedestrian and bicycle friendly downtown. Plentiful green/natural desert space, minimal concrete!</p> <p>As a 20 year resident, I go downtown for mail, the hardware store and to Bashas for groceries. My Dentist is also there. Downtown Carefree seems to be oriented for tourists. I have never seen any notable advertising that would attract me there for any other reason. We have eaten downtown a few times but have found it to be expensive for what we like. We do enjoy using the Farmer's market.</p> <p>A lower sale tax rate would attract more spending in the town core.</p> <p>I like what has been done in the landscaping, shade cloth awnings and events that are held there. Need more places to stop and linger.</p> <p>None</p> <p>Think about Solvang, CA. Great mix of high end/ low end/ restaurants / specialty. Sure it's Danish, but Carefree could be Southwestern.</p>
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Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Allow it to evolve on its own or devise a coop plan to entice the landowners to invest in their properties and upgrade their appearance

We should focus on health food shops, biking lanes, affordable restaurants \$15.00 entres, live theatre, movie theatre, brew pubs, museums, parks and fun..

Carefree is no longer a "destination" like it was years ago. It should focus on enhancing the center for those who live here and not work so hard to bring in temporary interlopers that close down the center. If we wanted to live in town, we would move to Kierland.

Do not need Town Hall at this time. Town needs entry gateways.

town should spend more on maintaining streets and NO CULTURAL CENTER

It needs new management. I read some notes about how to improve traffic to Carefree and the mayor said, "Put some lighting on the signs." With that kind of leadership, Carefree is going to stay the way it is. DEAD. It will never be the vibrant Cave Creek but it has to find it's niche. Without that, it will stay a poor neighbor run by a bunch of poor leaders. This survey shows the leaders have no clue.

Small town charm that needs cultural attractions, reasonable restaurants, bakery-café, deli, specialty grocery, green space and good street design.

Cheaper rent for business so they stay more than one season. Chain stores n restaurants.

I believe we need more restaurants of different types as well as cultural and artistic venues.

For most people, Carefree is just a place for festivals and galleries. There is no real day-to-day draw. It lacks higher energy restaurants and shopping. Outside of Basha's and Ace, there is no familiar retail bolstering the locals shops. I'm not saying we should fill our town with chain establishments, but we should have goods and services that meet daily needs that we currently have to leave our town to get. We need a couple of mainstream, family friendly, moderately priced restaurants.

Lastly, many of the current retail strip centers are not charming and really need a facelift. They send a signal that Carefree is not with the times.

A New Town Manager

I would prefer very little change, with perhaps a little more selection of businesses for residents, but nothing major. There is plenty of selection for most necessities please refer to specific questions. Shared my thoughts there. But, to reiterate to some degree -- need places to buy real household & gift merchandise. The closest place to buy a towel is Target. If you want good towels, the closest place is PV Mall. For a real shopping experience with upscale merchandise one has to go clear to Fashion Square! I cannot buy a nice gift for a wedding or new baby locally, at all. Nor, can I buy myself an outfit, etc., etc. Farmer's Market availability is only Friday AMs. Who goes when you are working in Scottsdale at the time? You need to consider the needs/wants of the working people & Year-round residents as we are opposed to the Ed Lewis Easy Street project, which will destroy the nature and character of Carefree. The town does not need a town hall/theatre complex, which will become a financial burden.

I have always thought transportation into Scottsdale or Desert Ridge would be an advantage. More needed than bringing bike riders into town.

I think there are enough gift shops. There needs to be something that will attract people to the area. As it is now this is more like a bedroom community.

I do NOT like the "SPANISH style" architecture concept for the town center housing, but like the rest of the idea. Carefree has NO style to it's buildings to much of a mix/match. More moderate/elegant style housing would blend better than a specific heavy style like Spanish. Also housing needs to have good use of space for living. It appears town officials are attempting to remake Carefree in an image they have envisioned instead of honoring their oaths to protect it. Pity. Such are the delusions of grandeur those who seek public office embrace. They have to destroy things to prove they are alive instead of accepting their duties as caretakers of the dream not crazy about the "Spanish style character" part of the description - otherwise OK

We do not need a theater or condos.

Parking can be a bit difficult during events. I would love to see one of the new gyms open that have low costs and lots of cardio equipment. I would really like to see a restaurant back at the old Carefree Station location. The idea of a brew pub is fantastic!

\* We are not in favor of the Lewis development as it will only add more empty retail space. Carefree is a lovely town and we should strive to maintain its smaller, distinctively carefree, quaint character. That is why we chose to live here!

\* Question 14 has a glitch. We are retired and do not have a work zip code but this survey will not allow a blank or "retired" or "n/a" answer.

Carefree Village Center Master Plan

Consumer Survey Response

Carefree Resident

just try to get some stores there which offer interesting things and not the same tourist stuff ... a really nice clothing store would be fine ...
We moved to Carefree 20 years ago, as we were impressed with kind of town it was then. A fine residential neighborhood type of town. The huge urge to commercialize it makes no sense to most people we know, and likely will ruin the place.
With the loss of the Heard North, there is a real vacuum in the area for healthy lunch. Would love a Grotto or Janey type restaurant in Carefree. Would like to see a Camelview 5 type independent theatre in area. I don't like going "SOB"
A quiet atmosphere would be important.
Need support for local area
The town center needs a mixture of value (not price) restaurants and easy parking. All the talk about museums, culture centers, and fine arts theater is a waste of time. Look at the Heard and the other "cultural" projects in the valley and how well they are doing.
I think putting in condos/apartments over retail stores (like there are in Kierland) is the most awful idea I've ever heard of. I don't think that type of lifestyle addition to Carefree is appealing and would detract from the area.
Would love to have patio/townhome home with a 2 stall garage. So many of our friends want to scale down but all the townhomes are so old in Carefree. Also under \$35' tall thermometer ( height of SunDial) LED lights glow to match temperature - Atmosfera Columna - Gaillero Gaillero JJ ++
I would like carefree to offer an experience to living in an upscale area with awesome dining, french bakery . upscale shopping.. Much like Kierland commons top notch brand names and get rid of the junk stores.. We need to up our game
It is becoming more pedestrian & bike friendly every year, but need more variety of "consistent" restaurants, coffee shops, specialty shops and year-round cultural I think interesting public art, such as the desert life bronzes in Wickenburg would be a great addition to the town center. I think a small oldfashioned icecream parlour would be a huge draw. A coffee shop that served Canadian Tim Horton's coffee would draw people from miles around.



# APPENDIX C – ALL RESPONDENT SURVEY TABLES



Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Q1. How often do you eat out?

Answer Options	Response Percent	Response Count
5 or more times a week	7.3%	20
2-4 times a week	42.9%	118
Once a week	38.2%	105
Once a month	9.1%	25
Once every few months	2.2%	6
Never	0.4%	1
<i>answered question</i>		275
<i>skipped question</i>		5

Q2. How often do you come to Carefree Town Center for the following?

Answer Options	One or more times / Week	One to Two times / Month	Occasionally or Rarely	Never	Response Count
Non grocery retail shopping	52	65	104	49	270
Eating out	64	68	121	22	275
Personal care services (spa, salon, etc.)	20	55	77	119	271
Professional service (legal, accounting, etc.)	8	12	80	169	269
Work	30	3	8	223	264
<i>answered question</i>					280
<i>skipped question</i>					0

Q3. What are the two biggest reasons for you to stop downtown? For those living in Carefree, please identify reasons besides picking up your mail. (i.e. specific establishment, attraction or

Answer Options	Response Percent	Response Count
Reason One	100.0%	262
Reason Two	90.1%	236
<i>answered question</i>		262
<i>skipped question</i>		18

Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

Q4. How often do you shop at the following locations/stores?

Answer Options	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never	Response Count
Carefree Bashes Center	122	64	33	20	32	9	280
Scottsdale Summit (Safeway/Target)	72	85	59	33	22	9	280
Carefree Town Center	34	39	36	38	66	58	271
Cave Creek Town Center	16	27	37	43	76	73	272
Desert Ridge	5	21	55	43	105	42	271
Scottsdale Road and the 101	13	38	57	59	70	35	272
Kierland Commons	3	15	38	39	111	69	275
Terravita Marketplace	39	40	46	42	44	65	276
Costco (Cave Creek and 101)	10	34	52	56	40	83	275
Walmart Super Center (Cave Creek Road)	32	43	50	34	44	75	278
						<i>answered question</i>	280
						<i>skipped question</i>	0

Q5. Which of the following events did you attend in the last 12 months? (Check all that apply).

Answer Options	Response Percent	Response Count
Thunderbird Fine Art and Wine Festival	75.2%	179
Christmas Festival/Electric Light Parade	51.3%	122
Cruise-in at Venues Café	16.8%	40
Sonoran Art Festival	51.7%	123
Indian Market and Cultural Festival	41.2%	98
Chocolate Festival	33.6%	80
Southwest Fine Art and Craft Festival	46.6%	111
Carefree Days	34.5%	82
Veteran's Day Tribute	18.5%	44
	<i>answered question</i>	238
	<i>skipped question</i>	42

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Q6. What TWO TYPES of restaurants would you most like to see in the Carefree Town Center?

Answer Options	Response Percent	Response Count
Asian	11.1%	31
Coffee Shop	12.5%	35
Italian	6.4%	18
Organic / Healthy	19.6%	55
Bakery	9.6%	27
Delicatessen	21.4%	60
Late Night Eat/Drink	4.3%	12
Seafood	18.2%	51
Banquet Room	0.0%	0
Family Restaurant	14.3%	40
Mexican	23.2%	65
Steakhouse	13.6%	38
Barbecue	6.1%	17
Fast Food	4.6%	13
Middle Eastern	2.5%	7
Vegetarian	3.9%	11
Brew Pub	17.1%	48
Greek	3.2%	9
Breakfast	8.2%	23
Other (please specify)		41
<b>answered question</b>		<b>280</b>
<b>skipped question</b>		<b>0</b>

Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

Q7. What of the following attracts you to a shopping/business area? Select ONE for EACH.

Answer Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Response Count
A variety of products and services	122	103	42	6	5	278
Quality of products and services	163	95	16	1	3	278
The look and feel of a business area	107	99	54	7	7	274
Friendly customer service	163	98	11	1	2	275
Independent stores over chains	76	76	102	14	6	274
Shopping after 5 pm on weekdays	41	73	123	25	13	275
Shopping on weekends	73	102	84	12	4	275
Convenient parking	117	128	24	5	2	276
Price	83	106	74	5	4	272
Proximity to home or work	102	109	51	9	3	274
Safety (personal, pedestrian and transportation)	98	93	70	6	9	276
Other (please specify)						19
						279
						1

Q8. Considering the Carefree Town Center, check up to FIVE changes that are necessary for merchants to get even more of your business.

Answer Options	Response Percent	Response Count
More variety of stores	76.3%	209
Better quality of merchandise	31.0%	85
Better atmosphere	15.7%	43
A greater feeling of safety	1.8%	5
Improved parking	12.0%	33
More places to eat	62.4%	171
More special events	17.2%	47
More competitive pricing	44.9%	123
Better selection of merchandise	62.0%	170
Better customer service	10.9%	30
Consistent store hours	24.5%	67
Evening store hours	18.2%	50
Less traffic congestion	4.7%	13
More advertising	8.8%	24
Other (please specify)		34
		274
		6

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Q9. Please review the choices listed below. What FIVE potential businesses would you most likely use if they were to open in the Carefree Town Center?

Answer Options	Response Percent	Response Count
Antiques	9.6%	27
Art Galleries	7.5%	21
Arts/Crafts	9.3%	26
Auto parts	7.1%	20
Bakery	41.1%	115
Books, periodicals and music	22.9%	64
Butcher	23.6%	66
Clothing	22.5%	63
Drug store/sundries	18.6%	52
Electronics and small appliances	6.4%	18
Florist	6.4%	18
Furniture	2.5%	7
Garden Center	25.0%	70
Gifts/knickknacks	7.1%	20
Grocery	20.0%	56
Hardware	3.9%	11
Health club	13.9%	39
Home furnishings	7.1%	20
Jeweler	2.5%	7
Live theater	26.8%	75
Medical/dental services	3.2%	9
Movie theater	42.9%	120
Office supplies, stationary	12.5%	35
Pet supply and services	12.5%	35
Photographic equipment and supplies	3.2%	9
Professional services	8.2%	23
Recreational equipment and supplies	8.2%	23
Restaurants	64.6%	181
Shoes	8.9%	25
Specialty food store	49.3%	138
Video and audio equipment	2.5%	7
Other (please specify)		36
<i>answered question</i>		280
<i>skipped question</i>		0

Q10. Which community assets/activities would you most like to see come to the Carefree Town Center? (Check all that apply)

Answer Options	Response Percent	Response Count
Performing arts facility	40.6%	102
Museum	26.3%	66
Concerts and shows in the amphitheater	73.7%	185
Culinary festivals	53.0%	133
Art festivals	35.5%	89
Public art	17.5%	44
Expanded public parking	21.5%	54
Other (please specify)		25
<i>answered question</i>		251
<i>skipped question</i>		29

Q11. Have you ever lived downtown in any community?

Answer Options	Response Percent	Response Count
Yes	41.1%	115
No	58.9%	165
<i>answered question</i>		280
<i>skipped question</i>		0

Q12. What is your opinion about living in Carefree Town Center?

Answer Options	Response Percent	Response Count
I am not interested in living in the Town Center in Carefree.	61.8%	173
I might consider living in the Town Center in Carefree given	32.1%	90
I am interested in living in the Town Center in Carefree.	6.1%	17
<i>answered question</i>		280
<i>skipped question</i>		0

Q13. If you moved to Carefree Town Center, what size housing unit would you require?

Answer Options	Response Percent	Response Count
Studio	0.9%	1
1 bedroom	7.5%	8
2 bedroom	63.2%	67
3 bedroom	28.3%	30
<i>answered question</i>		106
<i>skipped question</i>		174

**Q14. What housing arrangement would you choose?**

Answer Options	Response Percent	Response Count
Ownership	89.5%	94
Rental	10.5%	11
<i>answered question</i>		105
<i>skipped question</i>		175

**Q15. What type of Carefree Town Center housing would you prefer? (Check all that apply)**

Answer Options	Response Percent	Response Count
Townhouse	40.0%	42
Condo	46.7%	49
2-4 residential unit building	25.7%	27
5+ unit residential building	7.6%	8
Flat/Loft above commercial	39.0%	41
<i>answered question</i>		105
<i>skipped question</i>		175

**Q16. What price range would you consider?**

Answer Options	Response Percent	Response Count
Less than \$500,000	54.7%	58
\$500,000 - \$750,000	34.0%	36
\$750,000 - \$1 million	8.5%	9
Greater than \$1 million	2.8%	3
<i>answered question</i>		106
<i>skipped question</i>		174

**Q17. Imagine the Carefree Town Center in ten years. How appealing are these future scenarios?**

Answer Options	Very Appealing	Okay	Not Appealing	Don't Know	Response Count
The center of employment with the addition of new office	41	113	117	9	280
An attractive place to call home with new apartments, condos	80	83	109	8	280
An aesthetic blend of greenspace, natural elements,	142	106	24	8	280
A meeting place and the center of community activities with a	176	73	27	4	280
A niche place where thrift stores, used merchandise, and	40	63	166	11	280
A destination retail center attracting people from a distance	60	82	119	19	280
<i>answered question</i>					280
<i>skipped question</i>					0



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Q16. Please tell us about you.  
 What is your home zip code  
 What is your work zip code (if retired enter 00000)  
 Number of people living in your household

Home City	Count	Percent	Work City	Count	Percent
Carefree	283	63.0%	Carefree	138	46.3%
Cave Creek	76	16.9%	Cave Creek	60	20.1%
Phoenix	25	5.6%	Scottsdale	54	18.1%
Scottsdale	48	10.7%	Phoenix	23	7.7%
Mesa	2	0.4%	Mesa	1	0.3%
Glendale	1	0.2%	Glendale	2	0.7%
Peoria	1	0.2%	Gila Bend	1	0.3%
Gila Bend	1	0.2%	Palo Verde	1	0.3%
Sammamish, WA	1	0.2%	Sun City West	1	0.3%
Seattle, WA	1	0.2%	Casa Grande	1	0.3%
Gambrills, MD	1	0.2%	New River	1	0.3%
Apopka, FL	1	0.2%	Salt Lake City	1	0.3%
Melber, KY	2	0.4%	Dillon, CO	1	0.3%
Iowa City IA	1	0.2%	Boulder, CO	1	0.3%
Bismark, ND	1	0.2%	Chicago, IL	3	1.0%
Chicago, IL	1	0.2%	Northbrook, IL	1	0.3%
Oklahoma City, OK	1	0.2%	Island Lake, IL	1	0.3%
Boulder, CO	1	0.2%	Bismarck, ND	1	0.3%
Ft. Collins, CO	1	0.2%	Iowa City, IA	1	0.3%
Total	449	100.0%	Northville, MI	1	0.3%
			Melber, KY	1	0.3%
			Schenectady, NY	1	0.3%
			Purchase, NY	1	0.3%
			Chappaqua, NY	1	0.3%
			Total	298	100.0%

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Q19. What is your gender?

Answer Options	Response Percent	Response Count
Male	46.8%	130
Female	53.2%	148
<i>answered question</i>		<b>278</b>
<i>skipped question</i>		<b>2</b>

Q20. Do you reside FULL TIME in Carefree or other Arizona City?

Answer Options	Response Percent	Response Count
Yes	85.0%	238
No	15.0%	42
<i>answered question</i>		<b>280</b>
<i>skipped question</i>		<b>0</b>

Q21. What is the zip code of your seasonal/other residence?

Answer Options	Response Average	Response Total	Response Count
Zip Code		45	45
<i>answered question</i>		<b>45</b>	<b>238</b>
<i>skipped question</i>			

Seasonal Residence	Count	Percent
Alaska	1	2.2%
California	3	6.7%
Colorado	3	6.7%
France	1	2.2%
Illinois	9	20.0%
Kansas	1	2.2%
Michigan	4	8.9%
Minnesota	2	4.4%
Montana	2	4.4%
New York	1	2.2%
North Dakota	1	2.2%
Ohio	3	6.7%
Oklahoma	1	2.2%
Utah	1	2.2%
Washington	10	22.2%
Wisconsin	2	4.4%
Total	45	100.0%

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<p><b>Q22. Please share any other thoughts, comments ideas or suggestions that you have regarding the Carefree Town Center.</b></p> <p><b>Answered Questions: 182</b></p> <p><b>Skipped Questions: 98</b></p> <p>Lovely little city that seriously needs some attention. When passing through, it looks deserted. Main crossroads need to be fixed up and make a statement about this small town and its relaxed sophistication. It needs help to show we care.</p> <p>We miss Carefree Station restaurant. Would love another restaurant to fill that space.</p> <p>Help businesses and avoid constructing unneeded municipal buildings</p> <p>A beautiful place to visit.</p> <p>The idea I've heard of making Carefree Town Center into something like Kierland shopping center is appalling, with condos above retail shops. It does NOT belong in Carefree. We need businesses to fill in all of the empty buildings we already have. The place looks mostly like a ghost town. Most of the current retail property owners in CTC do not seem interested in having a lively, lovely town center. Why anyone other than Carefree residents would want to come here to shop is beyond me. There is barely anything there now. Adding new retail buildings will do nothing if the rest of the CTC is void of businesses. Thank goodness for the various art fairs. At least the Not appealing to visit since there are so many empty stores. Unless going to a specific place not worth the trip to browse.</p> <p>An addition of a Native American museum, a few upscale casual shoe and clothing stores, but a strong emphasis on the natural beauty of the Sonoran. Less is more when incorporated into the unique landscape with the natural flora &amp; fauna. Any new structures should be small, hacienda type Eco-friendly structures that serve as a model for conservation.</p> <p>Southwest ambiance and character. Art supply store. Clean up the vacant lots - trash, dead trees etc.</p> <p>Please do not completely change the charm and feeling of Carefree. That is the primary reason most of the residents moved here. I hear people suggest that we need to do more business in the town center and I ask why? What is the town trying to achieve? Bigger is not necessarily better.</p> <p>Love the rural feel &amp; small town feel, nice to not have to deal with traffic, keep Carefree unique with out franchise stores or chain fast food outlets. Keep Carefree peaceful and serene as it's name and founders intended.</p> <p>I moved here 20+ years ago because Carefree was a quiet, affluent community. I don't want to see more tourists, businesses, condos or additional businesses move into the area. Too many snowbirds already that spoil it for us that live here full time.</p> <p>Support the idea of condos over retail/office space. Very opposed to new city hall, government building.</p> <p>Living in carefree and raising our family here for the last 27 years has really been the best experience. We've learnt warning against to the town center and how to help the town has made this area so very beautiful. We walk there often (now with the grandchildren) and visit the park and walk the paths. Thank you for the careful attention to this lovely detail. I would say one change I would make is to the Iguana slide. Because it is also used for pet droppings, which I know really can't be helped. If it was not sand and rubber instead that would keep the puppies off and keep it more sanitary for children.</p> <p>One complaint that has really escalated in the last 5 years is the noise from the Cave Creek bars (Harolds/Bufalo Chip; maybe others.</p> <p>As I asserted to previously, we have been here (same location, which is just over one mile South of Cave Creek Rd, Harolds ) for almost 30 years and this has never been a problem before. My husband and I love the fact that these places are busy; they are doing well and bringing the town revenue. We would just ask that there be a respect to the sound decibels' when they are outside. Sometimes it is so loud that our widows are shaking; and even with the windows closed we can hear clearly the words of the MC and the musicians. Again this has only been the last 5-6 years and we have never made a complaint before.</p> <p>Having been in real estate, it concerns me that if this goes unchecked and not monitored according to law, it will hurt property values North of Stage Coach.</p> <p>Thank you</p> <p>We just purchased a new home within walking distance of the sundial so we could live close to the town center. Carefree just needs more of a population.</p> <p>I moved from North Scottsdale to Carefree and like the small town feel. That said change is inevitable and I appreciate your asking for input.</p>
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no more signs!!!, the circle is so dangerous for our seniors. big lights used at Christmas etc turned of sooner. Some people work on weekends and holidays too. Do we need fireworks? Some military people can't take them. so many people speed, the police seem to be out during summer months instead of winter too. Imagine if we had more to do downtown Carefree. People need to say hello at the post office. I do and I hold the door open. Very interesting little town we have. Lets all be The City of Carefree Town Center des not need to attract any more individuals to the area than it already does. I moved here for the small town atmosphere and I don't want us to become Cave Creek full of bars, drunks and excessive traffic. It's bad enough that it already spills over to the residents of Carefree.

Close it down .Carefree is a residential town.If you want a business move to the circus town called Cave Creek and open a biker bar Promote noise ,drunkenness speeding and a general disregard for the residents..

Town Center buildings that presently exists need to be refreshed. Need to improve the occupancy rate on the existing buildings prior to building additional building

Continue with a solid Town leadership foundation that will attract cultural activities and all types of restaurants and specialty shops.

We support the concept of DFT and would also like to space to be used for concerts.

Need more sidewalks and bike paths.

We need more business opened in the evenings.We need a starbucks to have coffee with friends and walk around.

Carefree needs more locals, not more retailers-build lots of condos and apts. in the town center. in order to boost foot traffic.

Encourage businesses like Starbucks; Trader Joe's, etc.

Support local businesses more than visiting road shows that might benefit town coffers but reduce retail income.

Don't block the streets during road shows.

Encourage an evening adult education center (YMCA style) etc.,etc.

I think the mayor and council need to focus on minimizing waste and be more business friendly. Why do they want 4 year terms?

I moved to Carefree 20 years ago because I wanted to live in a quiet small town without a busy downtown and lots of traffic and commerce.

beautiful Palo Verde trees and make the core more quaint and clean! How about some hanging plants around the Los Portales Mall. Also take the white covering off the Stained Glass on the roof so the color can shine thru the ceiling of the Mall. duh! More stuff at the Theater, like a local talent show. Dumb dog tricks etc...Local musicians and maybe music all over down town center ( like Sirius Radio) from remote speakers.Basically clean up the down town. Repaint the yellow and red along the curbs. Make sure the water coming out of the drinking fountains actually comes out of the nozzle of the fountain so one could actually get a drink. The Garden is Dog Friendly so why not self filling water stations for the doggy's. Fix the Sundial Fountain back to original and replace the "devils star" that used to hang from the mollusc. Make it like it was!! Maybe have a Car Show with a street dance. And not just old classics but New Cars too. BUT DO NOT PARK UNDER THE SUNDIAL THAT SPACE SHOULD BE SACRED GROUND MR SANDERSON!!! NOT A CAR LOT! ( everyone in Carefree agrees it looks so stupid with cars under the Sundial) Spend some money and get a real music band or individual musician or even some GREAT cover bands! Have a Chilly cook off with competing fire houses around the foothills.... By the way.. lets say you get a great cover band and they play at night tell the merchants to stay open that night. Where I grew up in Redlands Ca. the downtown stores would stay open till 9pm every Friday night from The Friday before Thanksgiving till the Friday before Christmas with a street dance every Friday night. There was food and drink and music from a local bands. Let the people bring things to sell for Christmas gifts or have a Cake and Pie sell and competition. If you need help with the cost have a 50/50 raffle at a \$1.00 per ticket or 6 for \$5.00 which is drawn at the end of the night (at 9pm) with winner present! Maybe have give aways from the local merchants like a free dinner at a local restaurant for example. Raffle everything for the \$'s. Have a BINGO night with plenty of new wine for sampling..PLEASE TAKE NOTE: IF YOU lets not spend more than our community can afford. This is not the time to raise taxes. Don't spend money just to spend it or just because it's in the bank.

get people to live in the town center with boutique shops for food and home accessories

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Vibrant, active, beautifully displayed boutique stores and restaurants with unique flavor combined with a well lit, landscaped area and a mecca for all town cultural events...a home fun! Live theater, music, mimes in the park, concerts, evening movie night under the stars with wine/beer/refreshments...a delightful way to spend the day or evening. Outside patios, pedestrian walkways and a way for bikes to get to the town center safely and park safely. More parking!

Government ruined the Town Center over the past many years (including this administration).. Fire House is NOT inviting, Post Office is OK, but further adds to GOVERNMENT Bldg control of town center. The Crème de la crème was when the Town Center had the Gaul to TAKE potential INCOME PRUCING/RETAIL/Business space on Cave Creek Rd (Space that could of been a draw for guests, now DETERS them!). Tsk Tsk on the Town "Planner" and cronies that approve this kind of mis-direction! Now all it seems that we are trying to do is a "Band aid" to salvage the space!

Spending money on new public buildings for the arts or culture center is foolish when there are places within five miles or less and those have had issues meeting it is the retailers responsibility to attract business by their marketing and service. The should make the business environment more business friendly not subsidize their business! A lower sales tax rate would make it more attractive to shop downtown and controlling the town spending better.

Please no more galleries. A cultural center with live theater and music performances would be very nice. Please don't make anything taller than two stories. Maybe 30 ft max. You need to keep the views of Black Mountain and all of the open scenery. Whatever you do, there needs to be a balance.

I don't like the seasonal restaurants beacuse they are closed all summer.

Improve Bike Paths

Create a pedestrian area

This town has become a hood and heavily trafficed place to me. Not why we moved here in 2006. We don't camp here much with the exception of being a warrior.

gone down hill product quality wise. We would prefer to see less activity (traffic through the town virtually uncontrolled) and noise at night. Get a speed camera (stimulated only to avoid legal issues) and reduce the speed limit to 15mph at the turnarounds and extend that slower speed further to the south on Tom Dar. to Spur Cross. Enforce noise ordinance. Put in cross walk at Carefree Dr and Tom Dar.

The neighborhood art tours only seem to bring in trash left on the streets and more security issues not to mention the noise and traffic at night.

The neighbor living on 37488 No Piedra Grande between Carefree dr. and Bella Vista runs a yard sale business almost every week during the winter season and uses the front L/S area of Hawks Nest as sign advertising. Allowing this kind of activity really cheapens the neighborhood. I believe this operation is being run by a current and former employee at the building department in Carefree who lives at the yard sale address.

The worst thing that's happened to this town is the evening noise from the bars in Cave Creek. Its a residential killer for this town. Please put pressure on Cave Creek to eliminate the outdoor night time events.

with the improvements of the last 10 years, little more needs to be improved except for more businesses and the remodeling or demolition of Los Portales and Spanish Village. The Magic Bird festivals are little help to the town as they are of poor quality and do not bring in people that spend money in the town's businesses.

Need to do something about all the vacant buildings. I go get my mail up there and need a reason to shop/ stay there... Nail salon, movie theater, more restaurants

we like the open area without walls, no fast foods, no high buildings, keep the farwest village spirit

Love the idea of desert foothills theater with other uses adjacent to town hall. I think this would help to anchor the town center and bring more people.

We need night time activities. I read about a performing art theater and seen this work to add activity in the evening. Would be grt way to attract new dining options and help existing restaurants.

I think a live theater would be a great addition and bring more people to the Town Center in the evening to support our great restaurants and bring others.

The gardens (incl the slide & playground) are a positive draw in the community. Many Carefree residents are retired and/or seasonal visitors who already have homes and closets filled with beautiful things. They may window-shop, but for them it's all about new experiences. Younger people are relying on the big box stores to stretch their family \$\$\$. I don't know how Carefree can compete with that. Has any thought been given to partnering with Cave Creek a couple of times a year... maybe the Carefree Brew Fest or the Care Creek Marathon. Bottom line... I think that people are simply tired of shopping.

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<p>Any thing would be an improvement over the mish mash of tourist junk stores I have lived in Carefree for 30yrs. I think the local shops in Carefree need more support from the town to help there business.</p> <p>Moved to this location to avoid crowds. Disgusted with the circus-style signage everywhere. Too small of population to support anymore local restaurants. When dining out, Scottsdale has EVERYTHING available in close proximity we are full time retired local residents. At this point in our lives our day to day purchases tend toward food, clothing, gasoline, restaurants and movies because we don't need more furniture, cameras, dishes, audio, etc. In short, we don't need more things. We need quality stores and restaurants so we don't have to drive to Scottsdale to find them. Their addition would also make Carefree more of a day trip destination to make up for the lack of population density in the area.</p> <p>Activities should be targeted at high end adults, not children as the Christmas Festival is</p> <p>The extra sales tax is what kills Carefree businesses. Why would I pay the extra 4% just to shop in Carefree?</p> <p>We do not like the special festivals. We do not want to attract outsiders to this area. We have enjoyed Carefree as a quiet retirement community—not a vibrant if you wanted tax revenue, you would not have blown the Target, Walmart, or Home Depot opportunities. Most of the folks I know moved here to get away from what you are trying to do.</p> <p>The town center gardens are outstanding, and a source of pride for our community. Maybe you should consider leveling buildings and expanding it to include more floral and fauna.</p> <p>Keep it elegant, simple.</p> <p>Cave Creek pulls in thousands of customers on the weekends - while Carefree seems to close up its sidewalks. I do not want to compete with Cave Creek for bars and motorcyclists - but there should be other "up-scale" venues to attract customers to our town...currently Carefree is UNREMARKABLE except for the "desert gardens" center. Too many empty storefronts and a ghost town feel.</p> <p>We need a theater to help bring better dining options to town and create additional recreation options after the sun goes down.</p> <p>Support year-round residents preferably. There was an excellent chance watching stars. Reckless installation of lights have polluted the night-sky. Our ridiculous mail disservice has been a hindrance of substantial business We lived in a community that spent a fortune on a performing center. In ten years it all but bankrupted the community and raised the local taxes.</p> <p>We came here because it was quiet. Now there are too many activities, especially during the winter. The weekends in the winter are awful with all those festivals. During the last 15 years the quality of life in Carefree did not improve. And neighboring Cave Creek is even worse.</p> <p>The town hall or chambers do not need a new building. We cant even find the money to care for the streets and infrastructure.</p> <p>transportation between Carefree and other specific locations like Cave Creek and maybe Kierland may bring more shoppers, an Ollie Trolley type service maybe.</p> <p>My thought is to make the Carefree town center a success there needs to be food and beverage sites. Updated stores with a competitive price and stores of interest and not stores mostly designed for visitors. Another issue I see is that when you drive through Cave Creek you are able to see the variety of stores from the street as you drive. Carefree, however, remains out of sight and many people unfamiliar with the area would never come to Carefree as they may not know it exists. The first thing though is to find the right mix of stores to attract people from different ages. Word of mouth will help bring attention to an attractive town center, then, concentrate on providing easy access and parking to the town center and make it clear how to get to the town center by posting signs, which is not my favorite option.</p> <p>A wider variety of shops would be great, especially a bakery, butcher, ice cream shop, and more restaurants.</p> <p>The real reason Carefree residents moved here and our guests come to visit is to see the beautiful Sonoran desert. Carefree is a Town and not an Urban Village. We enjoy peace and quiet. We also enjoy art, music and the wildlife in the natural desert surroundings. A boutique hotel and spa with fabulous architecture would do well in the Town Center. Local area residents, however, do not want a lot more traffic, noise or cars parked in front of their property.</p> <p>It is been ignored by our Town leaders and is deteriorating rapidly.</p>
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Parking can be an issue during festivals. If town center condos/residences were increased (desirable) parking will get worse. As a town center business owner, the festivals can be a problem as our customers have difficulty accessing us.  
 more restaurants  
 I like the small town atmosphere that the town center has now and would not like a commercial hub. I can head south into main Scottsdale or Phoenix for that. I like the feeling of a small town and community which is there now.  
 I LOVE the Town like it is.  
 I would love to see a more vibrant town Carefree where there is mixed use property and more local run businesses that are useful to residents so that going down town is not necessary. live local/shop local.  
 A museum would be wonderful as well as an expanded farmers market where signage is permitted for market days. More lower priced apartments/condo are necessary as well as improved sidewalks getting to town. Bike path would be tremendous!  
 What would it take to make Carefree a DESTINATION spot where people go out of their way to come here? More hotels would be appropriate.  
 Carefree would benefit from less commercial signage. Do not need neon signs, no pawn shops and no gun stores WE look too commercial.  
 Carefree is a winter destination  
 The seasonal business is what makes it particularly difficult for the business community THAT WILL NOT CHANGE  
 Would love to see Las Portales mall cleaned up. It's a eye sore. Would love to see the town become more upscale in all areas.  
 We do not need apartments in Town Center. This is a small town that enjoys visitors. Carefree needs to help the businesses that are here. The ones that pay taxes here.  
 As someone who lives and works in Carefree, these questions are insulting. I feel like the ideas of a few "Town Center" merchants or town council members are forcing their ideas on the community. It seems like you have been told a few times by the community that they are not interested in apartments and condos in town center.  
 You are not taking "no" for an answer. I think you are going to do exactly what you want to do.  
 Up date the lighting at the Post Office, it does not make me feel safe if I need to pick up my mail as the afternoon turns in to evening.  
 Implementing the Ed Lewis multi-use, condo combination project would be a major mistake  
 There should be some healthy food stores/restaurants available. Scones and teas, coffee and eggs, are awesome but there is no restaurants where you can get a good salad, soup, etc. Or, a small Sprouts even would be good. I'd be there everyday. Also, doesn't it seem like the post office is prime downtown space. You could move it up the hill or by Bashas and use that space of town center activities, concerts, etc.  
 The Town should start working with businesses, the Chamber of Commerce, residents, investors and stakeholders to make something of substance occur in what is becoming a ghost town. Instead of inflating town staff and expenses, the town needs to start understanding their brand and taking action to save itself from becoming our restaurants are either excellent and too expensive to eat at very often OR affordable and lack creativity OR they are just badly managed. We never choose to eat out in Carefree. Instead we opt for places like Rancho Manana (special now that Carefree Inn is gone), Oregano's (great on all fronts but too busy to go to often), Lamp Pizza in Scottsdale, or The Grotto Cave for a sandwich.  
 Landlords need to lower retail space rent to attract businesses.  
 Reduce the art etc shows to one a year. No good retail would open here because of all the weekends used up by the shows.....  
 KEEP IT FAMILY FRIENDLY TO ENCOURAGE YOUNG PEOPLE TO SHOP THERE. ALLOW FRANCHISE OPERATIONS. THERE ARE SOME GOOD ONES.  
 We and 2 other couples used to go to Venues regularly, bringing us to the Town Center, galleries, etc., but the customer service was so poor that all of us have stopped going. It is very important that whatever establishment is the biggest draw for a particular person or family not sabotage other retailers by reducing trips to the Town Center. You-all depend on each other! Each establishment needs to provide a great customer experience, so that the community's desire to repeat and increase its

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<p>Parking can be a problem with activities. If bus service came up to carefree might help stores. I believe the business people would know what is needed. black mountain, Ortega ,tea room , sun dial cafe all do well along with the jewelers who are very friendly. It's nice to have real estate offices but not over run. When you have no draw you get no people. Need a good variety of stores.many that are successful would be your best indicator of what is needed. Ask them.</p>
<p>I would hate to see Carefree become commercialized. I would like to see all spaces utilized before anything new is built. I would enjoy more of a cafe inspired feeling</p>
<p>Please keep the charming character that made Carefree appealing. Increase in businesses and residences needs to match the current population and not try to be larger than it should or will be. We love Carefree for its quaintness and natural fit in the desert foothills.</p>
<p>Love Carefree as a whole, however, the restaurants are awful so we don't eat there and go to Per Wei when we want inexpensive yet good Asian food. Venues is limited and way too expensive and the food is mediocre. Same with Blinks Cafe, where the service is awful. We've heard it from many. Pizzafarros used to be good but it is terrible now and expensive. The Chinese restaurant in Bashas center is just dreadful. Other area restaurants are the same. Sorry to be negative but it's the truth from our perspective. Carefree needs to attract energetic, unique restaurants of high quality with some ethnic offerings that will draw people from all over. Who says they go to Carefree for the great restaurants and dining experiences? Shops should be interesting and eclectic. We'd LOVE a store like Whole Foods and Carefree is the perfect place to have one! Carefree should also be advertised and projected as an arts community. More public art in the gardens and elsewhere, more concerts, more Do not shop in Carefree or Cave Creek because of inflated prices. Rents should be adjusted.</p>
<p>I would like to see more nightlife (restaurants, shops open) in the evening</p>
<p>We would like to see the Easy Street project completed.</p>
<p>You need the mixed use plan tried a few years ago.</p>
<p>The Ed Lewis project is critical to Carefree. Making that happen should be the top priority.</p>
<p>Please, please, please bring more small businesses &amp; restaurants, museums, etc. to Carefree.</p>
<p>I agree improvements are needed to attract people to the town center, however, added residential homes are not necessary or appealing. We have an ample variety of town homes, condos, apartments &amp; assisted living homes already. Would love to see Trader Joe's in town.</p>
<p>None at this time.</p>
<p>Too much government buildings.. Carefree is a bedroom community.</p>
<p>Question 14 forces an answer, we are retired and there is no work zip code</p>
<p>Vibrant small town feel</p>
<p>Need businesses that cater to residents. No more Southwest trinkets. Doesn't even appeal to most visitors today.</p>
<p>Stores with good merchandise, restaurants, breweries, family friendly activities</p>
<p>No work zip code. I'm retired.</p>
<p>Currently the town is offering things that appeal to children (park &amp; Santa etc) as well as adults (arts festivals, tea room). I think more activities that appeal to a broad demographic would be good.</p>
<p>Lived here 15 years and still can't tell you what is downtown other than bashas and ace hardware. Completely unaware probably due to non existent or poor advertising/marketing. This is true for both the town and most of the individual businesses. Partly, the businesses along Tom Darlington do nothing to inspire people to "turn in" to the downtown area. Cave Creek, for example, provides an interesting assortment of storefronts that actually cause people to SLOW down and see what is down that side street or behind that building.</p>
<p>need to attract eateries like Orgenos that went into Cave Creek, lower cost and family directed.</p>
<p>Get Bashas to put up a large BBQ tent in parking lot. for sell and tell</p>
<p>Already live in town center. Deli and pub would be nice.</p>



Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

There are not enough customers in the summer months.
Needs a change but I do not know if anything will work. Cave Creek is more interesting and I do not know if our limited population will support new business.
We need to get additional restaurants established in the town center. Middle of the road restaurants not just high end.
I like living in Carefree. There are plenty of restaurants, grocery stores, hardware and other desired shopping is close by in metro Phoenix. I like the quiet of living here with the activity of the city close by. I LOVE we have no stop lights. I LOVE we have no fast food. Life is good here!
Upgrade the Basha store to a better grocery store to serve as a daytime anchor. Put in art house/independent films cinema for evening anchor. Don't bother with adding residential. Thanks for all your hard work for the town. Good idea to do a survey.
Assisted Living for elderly residents
Would love to see a Trader Joes here. Also things like yoga studios, pilate studios etc.
The town of Carefree is a jewel! Please preserve the small town atmosphere, but add some class. The retailers should be unique and upscale and the entertainment and restaurants sophisticated. We should be attracting those kinds of visitors.
Good questions.
The loss of the big restaurant in the center is a huge loss.
Carefree town center desperately needs a facelift and reason for people to go there. It needs a atmosphere of living and shopping like Carmel California.
Any and all efforts should be made by this town to jump start the Butte Property expansion. We don't need a community center for performing arts.
need to bring in new businesses that attract more families
A nice movie theater showing good movies as Camelview5 and Shea 14 will attract more people down town in Carefree than anything else .
PRESENT STORE OWNERS SHOULD BE MORE WILLING TO LEASE SPACE AND MAINTAIN THE BUILDINGS THEY OWN . TOO MANY VACANCIES DUE TO ATTITUDES OF
Why require a work zip code for the many residents who do not work in Carefree?
The garden area is very attractive and unique, but probably not much of a tourist "destination" by itself. Is there perhaps a way to expand upon it by having daily docent-led tours (could be led by local volunteers), or a butterfly pavilion, something artsy that botanical gardens have to offer (Chihuly exhibit), or an adjacent animal rescue (Wild at Heart) facility (bringing Sonoran fauna and flora together)? As it is today, it's fine for a short stroll and as "eye candy" for the Carefree Town Center, but not so much as a "destination attraction".
We need more later evening places to dine and have a cocktail.
More bars and nightlife. Walking paths. Bike paths along cave creek road btwn carefree and desert mtn
The current town center looks run down and outdated. "Spanish Style" is no longer appealing. Carefree would be better off shedding its "retirement community" status, because the retirees don't go out to the local businesses. Downtown needs to be cleaned out and started over, with a design theory that carries through the
Need signs saying walk facing traffic
Need walking & bike paths
Need to cut bushes back from street for walkers
Bike & walking paths would be great in the Carefree/Cave Creek areas

Carefree Village Center Master Plan

Consumer Survey Response

Carefree Resident

<p>Saturday morning farmers market instead of Friday so people with jobs can participate.</p> <p>Family movie night in amphitheater with food trucks</p> <p>Food truck weekly visits</p> <p>Specialty grocer with fresh prepared meals, butcher, bakery</p> <p>Casual dining options like Chipotle, Pei Wei, Zoe's.</p> <p>Less art festivals. They do nothing but block town for the residents.</p> <p>Reopen Carefree Drive as a thru town road. By closing it the town has diverted the traffic around town center. The planners of the town wanted it to be the gateway into town. Now people have no reason to drive through town center.</p> <p>Weekend, street side dining with music, ala St. Marks Square in Milan, Italy</p> <p>Whole Food or Sprouts</p> <p>Help with the shops and stores that are already there instead of "filling it up with residences". This would harm the ambiance of the "real Carefree" and trying to emulate Kierland. It would be ashame to destroy the ambiance of my Town. Thank you.</p> <p>Having a Trader Joe's or Whole Foods or other organic specialty market</p> <p>Thank you for providing this consumer survey.</p> <p>Whatever development is done maintaining a quiet, desert atmosphere is critical. Harold's is about as close as it should be to Carefree.</p> <p>Should retain its charm. Artsy, something like Taos or Santa Fe</p> <p>I have lived in Carefree for 7 yrs and have never shopped in any store in the town center. I don't even know what stores are there. Everytime I think of going to explore, parking is such a hassle I just give up.</p> <p>Parking and constant closing of streets is the biggest inhibitor to businesses in Carefree.</p> <p>Western atmosphere and a fun place to bring friends. the summer heat will hamper town activities June thru September...</p> <p>Carefree should be an enclave of serenity and calm with a variety of nice shops that appeal across the board. Places like the English Tea Room are the best examples of businesses that have great customer service, great products/services and give everyone in Carefree a place to relax and "hang out". we don't want Carefree to become like Desert Ridge or the Scottsdale Rd/101 corridor - that's too commercial. It's also a shame that El Pedregal isn't more developed and lowers its lease rates to get good retailers in there (along with Stefan Mann) - Chico's, etc. that would appeal to the clientele in the area.</p> <p>Offer uniqueness. Promote the area, the history, the flora &amp; fauna. Art &amp; music, and things that aren't available at other cities. Evening trolleys or carriages. Music, late night events (later than 8pm). Trolleys that take guests during the day around carefree. Bring in more unique places that draw people to the marketplace. Offer affordable rents for small merchants.</p> <p>if the pricing of goods in stores and art &amp; craft shows continues to be very high (far from competitive), don't expect to make any money. Lots of lookers... very few</p> <p>New buildings or extensive remodeling of old ones. A few new restaurants and better quality merchandise in the local stores. More parking areas for special events.</p> <p>Pedestrian and bicycle friendly downtown. Plentiful green/natural desert space, minimal concrete!</p> <p>As a 20 year resident, I go downtown for mail, the hardware store and to Bashas for groceries. My Dentist is also there. Downtown Carefree seems to be oriented for tourists. I have never seen any notable advertising that would attract me there for any other reason. We have eaten downtown a few times but have found it to be expensive for what we like. We do enjoy using the Farmer's market.</p> <p>A lower sale tax rate would attract more spending in the town core.</p> <p>I like what has been done in the landscaping, shade cloth awnings and events that are held there. Need more places to stop and linger.</p> <p>None</p> <p>Think about Solvang, CA. Great mix of high end/ low end/ restaurants / specialty. Sure it's Danish, but Carefree could be Southwestern.</p>
--

Carefree Village Center Master Plan  
 Consumer Survey Response  
 Carefree Resident

Allow it to evolve on its own or devise a coop plan to entice the landowners to invest in their properties and upgrade their appearance

We should focus on health food shops, biking lanes, affordable restaurants \$15.00 entres, live theatre, movie theatre, brew pubs, museums, parks and fun..

Carefree is no longer a "destination" like it was years ago. It should focus on enhancing the center for those who live here and not work so hard to bring in temporary interlopers that close down the center. If we wanted to live in town, we would move to Kierland.

Do not need Town Hall at this time. Town needs entry gateways.

town should spend more on maintaining streets and NO CULTURAL CENTER

it needs new management. I read some notes about how to improve traffic to Carefree and the mayor said, "Put some lighting on the signs." With that kind of leadership, Carefree is going to stay the way it is. DEAD. It will never be the vibrant Cave Creek but it has to find it's niche. Without that, it will stay a poor neighbor run by a bunch of poor leaders. This survey shows the leaders have no clue.

Small town charm that needs cultural attractions, reasonable restaurants, bakery-café, deli, specialty grocery, green space and good street design.

Cheaper rent for business so they stay more than one season. Chain stores n restaurants.

I believe we need more restaurants of different types as well as cultural and artistic venues.

For most people, Carefree is just a place for festivals and galleries. There is no real day-today draw. It lacks higher energy restaurants and shopping. Outside of Basha's and Ace, there is no familiar retail bolstering the locals shops. I'm not saying we should fill our town with chain establishments, but we should have goods and services that meet daily needs that we currently have to leave our town to get. We need a couple of mainstream, family friendly, moderately priced restaurants. Lastly, many of the current retail strip centers are not charming and really need a facelift. They send a signal that Carefree is not with the times.

A New Town Manager

I would prefer very little change, with perhaps a little more selection of businesses for residents, but nothing major. The is plenty of selection for most necessities Please refer to specific questions. Shared my thoughts there. But, to reiterate to some degree -- need places to buy real household & gift merchandise. The closest place to buy a towel is Target. If you want good towels, the closest place is PV Mall. For a real shopping experience with upscale merchandise one has to go clear to Fashion Square! I cannot buy a nice gift for a wedding or new baby locally, at all. Nor, can I buy myself an outfit, etc., etc., etc. Farmer's Market availability is only Friday AMs. Who goes when you are working in Scottsdale at the time? You need to consider the needs/wants of the working people & Year-round residents as We are opposed to the Ed Lewis Easy Street project, which will destroy the nature and character of Carefree. The town does not need a town hall/theatre complex, which will become a financial burden.

I have always thought transportation into Scottsdale or Desert Ridge would be an advantage. More needed than bringing bike riders into town.

I think there are enough gift shops. There needs to be something that will attract people to the area. As it is now this is more like a bedroom community.

I do NOT like the "SPANISH style" architecture concept for the town center housing, but like the rest of the idea. Carefree has NO style to it's buildings so much of a mix/match. More moderate/elegant style housing would blend better than a specific heavy style like Spanish. Also housing needs to have good use of space for living. It appears town officials are attempting to remake Carefree in an image they have envisioned instead of honoring their oaths to protect it. Pity. Such are the delusions of grandeur those who seek public office embrace. They have to destroy things to prove they are alive instead of accepting their duties as caretakers of the dream not crazy about the "Spanish style character" part of the description - otherwise OK

We do not need a theater or condos.

Parking can be a bit difficult during events. I would love to see one of the new gyms open that have low costs and lots of cardio equipment. I would really like to see a restaurant back at the old Carefree Station location. The idea of a brew pub is fantastic!

\* We are not in favor of the Lewis development as it will only add more empty retail space. Carefree is a lovely town and we should strive to maintain its smaller, distinctively carefree, quaint character. That is why we chose to live here!

\* Question 14 has a glitch. We are retired and do not have a work zip code but this survey will not allow a blank or "retired" or "n/a" answer.

Carefree Village Center Master Plan  
Consumer Survey Response  
Carefree Resident

just try to get some stores there which offer interesting things and not the same tourist stuff ... a really nice clothing store would be fine ...

We moved to Carefree 20 years ago, as we were impressed with kind of town it was then. A fine residential neighborhood type of town. The huge urge to commercialize it makes no sense to most people we know, and likely will ruin the place.

With the loss of the Heard North, there is a real vacuum in the area for healthy lunch. Would love a Grotto or Janey type restaurant in Carefree. Would like to see a CamelView 5 type independent theatre in area. I don't like going "SOB"

A quiet atmosphere would be important.

Need support for local area

The town center needs a mixture of value (not price) restaurants and easy parking. All the talk about museums, culture centers, and fine arts theater is a waste of time. Look at the Heard and the other "cultural" projects in the valley and how well they are doing.

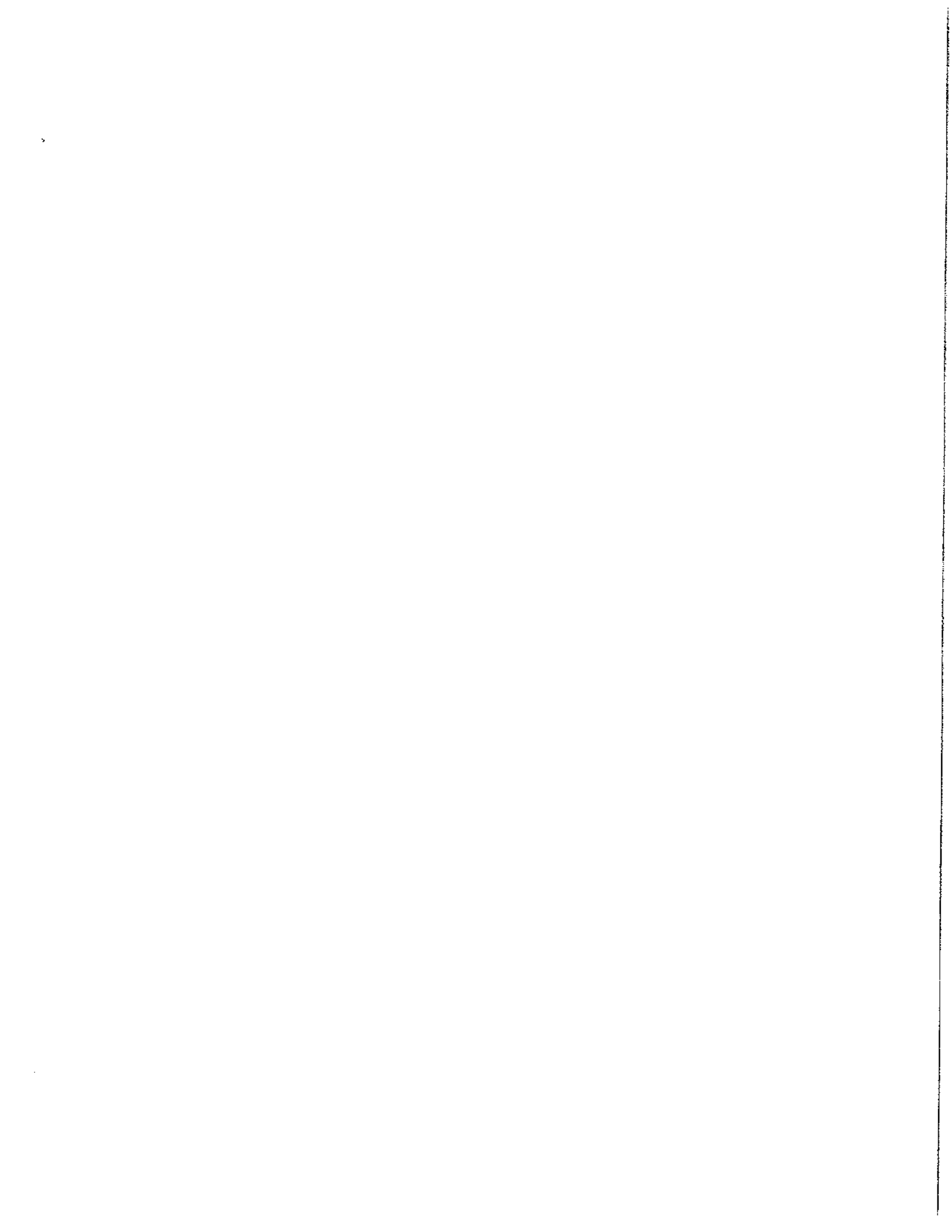
I think putting in condos/apartments over retail stores (like there are in Kierland) is the most awful idea I've ever heard of. I don't think that type of lifestyle addition to Carefree is appealing and would detract from the area.

Would love to have patio/townhome home with a 2 stall garage. So many of our friends want to scale down but all the townhomes are so old in Carefree. Also under \$35' tall thermometer (height of SunDial) LED lights glow to match temperature - Atmosfera Columna - Galileo Galilei JJ ++

I would like carefree to offer an experience to living in an upscale area with awesome dining, french bakery. . upscale shopping. . Much like Kierland commons top notch brand names and get rid of the junk stores. . We need to up our game

It is becoming more pedestrian & bike friendly every year, but need more variety of "consistent" restaurants, coffee shops, specialty shops and year-round cultural

I think interesting public art, such as the desert life bronzes in Wickenburg would be a great addition to the town center. I think a small oldfashioned icecream parlour would be a huge draw. A coffee shop that served Canadian Tim Horton's coffee would draw people from miles around.



## APPENDIX C

### Community Participation Summary (2015 Master Plan)

At the onset of the project the planning process undertook an initial public consultation process which included three components: a community survey (reviewed in Chapter 1), stakeholder interviews, steering committee meetings and community workshops.

When combined, these outreach methods provided rich and meaningful feedback in the process of developing preliminary and ultimately final revitalization concepts. Following are the major themes that arose from the combined outreach:

#### Steering Committee Input – SLOT Analysis

<p><b>Village Center STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Design/Layout *</li> <li>• Business Mix</li> <li>• Community Character</li> <li>• Desert Garden/Pavilion</li> <li>• Pedestrian Friendly</li> <li>• Setting/Geography</li> <li>• Special Events</li> </ul>	<p><b>Village Center LIMITATIONS</b></p> <ul style="list-style-type: none"> <li>• Visibility/Exposure*</li> <li>• Land Use Mix*</li> <li>• Building Age</li> <li>• Demographic Profile</li> <li>• Design</li> <li>• Funding</li> <li>• Marketing/Positioning</li> </ul>
<p><b>Village Center OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Business &amp; Uses *</li> <li>• Culture &amp; Arts</li> <li>• Location to Natural Settings</li> <li>• Physical &amp; Visual Character</li> <li>• Promotion &amp; Marketing</li> <li>• Special Events</li> <li>• Specific Target Markets</li> </ul>	<p><b>Village center THREATS</b></p> <ul style="list-style-type: none"> <li>• Physical, Design, Infrastructure*</li> <li>• Economics &amp; Seasonal Influences</li> <li>• Leakage &amp; Competition in other Cities</li> <li>• Organization &amp; Promotion</li> <li>• Policies &amp; Branding</li> </ul>

\* Identified as highest priority issue



### Community Workshop – Café Discussion

#### Vision Discussion

What will the Village Center be known for in the future?

- Gathering place for people
- Culture (arts/music/theater)
- Museum
- Desert garden
- Unique experience

What is missing from the vision statement?

- More diverse restaurants
- Festivals need to be balanced
- More traffic in summer
- Incorporate arts and music for kids

#### Urban Design Discussion

Main Themes from the Urban Design Discussion:

- The Village Center needs something unique/visually appealing/iconic to help Carefree stand out; could be something whimsical
- Walkable streets and wanted more to enhance that experience, including shading or misting the sidewalks and adding more trees and plants
- Outdoor uses should be encouraged and increased, including outdoor dining, night time events and live music
- Mixed use development would enhance the overall Village Center experience

#### Special Events Discussion

Ideas on different types of events from the Special Events Discussion

- Car/Motorcycle Show
- Film Festival
- Music Festival
- Tax-Free Day
- Derby Day
- Food Festivals ("Farm to Table", Baking Contest, Chili Cook-off, Taste of Carefree, Oktoberfest)

#### Circulation/Access Discussion

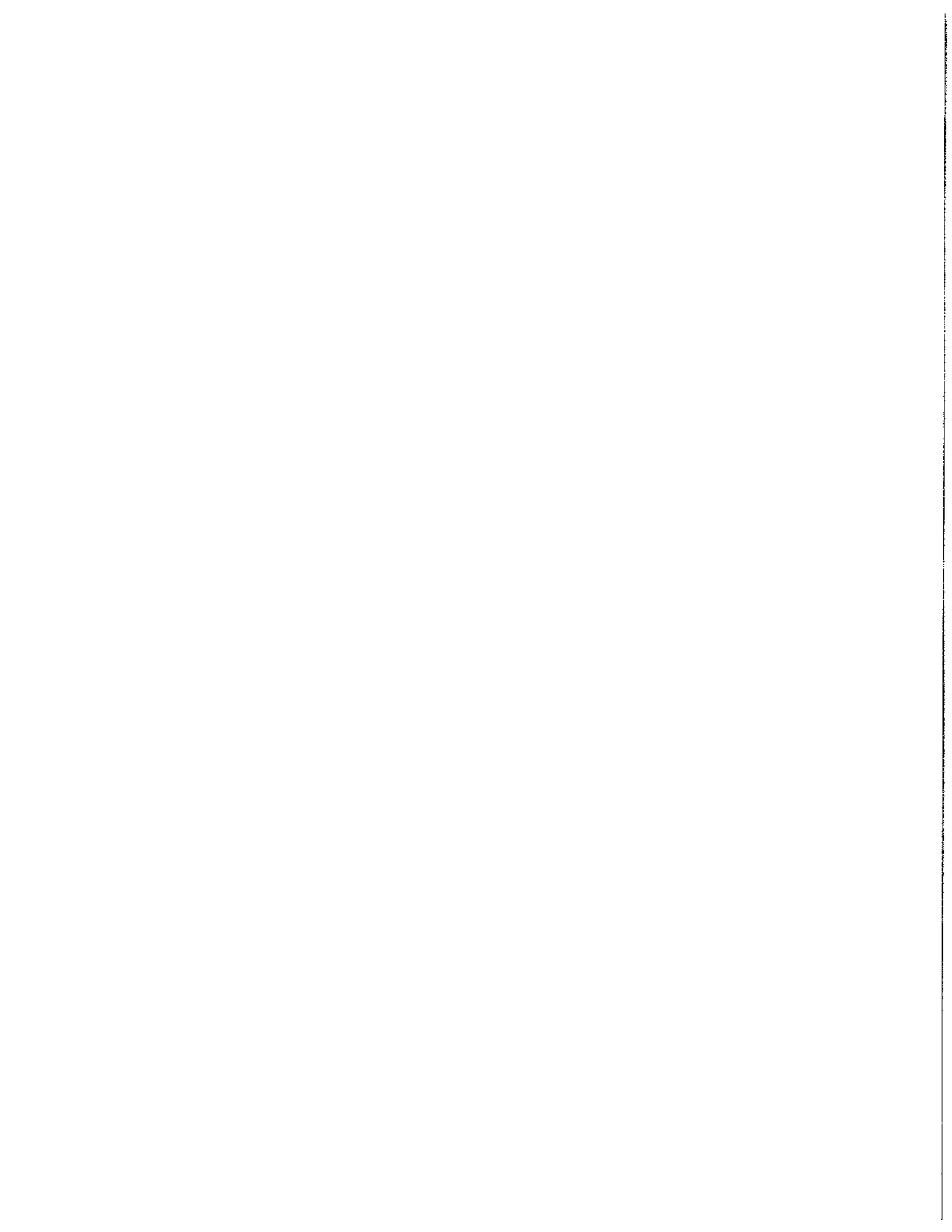
Ingress/Egress – Best Access and Least Needed

- Primary access points:
  - Pedestrians: Wampum and Ho
  - Vehicles: Carefree, Wampum, Lucky
- Streets that could be eliminated:
  - Sunshine: One resident thought this would make a nice greenbelt
  - Lucky Lane

#### Economic Base Discussion

Potential Business/Uses (and Partnerships)

- Theater (Herberger, ASU, Desert Foothills)
- Museum (Heard, Musical Instrument Museum)
- Education (ASU, Maricopa County Community Colleges)
- Film House/Movie Theater
- Garden/Greenbelt (Desert Botanical Garden)
- Gathering Hall for meetings/wedding receptions



**APPENDIX D**

**Cultural Facility Evaluation Guidelines  
(2015 Master Plan)**



# Carefree Village Center Master Plan

## Cultural Facility Evaluation Guidelines

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### INTRODUCTION

The following guidelines are provided to establish a common set of best practices to evaluate the potential development of a Cultural Facility(ies) within the Carefree Village Center. These recommendations are based on the project team's assessment of existing conditions within Carefree as well as professional experience and common urban design practices and principles. Therefore, each of these guidelines is provided as a general reference and should not be collectively construed to be absolutely definitive in the community's deliberations regarding the development of a cultural facility in Carefree.

### DEVELOPMENT

- Attention should be given to maximizing the use of existing facilities before new facilities are developed.
- A cultural facility should enhance the Carefree "Brand" and fulfill community goals that are significant to Carefree. Areas of value expressed by residents during community outreach efforts include:
  - Art: visual arts, performing arts, history, etc.
  - Carefree: whimsical/lighthearted
  - Environment: distinctive landscape
- To minimize risk and maximize the potential visitor population base, the development of a new facility should co-locate compatible activities in flexible, multipurpose spaces that are adaptable to a variety of present local and regional needs. Potential community needs identified during community outreach efforts include:
  - Performing arts center
  - Town chamber/public multipurpose community space
  - museum/gallery space
  - Education classroom/arts workshop space
  - Private event space (weddings, lectures, conference, etc.)
  - Incubator commercial space (rental space made available at a subsidized cost for small arts and cultural businesses)

\*Additional or separate consideration should be given to how demand for these needs is currently met by other public/private facilities in the region.
- Consideration should be given to how can or does this facility link to existing seasonal events. Can this facility contribute to or be a part of these existing or planned future events?

# Carefree Village Center Master Plan

## Cultural Facility Evaluation Guidelines

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### ECONOMICS

- Consideration should be given to how the facility will enhance the job base. Assess how many and what type of jobs will be created and what is the average wage.
- The cultural facility should provide a fiscal return to the community that exceeds the value of the incentive offered. Assesses the net fiscal impact of the project, i.e. tax revenue that will be generated (construction and ongoing operations) over a specific time horizon.
- The cultural facility should promote both daytime and evening “foot traffic” that will generate the desired/necessary visitors to support the existing retail/restaurant establishments in the Village Center.
- The proposed facility should create a positive economic impact on existing businesses in the Village Center (identify complimentary links between proposed cultural spaces and existing businesses). Furthermore, can the proposed facility serve as a catalyst for other economic development opportunities (assess whether this is a magnet project that will attract other retail, restaurant, office, or residential activity).

### SITING / DESIGN

- A cultural facility should contribute to the public domain and the development of a unique sense of place for the Village Center by being a focal point through enhanced architectural design.
- The placement and design of the facility should activate main pedestrian routes. To avoid dead space and establish a continuous retail frontage along these important pedestrian routes, active uses should be placed along the street facing ground floor of the facility over uses that are utilized less frequently.
- Reinforce clustering of complimentary uses in the Village Center. The placement of complementary uses within proximity to each other develops greater synergy amongst uses, which spills over to other adjacent uses.
- The scale and massing of the facility should feel appropriate to the character of the Village Center and adjacent uses.
- The cultural center should be located with convenient proximity to support facilities (i.e. parking, pedestrian access, vehicular access, access during special events, etc.)
- Sustainable design features should be incorporated to ensure the facility can be run efficiently and affordably.

# Carefree Village Center Master Plan

## Cultural Facility Evaluation Guidelines

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### PROGRAMMING

- Carefree and the greater Foothills area is dynamic and constantly undergoing change. Facility programming (along with design) should be sufficiently robust and flexible to provide opportunities for adapting facilities to meet changing lifestyles and community needs.
- Carefree's population cannot sustain a cultural facility alone. Programming for a broad cross section of the population (young and old, retirees and families, residents and non-residents, different income levels, etc.) must be provided to maintain long-term viability.



State of Arizona  
Department of Liquor Licenses and Control

Created 12/07/2022 @ 11:54:11 AM  
Local Governing Body Report

**LICENSE**

Number: 14070019 Type: 014 CLUB  
Name: DESERT FOREST GOLF CLUB  
State: Pending  
Issue Date: Expiration Date: 01/31/2023  
Original Issue Date: 01/10/1985  
Location: 37207 N MULE TRAIN ROAD  
CAREFREE, AZ 85377  
USA  
Mailing Address:  
Phone: (480)488-4589  
Alt. Phone: (480)220-6701  
Email: RMADDOX@DESERTFORESTGOLFCLUB.COM

Currently, this license has pending applications.

**AGENT**

Name: SCOTT EDWARD SZYMONIAK  
Gender: Male  
Correspondence Address: PO BOX 1399  
CAREFREE, AZ 85377  
USA  
Phone: (678)850-0975  
Alt. Phone:  
Email: SSGM@DESERTFORESTGOLFCLUB.COM

**OWNER**

Name: DESERT FOREST GOLF CLUB  
Contact Name: RODNEY MADDOX  
Type: CLUB  
AZ CC File Number: State of Incorporation:  
Incorporation Date:  
Correspondence Address: PO BOX 1399  
CAREFREE, AZ 85377  
USA  
Phone: (480)488-4589  
Alt. Phone: (623)249-7098  
Email: RMADDOX@DESERTFORESTGOLFCLUB.COM

Officers / Stockholders

Name: VICTOR PETER CAPADONA Title: Controlling Mbr % Interest:

**DESERT FOREST GOLF CLUB - ControllingMbr**

Name: DAVID ARTHUR THOMPSON  
Gender: Male  
Correspondence Address: 1213 JANE AVENUE  
NAPERVILLE, IL 60540  
USA  
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Alt. Phone: (630)452-6566  
Email:

**DESERT FOREST GOLF CLUB - ControllingMbr**

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**DESERT FOREST GOLF CLUB - ControllingMbr**

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Alt. Phone: (847)207-3137  
Email:



Arizona Department of Liquor Licenses and Control  
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 Phoenix, AZ 85007-2934  
 www.azliquor.gov  
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20220219 14:06

**QUESTIONNAIRE**  
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805. 277

The fees allowed by R19-1-102 will be charged for all dishonored checks.

**ATTENTION APPLICANT:** This is a legally binding document. Please type or print in black ink. An investigation of your background will be conducted. Incomplete applications will not be accepted. False or misleading answers may result in the denial or revocation of a license or permit and could result in criminal prosecution.

**Attention local governments:** Social security and birth date information is confidential. This information may be given to law enforcement agencies for background checks only.

QUESTIONNAIRE IS TO BE COMPLETED BY EACH CONTROLLING PERSON, AGENT AND MANAGER BEING DISCLOSED TO THE DEPARTMENT. EACH PERSON COMPLETING THIS FORM MUST SUBMIT A BLUE OR BLACK LINED FINGERPRINT CARD ALONG WITH A \$22 FEE. FINGERPRINTS MUST BE DONE BY A LAW ENFORCEMENT AGENCY OR BONA FIDE FINGERPRINT SERVICE.

Liquor License#: 14070019/286259

1. Check the Appropriate Box →

<input type="checkbox"/> Controlling Person	<input checked="" type="checkbox"/> Agent	<input type="checkbox"/> Premises Manager (complete all questions except #12)
---	---	--

2. Name: SZYMONIAK SCOTT EDWARD Birth Date: [REDACTED]  
Last First Middle

3. Social Security #: [REDACTED] Driver License #: [REDACTED] State: AZ

4. Place of birth: HAMMOND, IN USA Height: 6' Weight: 165 Eyes: BRN Hair: BRN  
City State COUNTRY (not county)

5. Name of current/most recent spouse: SZYMONIAK MICHELE MARIE Birth Date: [REDACTED]  
Last First Middle (NOT a public record)

6. Are you a bona fide resident of Arizona?  Yes  No If yes, what is your date of residency: 7-6-2022

7. Daytime telephone number: 678-850-0975 E-mail address: SSGM@DESERTFORESTGOLFCLUB.COM

8. Business Name: DESERT FOREST GOLF CLUB Business Phone: 480.488.4589

9. Business Location Address: 37207 N. MULE TRAIN RD. CAREFREE, AZ MARICOPA 85377  
Street (do not use PO Box) City State County zip

10. List your employment or type of business during the past five (5) years. If unemployed, retired, or student, list residence address.

FROM Month/Year	TO Month/Year	DESCRIBE POSITION OR BUSINESS	EMPLOYERS NAME OR NAME OF BUSINESS (Street Address, City, State & Zip)
7-2022	CURRENT	GENERAL MANAGER	DESERT FOREST GOLF CLUB 37207 N. MULE TRAIN RD. CAREFREE, AZ 85377
5-2017	6-2022	GENERAL MANAGER	URBANA COUNTRY CLUB 100 E. COUNTRY CLUB RD. URBANA, IL 61801

(ATTACH ADDITIONAL SHEET IF NECESSARY) URBANA, IL 61801



**ALIEN STATUS**

Arizona Dept. of Liquor Licenses and Control  
800 W. Washington St. 5<sup>th</sup> Floor Phoenix, AZ 85007  
(602) 542-5141

Type or Print with Black Ink

Title IV of the federal Personal Responsibility and Work Opportunity Reconciliation Act of 1996 (the "Act"), 8 U.S.C. § 1621, provides that, with certain exceptions, only United States citizens, United States non-citizen nationals, non-exempt "qualified aliens" (and sometimes only particular categories of qualified aliens), nonimmigrant, and certain aliens paroled into the United States are eligible to receive state, or local public benefits. With certain exceptions, a professional license and commercial license issued by a State agency is a State public benefit.

Arizona Revised Statutes § 41-1080 requires, in general, that a person applying for a license must submit documentation to the license agency that satisfactorily demonstrates the applicant's presence in the United States is authorized under federal law.

Directions: All applicants must complete Sections I, II, and IV. Applicants who are not U.S. citizens or nationals must also complete Section III.

Submit this completed form and a copy of one or more document(s) from the attached "Evidence of U.S. Citizenship, U.S. National Status, or Alien Status" with your application for license or renewal. If the document you submit does not contain a photograph, you must also provide a government issued document that contains your photograph. You must submit supporting legal documentation (i.e. marriage certificate) if the name on your evidence is not the same as your current legal name.

**SECTION I – APPLICANT INFORMATION**

APPLICANT NAME (Print or type) SCOTT EDWARD SZYMONIAK

**SECTION II – CITIZENSHIP OR NATIONAL STATUS DECLARATION**

Are you a citizen or national of the United States?  Yes  No - If yes, indicate place of birth:

City HAMMOND State IN COUNTRY USA

If you answered Yes, 1) Attach a legible copy of a document from the list below.

2) Name of document: DRIVER'S LICENSE

If you answered No, you must complete Sections III.

SECTION III - QUALIFIED ALIEN DECLARATION

Applicants who are not citizens or nationals of the United States. Please indicate alien status by checking the appropriate box. Attach a legible copy of a document from the attached list or other document as evidence of your status.

Name of document provided

Qualified Alien Status (8 U.S.C. §§ 1621(a)(1), -1641(b) and (c))

- 1. An alien lawfully admitted for permanent residence under the Immigration and Nationality Act (INA)
2. An alien who is granted asylum under Section 208 of the INA.
3. A refugee admitted to the United States under Section 207 of the INA.
4. An alien paroled into the United States for at least one year under Section 212(d)(5) of the INA.
5. An alien whose deportation is being withheld under Section 243(h) of the INA.
6. An alien granted conditional entry under Section 203(a)(7) of the INA as in effect prior to April 1, 1980.
7. An alien who is a Cuban/Haitian entrant.
8. An alien who has, or whose child or child's parent is a "battered alien" or an alien subject to extreme cruelty in the United States

Nonimmigrant Status (8 U.S.C. § 1621(a)(2))

- 9. A nonimmigrant under the Immigration and Nationality Act [8 U.S.C § 1101 et seq.] Non-immigrants are persons who have temporary status for a specific purpose. See 8 U.S.C § 1101(a)(15).

Alien Paroled into the United States for Less Than One Year (8 U.S.C. § 1621(a)(3))

- 10. An alien paroled into the United States for less than one year under Section 212(d)(5) of the INA

Other Persons (8 U.S.C § 1621(c)(2)(A) and (C))

- 11. A nonimmigrant whose visa for entry is related to employment in the United States, or
12. A citizen of a freely associated state, if section 141 of the applicable compact of free association approved in Public Law 99-239 or 99-658 (or a successor provision) is in effect [Freely Associated States include the Republic of the Marshall Islands, Republic of Palau and the Federate States of Micronesia, 48 U.S.C. § 1901 et seq.];
13. A foreign national not physically present in the United States.
14. Otherwise Lawfully Present
15. A person not described in categories 1-13 who is otherwise lawfully present in the United States.

PLEASE NOTE: The federal Personal Responsibility and Work Opportunity Reconciliation Act may make persons who fall into this category ineligible for licensure. See 8 U.S.C. §

SCOTT SZYMONIAK
Print Name

[Handwritten Signature]
Signature

11-29-22
Date



22 DEC 6 11:41 AM '11

*Alaska* DRIVER LICENSE USA



0 CLASS 0  
1 ENG NONE  
2 RES P  
3 SZYMONIK  
4 SCOTT EDWARD  
5 2641 N 122ND ST  
6 PHOENIX AZ 85032  
7 SEX M 8 EYES BRO  
9 HT 5'10" 10 HAIR BRO  
11 WGT 165 lb  
12 DOB 08/29/2030 13 ISS 08/29/2022



## EVIDENCE OF U.S. CITIZENSHIP, U.S. NATIONAL STATUS, OR ALIEN STATUS

You must submit supporting legal documentation (i.e. marriage certificate) if the name on your evidence is not the same as your current legal name.

Evidence showing authorized presence in the United State includes the following:

1. An Arizona driver license issued after 1996 or an Arizona non-operating identification card.
2. A driver license issued by a state that verifies lawful presence in the United States.
3. A birth certificate or delayed birth certificate showing birth in one of the 50 states, the District of Columbia, Puerto Rico (on or after Jan. 13, 1941), Guam, the U.S. Virgin Islands (on or after January 17, 1917), American Samoa, or the Northern Mariana Islands (on or after November 4, 1986, Northern Mariana Islands local time)
4. A United States certificate of birth abroad.
5. A United States passport. \*\*\*Passport must be signed\*\*\*
6. A foreign passport with a United States visa.
7. An I-94 form with a photograph.
8. A United States citizenship and immigration services employment authorization document or refugee travel document.
9. A United States certificate of naturalization.
10. A United States certificate of citizenship.
11. A tribal certificate of Indian blood.
12. A tribal or bureau of Indian affairs affidavit of birth.
13. Any other license that is issued by the federal government, any other state government, an agency of this state or a political subdivision of this state that requires proof of citizenship or lawful alien status before issuing the license.

11. Provide your residence address information for the last five (5) years: A.R.S. §4-202(D)

FROM Month/Year	TO Month/Year	RESIDENTIAL Street Address
7-2022	CURRENT	29491 N. 122nd GLEN PEDRIA, AZ 85383
6-2021	7-2022	808 EDGEWOOD DR. MAHOMET, IL 61853
5-2017	6-2021	2406 BLUESTEM CT. MAHOMET, IL 61853

(ATTACH ADDITIONAL SHEET IF NECESSARY)

12. As a Controlling Person or Agent, will you be physically present and operating the licensed premises?  
If you answered YES, then answer #13 below. If NO, skip to #14.  Yes  No
13. Have you attended a DLLC approved Basic & Management Liquor Law Training Course within the past 3 years?  Yes  No
14. Have you been cited, arrested, indicted, convicted, or summoned into court for violation of ANY criminal law or ordinance, regardless of the disposition, even if dismissed or expunged, within the past five (5) years?  Yes  No
15. Are there ANY administrative law citations, compliance actions or consents, criminal arrests, indictments or summonses pending against you? (Do not include civil traffic tickets.) A.R.S. §4-202,4-210  Yes  No
16. Has anyone EVER obtained a judgement against you the subject of which involved fraud or misrepresentation?  Yes  No
17. Have you had a liquor application or license rejected, denied, revoked or suspended in or outside of Arizona within the last five years? A.R.S. §4-202(D)  Yes  No
18. Has an entity in which you are or have been a controlling person had an application or license rejected, denied, revoked or suspended in or outside of Arizona within the last five years? A.R.S. §4-202(D)  Yes  No

If you answered "YES" to any Question 14 through 18 YOU MUST attach a signed statement.  
Give complete details including dates, agencies involved and dispositions.

CHANGES TO QUESTIONS 14-18 MAY NOT BE ACCEPTED

**NOTARY**

I (Print Full Name) SCOTT SZYMONIAK hereby declare that I am the Agent/ Controlling Person / Premises Manager filing this application. I have read this document and verify the contents and all statements are true, correct and complete, to the best of my knowledge.

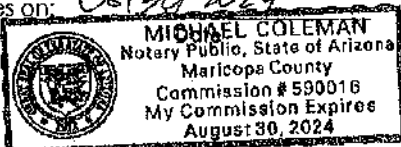
Signature: [Signature]

State of ARIZONA County of MARICOPA

The foregoing Instrument was acknowledged before me this

My Commission Expires on: 08/30/2024

29 Day of NOVEMBER, 2022  
Day Month Year



[Signature]  
Signature of Notary

The Licensee has authorized the person named on this questionnaire to act as manager for the above License.

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

## DESERT FOREST GOLF CLUB - ControllingMbr

Name: ROBERT ALLAN COX  
Gender: Male  
Correspondence Address: 6689 E MESQUITE ROAD  
CAVE CREEK, AZ 85331  
USA  
Phone: (480)488-4589  
Alt. Phone: (602)432-7656  
Email:

## DESERT FOREST GOLF CLUB - ControllingMbr

Name: DANIEL PORTER WILSON  
Gender: Male  
Correspondence Address: 34253 N 92ND WAY  
SCOTTSDALE, AZ 85262  
USA  
Phone: (480)488-4589  
Alt. Phone: (630)258-3864  
Email:

### APPLICATION INFORMATION

Application Number: 218659  
Application Type: Agent Change ↔  
Created Date: 11/25/2022

### QUESTIONS & ANSWERS

#### 014 Club

- 1) As an Agent, will you be physically present and operating the licensed premise?  
Yes  
A Document of type TRAINING is required.
- 2) Is there a current Manager at this license premises disclosed to the Department with the current Basic and Management Training Certificate?  
No
- 3) Have you submitted questionnaires? Each person listed must submit a questionnaire and mail in a fingerprint card along with a \$22. processing fee per card.  
Yes
- 4) Does the Business location address have a street address for a City or Town but is actually in the boundaries of another City, Town or Tribal Reservation?  
No

PAUL CAMERON DELAWARE	ControllingMbr
ROBERT PHILIP HUEBSCH	ControllingMbr
DAVID ARTHUR THOMPSON	ControllingMbr
PHILIP ARNOLD PFAFFLY	ControllingMbr
SCOTT TAYLOR JONES	ControllingMbr
TIMOTHY BARTHOLOMEW REILY	ControllingMbr
DANIEL PORTER WILSON	ControllingMbr
JOHN R FEAGLER	ControllingMbr
ROBERT ALLAN COX	ControllingMbr
JOHN TERRANCE MURRAY	ControllingMbr

### **DESERT FOREST GOLF CLUB - ControllingMbr**

Name: JOHN R FEAGLER  
Gender: Male  
Correspondence Address: 39789 N OCOTILLO RIDGE DRIVE  
CAREFREE, AZ 85377  
USA  
Phone: (480)488-4589  
Alt. Phone: (480)200-2007  
Email:

### **DESERT FOREST GOLF CLUB - ControllingMbr**

Name: TIMOTHY BARTHOLOMEW REILY  
Gender: Male  
Correspondence Address: 7454 SIDEWINDER ROAD  
CAREFREE, AZ 85377  
USA  
Phone: (480)488-4589  
Alt. Phone: (480)488-2889  
Email:

### **DESERT FOREST GOLF CLUB - ControllingMbr**

Name: SCOTT TAYLOR JONES  
Gender: Male  
Correspondence Address: 7570 HAPPY HOLBORO DRIVE  
CAREFREE, AZ 85377  
USA  
Phone: (480)488-4589  
Alt. Phone: (480)361-4456  
Email:

### **DESERT FOREST GOLF CLUB - ControllingMbr**

Name: PHILIP ARNOLD PFAFFLY  
Gender: Male  
Correspondence Address: 7822 E STAGECOACH PASS ROAD  
CAREFREE, AZ 85377  
USA  
Phone: (480)488-4589  
Alt. Phone: (480)488-7419  
Email: