



# ‘How WE can improve Maywood’

## COMMUNITY SURVEY RESULTS

### SURVEY ANALYSIS REPORT

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Information contained in this report is intended to provide analysis of the Village of Maywood and the alignment of research with the peoples input relative to the village needs. The data was sampled throughout the four zones (1-4) in Maywood, IL. Further, Maywood residents volunteered to go door to door to make contact with residents and conduct phone interviews. The information was carefully gathered, analyzed and tabulated by a third party, University of Illinois Urbana Champaign department of statistics. This report should not be used in place of any professional advice. CLFC and EGI accepts no responsibility for any loss arising from any action taken by anyone using this material. The information contained herein this report is copy written and may not be used without express written permission of said owner CLFC or the EGI. All rights reserved©

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# Foreword

**CLFC** research has found the Village of Maywood, Illinois to be one of tremendous opportunity. In terms of economic prosperity as well as socio-economic growth. The research has further shown the consumer trade area to be one of affluence and a stable middle class. While Maywood, Illinois is rich in culture and is nestled in the middle of affluence, it has struggled with economic progress over the past decades. The flight of manufacturing and service oriented businesses had a substantial impact on the community. The lack of business revenue on the tax roll, the 2009 burst of the housing market and the subsequent great recession 2007-2009 has made it difficult for the village to recover. Since the great-recession, property values are rising again, per capita incomes have increased substantially and unemployment rates in the village have steadily dropped. Additionally, crime has fallen by double digits year/year since 2013.

This evidence is highly correlated to improved risk mitigation. Thus, the village is prime for economic growth. CLFC and EGI welcome investment organizations, developers, businesses and commercial and residential buyers to enter the market space with minimum threat(s).

A core strength of the Village of Maywood is its location having proper ingress, egress and regress for any resident or business that would desire such a premium location. Moreover, the village is accessible via air, rail and most all expressways. With multiple transportation paths, logistics can be seamless.

This report depicts how businesses could be properly supported by the village population of 24, 100 persons and the immediate surrounding areas of affluent communities boasting aggregate income in the billions with a total combined population of 150,000. Maywood, Illinois will demonstrate a high financial performance with a low cost of capital. While capital is at a minimal cost, profit margins are wider. New and reworked development(s) throughout the village will prove to be profitable ventures. New acquisitions aimed at developing housing, hospitality, culture, conservation and residential space should provoke positive response to said research. This report should conclude with favorable opinions to its residents and those who are likely to gain sizeable profits as investors.

**CLFC Research** has found that consumers in the trade area are more likely to visit, purchase, live and refer friends and family to well developed areas as such. Additional findings are depicted in the EGI “How WE can improve Maywood” survey- October 2016. Published March 2017 contained herein\*



## **How “We” can improve Maywood Illinois Survey**

### **Community and Economic Growth Initiatives Survey Results**

The following report summarizes the results of the Economic growth Initiatives’ - “How We can improve Maywood Illinois survey. The survey was an inclusive survey of which approximately 268 Maywood residents and businesses participated. The residents and businesses were sampled from all zones in the village. Zones 1-4 **October 2016**. The survey sampled a vast demographic where ten main objective questions were asked and the participants had an opportunity to provide input in comment sections of the survey. The results of this survey will be made public and will be used to identify economic, social and cultural development preferences and opportunities throughout the village. Additionally, the Economic Growth Initiative- EGI will use the results to attract value based goods and services (utilizing sustainable business model methodology) to build up Maywood, Illinois and create a thriving community.

This reports begins with historical detail of Maywood, Illinois and pertinent statistics related to the consumer trade area and economic development opportunities.

While there were 268 people who participated in the ten question survey, many participants took the time to provide additional input in the "comments" section of the survey.

The results of this survey will be used to identify community preferences and potential opportunities for Sustainable Economic Growth and Development throughout the village.

#### **The results format of the survey is divided into five parts**

1. Background
2. Risk management analysis and implications
3. Demographic Summation
4. Resident information
5. Analysis and evidence

#### **Additional input**

##### **Qualitative Results:**

Is a grocer necessary in Maywood, Illinois (which grocers are preferred?)

Are you aware of the historical significance of Maywood, Illinois?

What is Maywood’s greatest asset?

## Maywood's background

Maywood was chartered in 1869 and formally organized in 1881 by its founder Colonel William T. Nichols and named after his deceased daughter May. The Maywood Company (seven men from Vermont) formed and developed the village.

Today, Maywood is a very diverse community where cross culturalism works. It is approximately 74% African American, 20% Hispanic and 4% Caucasian, 1% mixed race, 004% Asian, .006% Native American. The races are spread out throughout the towns' four zones (1-4).

The village is rich in celebrity boasting numerous marked accomplishments. Just to name a few:

- ✦ The High Schools Proviso East High and The Proviso Math and Science Academy has graduated several Ivy League Students
- ✦ [Sheila Crump Johnson](#), Co-founder of BET, WNBA,NBA, NHL owner, Hospitality space owner, Documentarian
- ✦ [Eugene Cernan- NASA Astronaut](#)- Graduate of Proviso East High School
- ✦ Naima Adedapo, singer
  
- ✦ Harry Julian Allen, director of NASA Ames Research Center
- ✦ Barbara Berger, catcher in the All-American Girls Professional Baseball League; sister of Norma Berger
- ✦ Norma Berger, pitcher in the All-American Girls Professional Baseball League; sister of Barbara Berger
- ✦ Donnie Boyce, Atlanta Hawks basketball player
- ✦ Jim Brewer, professional basketball player
- ✦ Dee Brown, professional basketball player
- ✦ Shannon Brown, professional basketball player
- ✦ Ray Buchanan, professional football player
- ✦ Eugene Cernan, astronaut
- ✦ Bill Donovan, pitcher for the Boston Braves
- ✦ Todd Dulaney, gospel musician
- ✦ Michael Finley, professional basketball player
- ✦ Dennis Franz, actor
- ✦ Fred Hampton, Black Panther
- ✦ Jackie LaVine, Olympic bronze medalist
- ✦ Ray Nitschke, professional football player, Hall of Famer
- ✦ Walter "Walt" Parazaid, saxophonist for rock group, Chicago
- ✦ John Prine, folk singer and songwriter
- ✦ Doc Rivers, professional basketball player and NBA head coach
- ✦ W.A. Yackey, decorated WWI pilot, 1920s aviator and final owner of Checkerboard Field
- ✦ Numerous Doctors
- ✦ Numerous Attorneys
- ✦ Numerous CPA professionals
- ✦ Numerous MBA professionals
- ✦ Numerous PhD EdD professionals
- ✦ Numerous Educators and Entrepreneurs

Maywood, Illinois is approximately 15 minutes west of Chicago, Illinois. The municipality is uniquely nestled in between some of the most affluent suburbs in the Chicagoland area. The entire consumer trade area boasts \$6.6 billion in total expenditure demand. Of the neighboring communities, which includes River Forest, Oak Park, Forest Park and Melrose Park- the aggregate income is approximately \$4.5billion and approximately 150,000 residents. The median age is 39 years old and the median income is \$78,000. The communities are very well established communities most over one hundred years old where homeownership is high. Further, the communities are rich in culture, history and are all great tourist hot spots. The communities are diverse in ethnicity, age, gender and profession(s).

**Metropolitan Consumer Expenditures** (according to the Bureau of Labor Statistics- BLS 2015) is as follows:

Average Expenditures= \$55,978.00 up 4.6% from 2014

Consumer units before tax income= \$67,627.00

According to the Economic Research Service/USDA 2016 “Nearly a third of the U.S. food dollar is spent on eating out services.”

8% Food outside of home

3.8% Food at home

In the consumer trade area over \$1.34billion is spent on eating and drinking retail (pubs, restaurants etc.) alone.

**Maywood’s total aggregate income** is approximately \$404,000,000 which suggests, the village’s income is significantly above the poverty line.

### **Geographic advantages**

**Maywood, Illinois is approximately 2.72 square miles**

There is no direct border to the city of Chicago yet there is proper ingress, egress and regress to any transportation source- highway, rail, and airport making logistics seamless for any business or resident to enter, exit or return.

### **Maywood, Illinois is a majority Christian faith based community**

There are in excess of 65 churches in Maywood. Of the 65 churches, there are approximately five key pillar churches that have been in existence for over 100 years. Given the churches ties to the community at large, the church tends to many socio-economic initiatives to make connections to the residents in the community and work on missions to improve the community at large. The churches offer programs and assistance in the following areas:

- Summer programming- Vacation Bible School- Camps
- Youth Mentorship
- Christian Training
- Education Scholarships
- Work Force Job Training
- Crisis Counseling
- Food Pantries
- Crisis Center Housing
- Senior Living Activity
- Rent/Utility Assistance
- Cross Functional Christian Community Programs
- Miscellaneous Ministries- Mission trips etc...

Due to the community faith base foundation there is a collective sense of community pride and emotional familiarity, kinship and friendship. Further, the churches have several generations of Maywood families that attend and participate in church and community events regularly.

## **Risk Mitigation Assessment:**

It is likely that crime will have to be examined as part of the risk management assessment. Key buying criteria related to owning a home and making frequent visits to a tourist hotspot is- how well crime is managed and whether threats and risks to enter such market(s) and areas are low.

The Village of Maywood, Illinois has had a negative perception relative to crime in years past. However, crime has significantly decreased year/year according to the \* **Maywood police annual reports 2011-2015.**

### **The Maywood Police Mission Statement:**

It is the mission of the Maywood Police Department to improve the quality of life in the Village of Maywood by delivering professional and progressive law enforcement service in partnership with the community.

### **Values:**

The Maywood Police Department will deliver services to the Village of Maywood through a multi-faceted approach to resolve problems while maintaining a value system centered around respect, integrity, transparency and Constitutional equality.

Since 2011- 2015 the Village' crime rates have drastically dropped\* Maywood Police Department Annual Report

- Overall the Village has experienced an 8% decrease in call activity
  - Double digit reduction in burglaries
  - Double digit reduction in thefts
  - Homicide rates are less than 10 on average since 2011
- And there has been 1 arson case reported in the Village 2011-2015

The lower crime rates could make Maywood, Illinois desirable to visit and purchase new property, whether it be commercial or residential. Additionally, as the neighborhood and village welcomes new home development, greater goods and services. This new mix of development will enhance the villages appeal to a broad based consumer. The new consumer draw will be a major economic growth trend in cross culture tourism. As the community gentrifies, subsequent home values will rise in value and the village could become one of the most desirable places to live, shop and visit in the Chicagoland area.

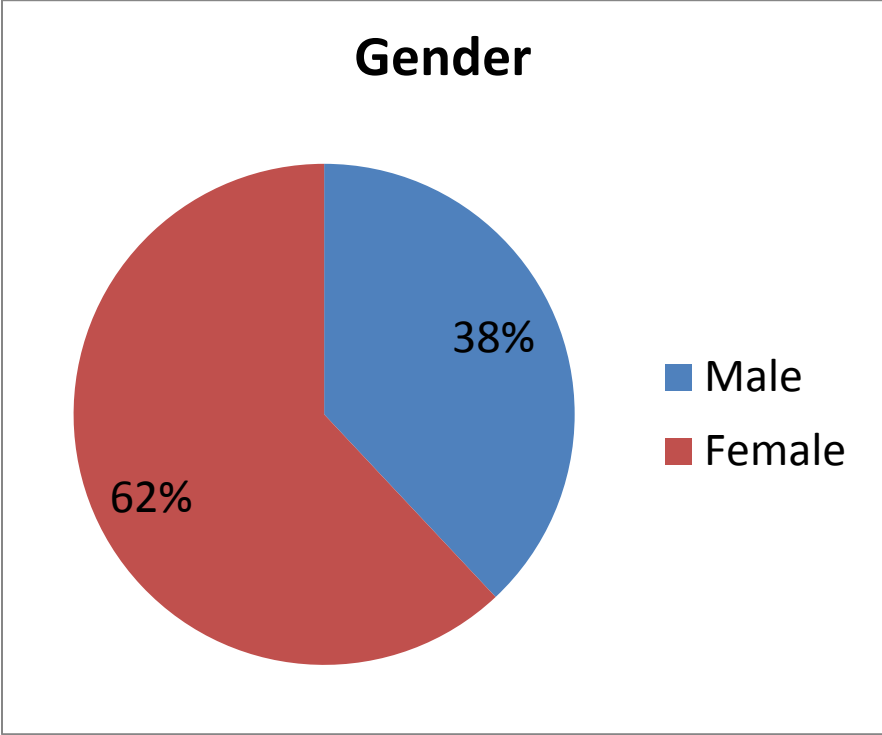


## **Wide Spread Impact**

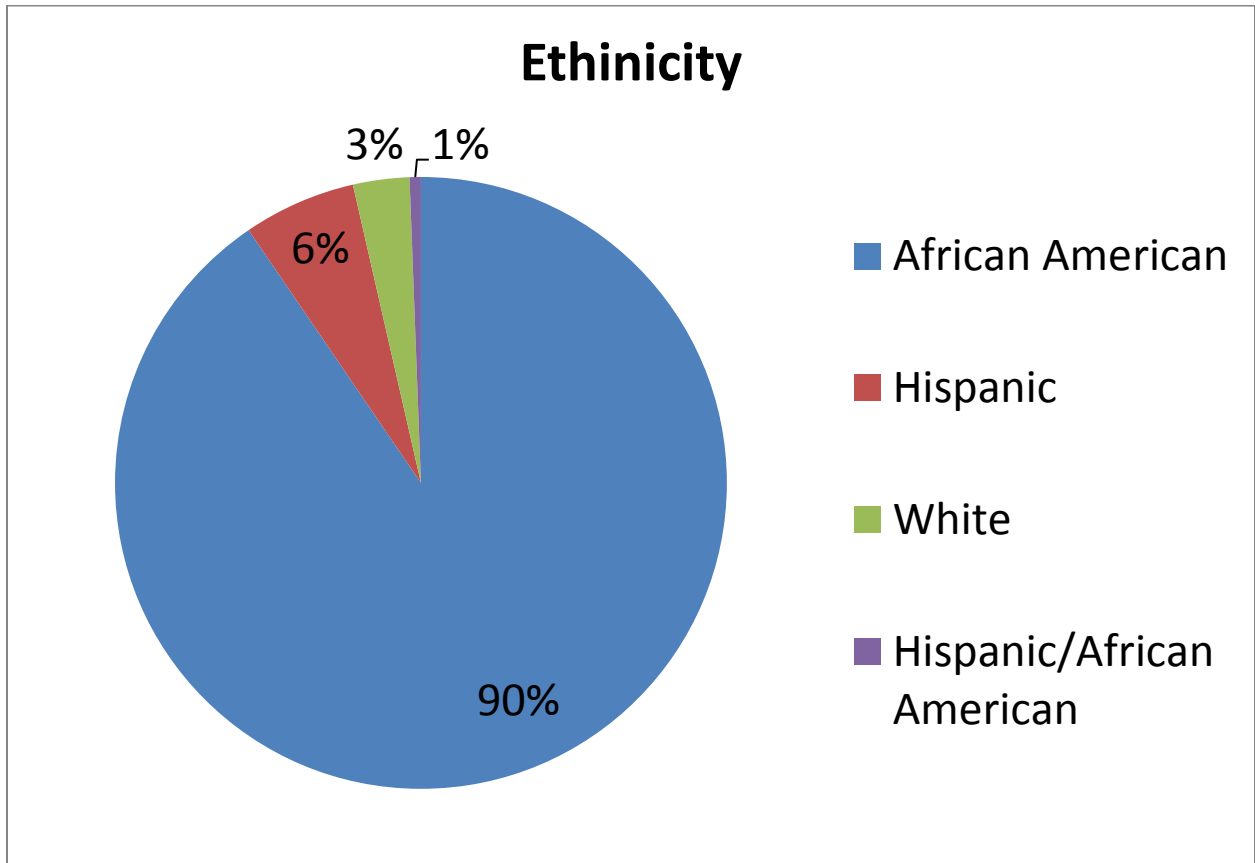
Effective risk management processes should be effectively planned and implemented by prospective residents and businesses including but not be limited to proper insurance and normal security vigilance. Normal to moderate vigilance is expected due to the close proximity of higher urbanized areas such as Chicago, Illinois.

### DEMOGRAPHIC Information Summarization

The gender of the survey respondents was mostly balanced, with slightly more women than men responding.



**Ethnicity- Survey sample ethnic component**



## **Income**

While the income levels in 2010 (recession) were lower than usual, Maywood hit an abysmal poverty rate that encapsulated 29% of its entire population. However, today there are over 8,800 housing units and unemployment has significantly decreased. At the height of 2009's unemployment in Maywood was 15.9%. In 2011 the unemployment rate was 19.1%. To date the unemployment rate is 8.1% versus 4.7% nationally. Youth unemployment (16-24yr olds) still remains problematic at roughly 21%. Youth makes up approximately of 19% of the population.

Comparatively, incomes have risen as well. In 2010, the per capita income was \$17, 657.00 which was 37% less than income in the trade area (\$24,140.00). To date per capita incomes have risen 15% to approximately, \$20,100.00 on average. Men make slightly more than women at \$21,269.00 to \$ 18,633.00 (women). The total median household income is: \$42,298.00.

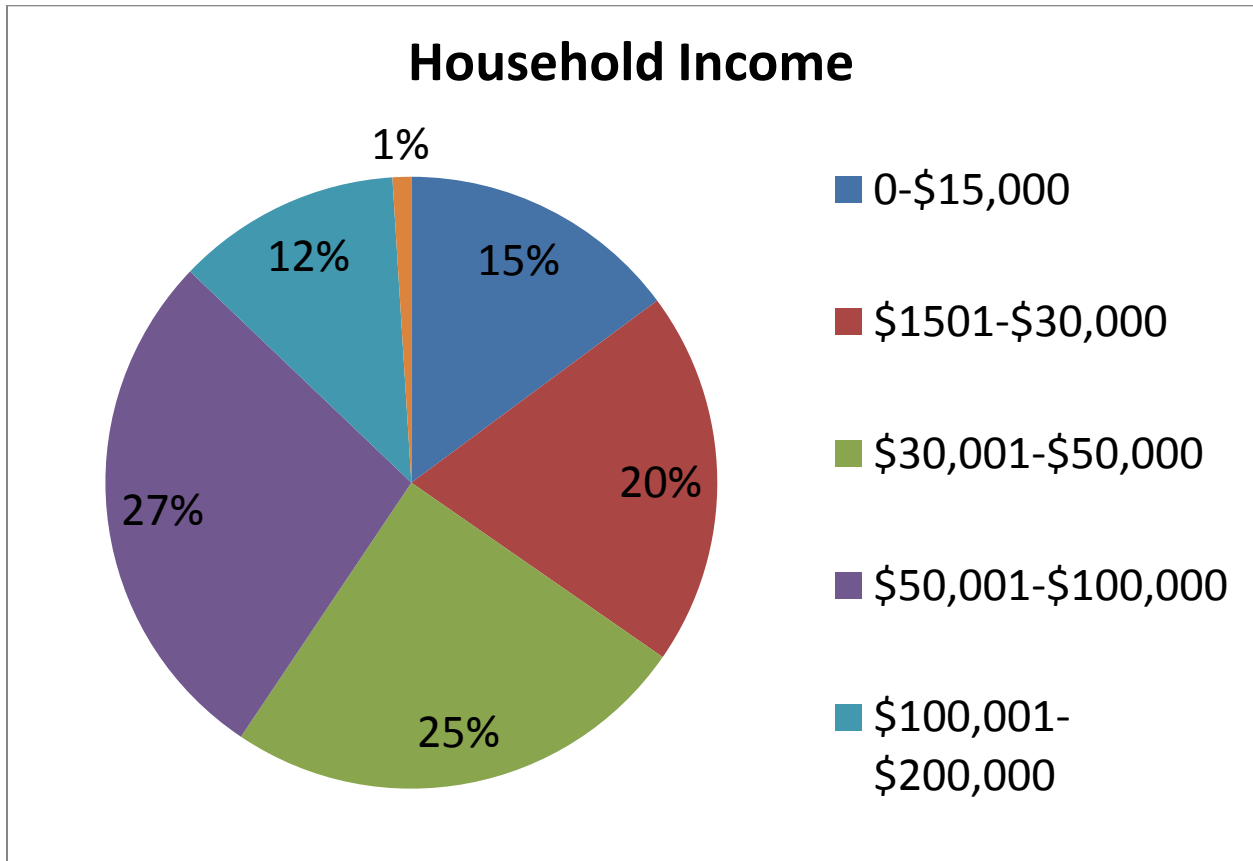
**Of the 8,800 households there are over 6,100 (64%) households that are significantly above the poverty line with incomes in excess of \$30,000 to \$250,000 in income. More specifically, there are over 400 households that exceed \$200,000.00 in household income.**

The total combined aggregate income of Maywood, Illinois is slightly in excess of \$404,000,000.

**Maywood's average income is well above the poverty line**

**The survey income sample results**

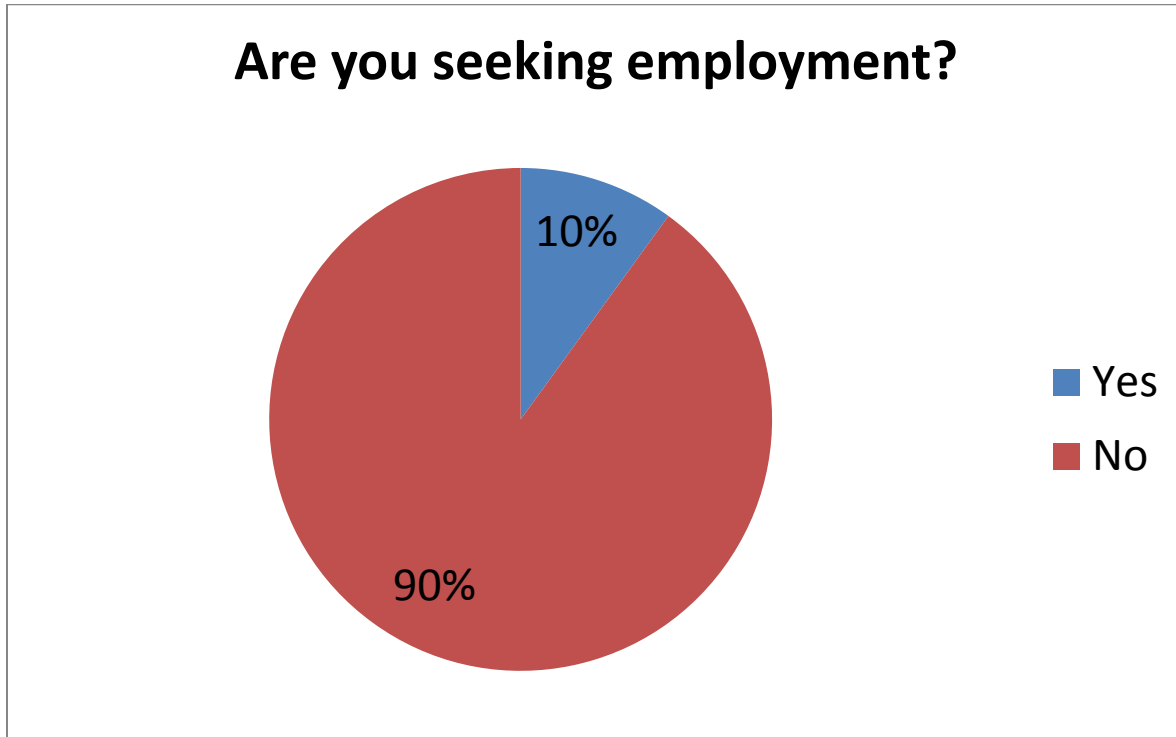
64% had incomes between \$30,000 and \$200,000.00 which is on par with statistics outside the survey



## Employment

When asked, “Are you currently seeking employment?”

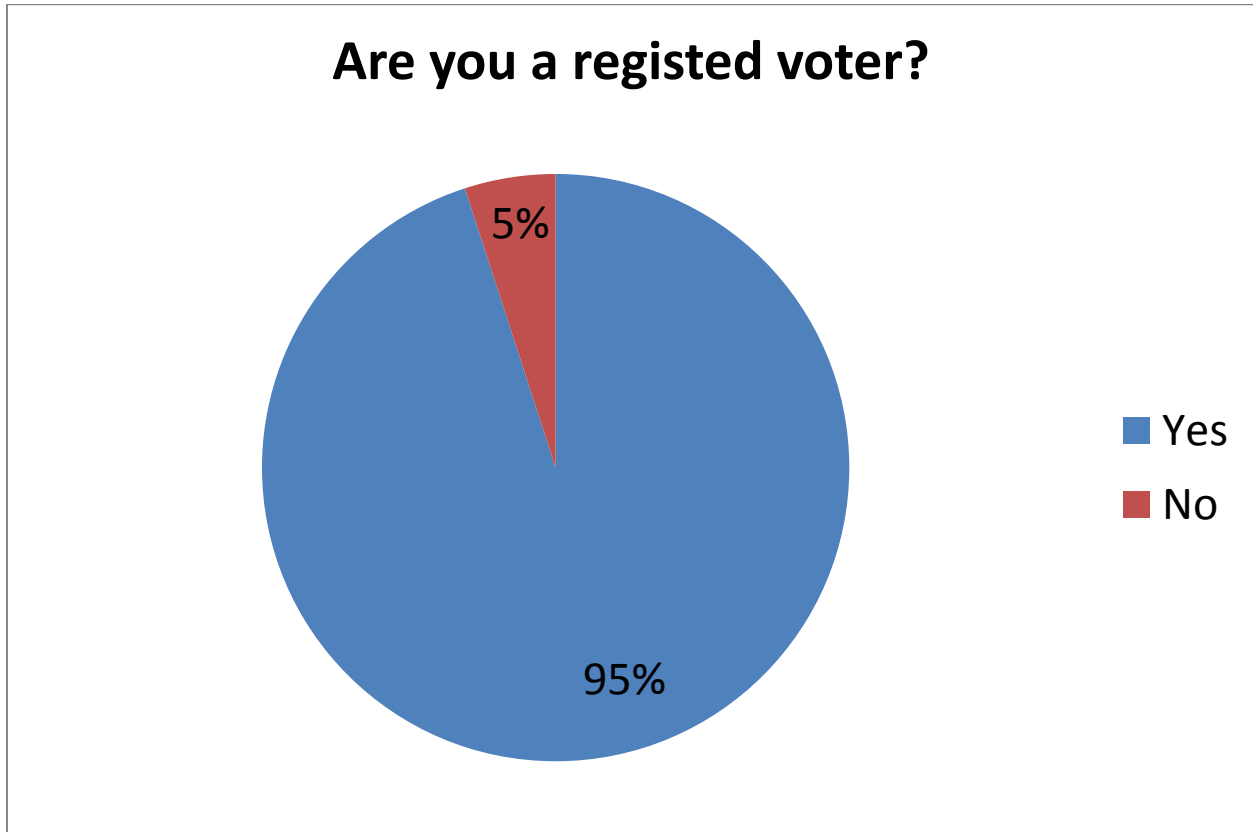
The results indicate that 90% of our sample were not looking for employment. Ten (10%) of the sample were seeking employment.



The findings correlate with labor statistics that depict a significant drop in unemployment post-recession and economic recovery up to 2015 for Maywood, IL.

### Registered Voters

Results of the survey indicate, 95% of the residents sampled are registered voters. Five (5%) of the residents responded they were not registered voters.

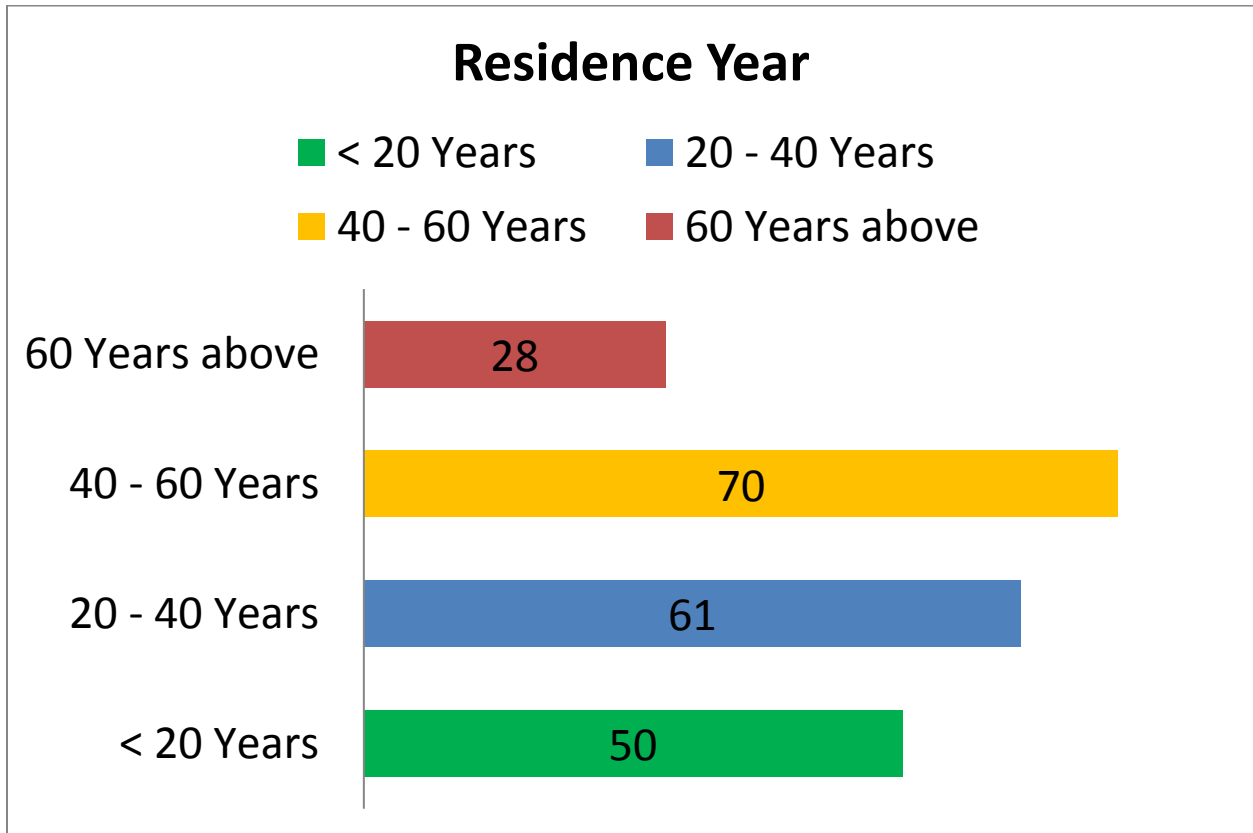


### Findings and correlations:

A significant number of respondents who are registered voters (95%) were not seeking employment (90%).

## Residency

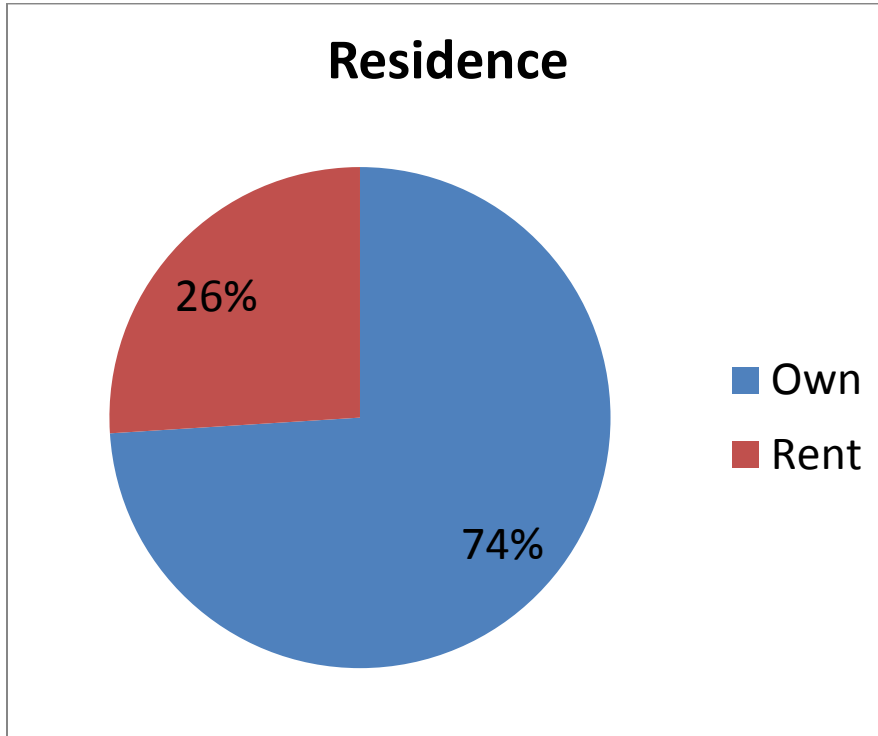
How many years of residency?



Although all sampled residents did not answer this question, the majority did depicting the results above.



**Rent or Own?**

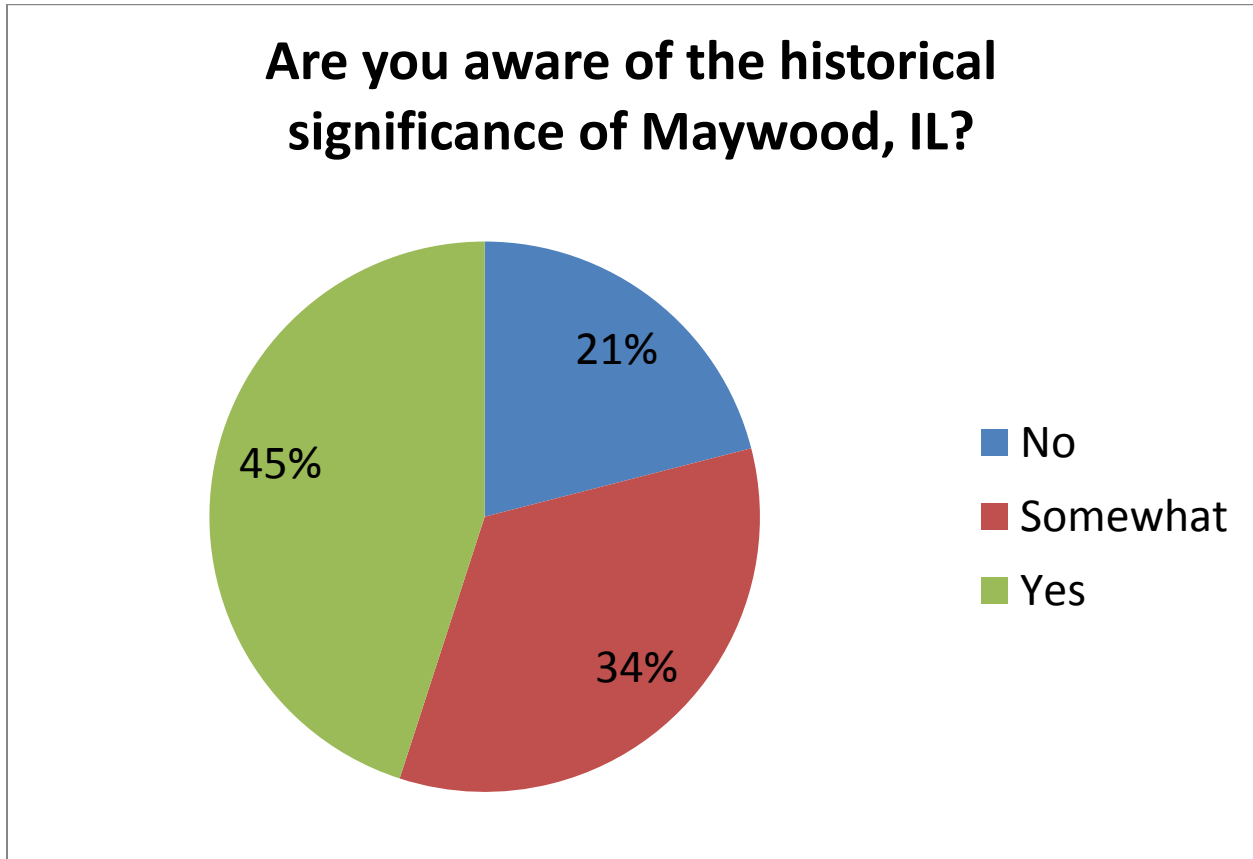


Results of the survey indicate that 74% of resident respondents own their own homes. Twenty six (26%) of the resident respondents do not own their homes.

**The residential information overall-** contained in this survey indicates a strong correlation to a majority of households being employed with twenty plus years of residency in home ownership.

### Awareness of Maywood's Historical Significance

When asked, "Are you aware of the historical significance of Maywood, IL?" the results are as follows:



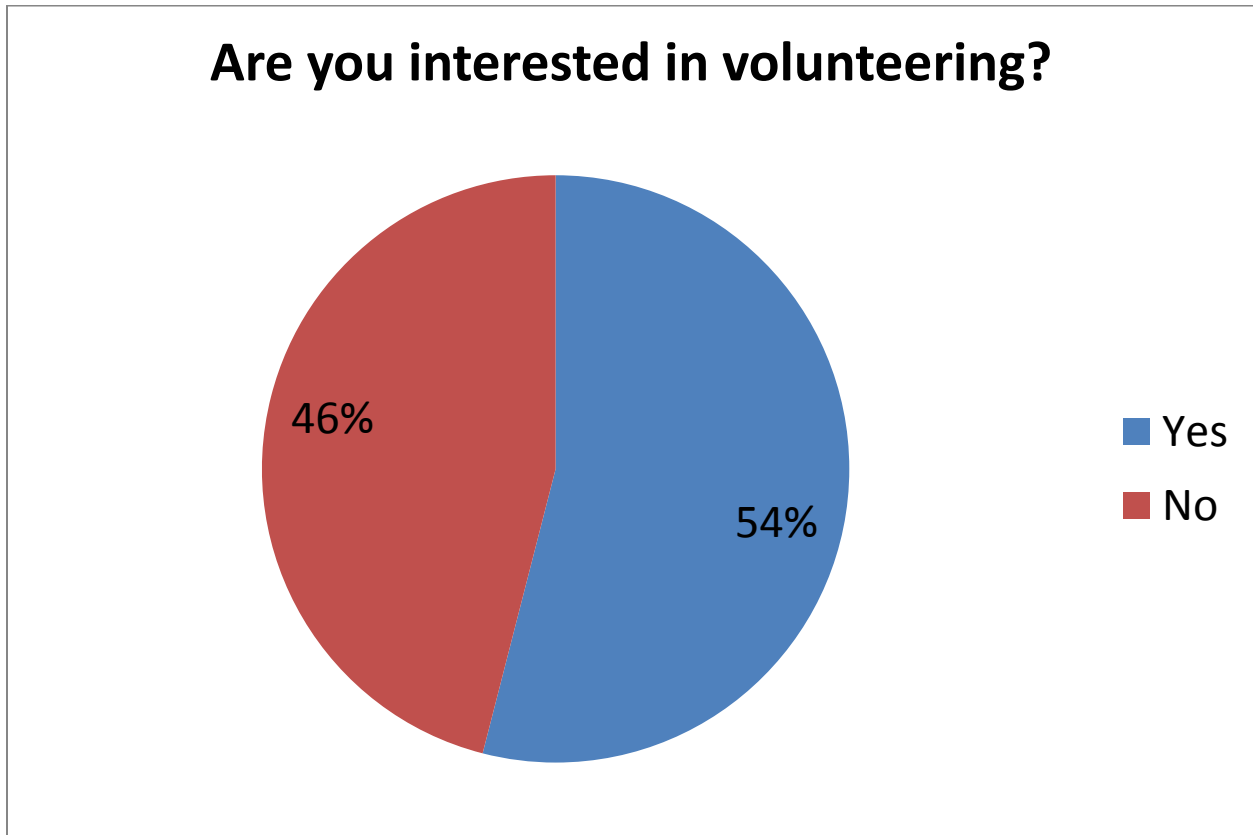
Results of the survey indicate, 45% of the resident respondents were aware of the historical significance of Maywood, IL. Thirty four percent (34%) were somewhat aware and twenty-one (21%) of the respondents were not aware of the historical significance of Maywood, IL.

#### Findings and correlations:

Household income had a significant impact on knowledge of Maywood's historical significance. The higher the income, the more awareness of the historical significance.

## Volunteering

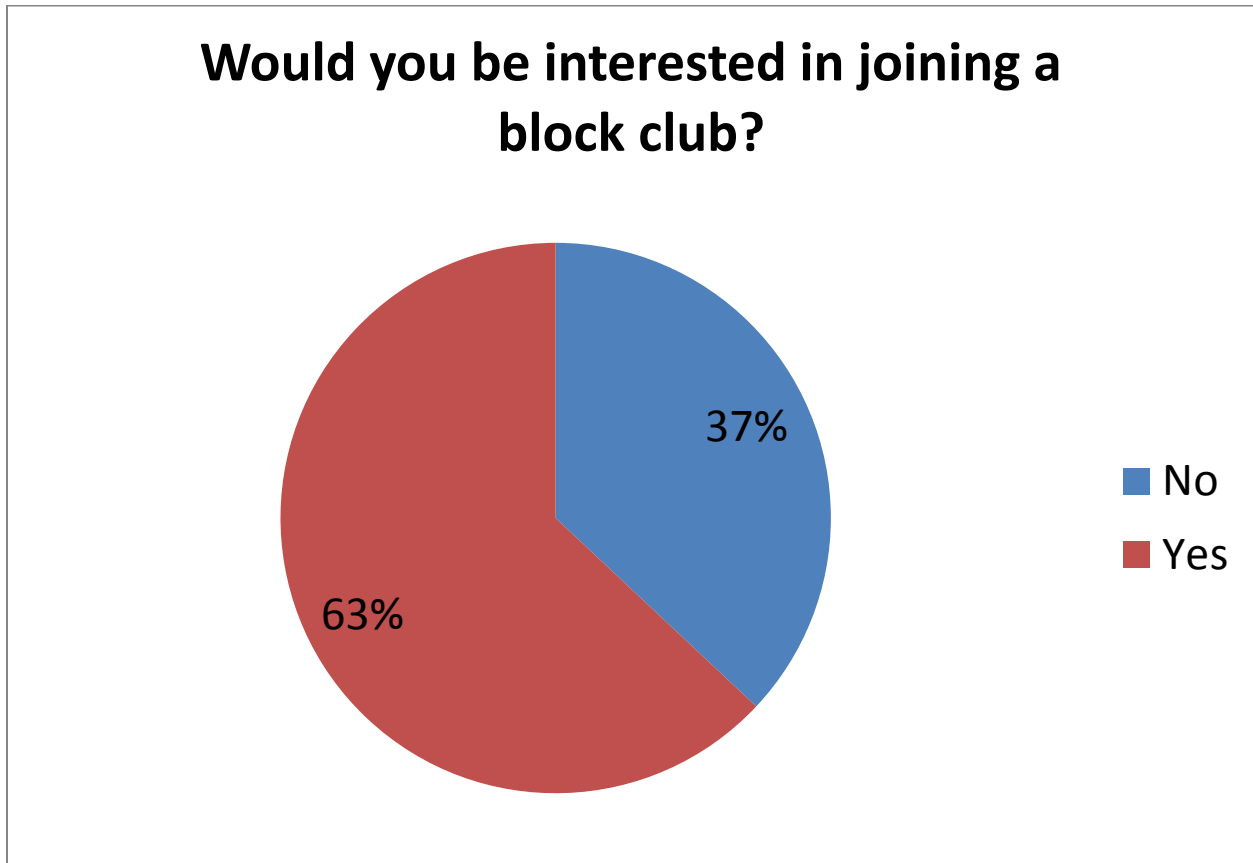
“Are you interested in volunteering?”



Results of the survey indicate, 54% of the resident respondents are interested in volunteering. Forty-six (46%) are not interested in volunteering.

### Block Club Interest?

“Would you be interested in joining a block club?”



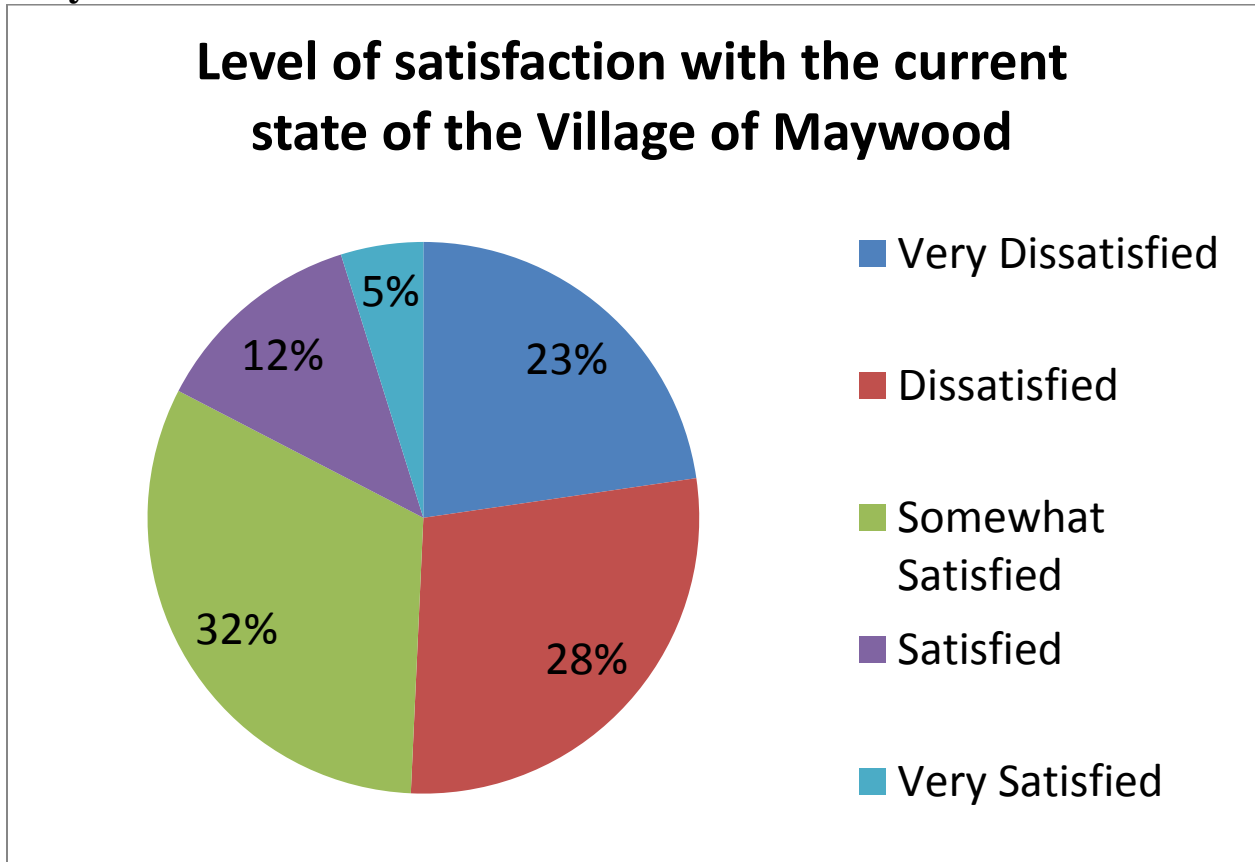
Results of the survey indicate, 63% of the resident respondents would be interested in joining a block club. Thirty-seven (37%) were not interested in joining a block club.

#### Findings and correlations:

Maywood currently has five active block clubs. Although a significant percent of resident respondents are interested in joining a block club, there is no established leadership to do so.

**As a result of the survey response to block club participation, The Economic Growth Initiative-EGI has begun to solicit and form block clubs throughout the community.**

**Q1. Level of satisfaction with the current state of the Village of Maywood.**



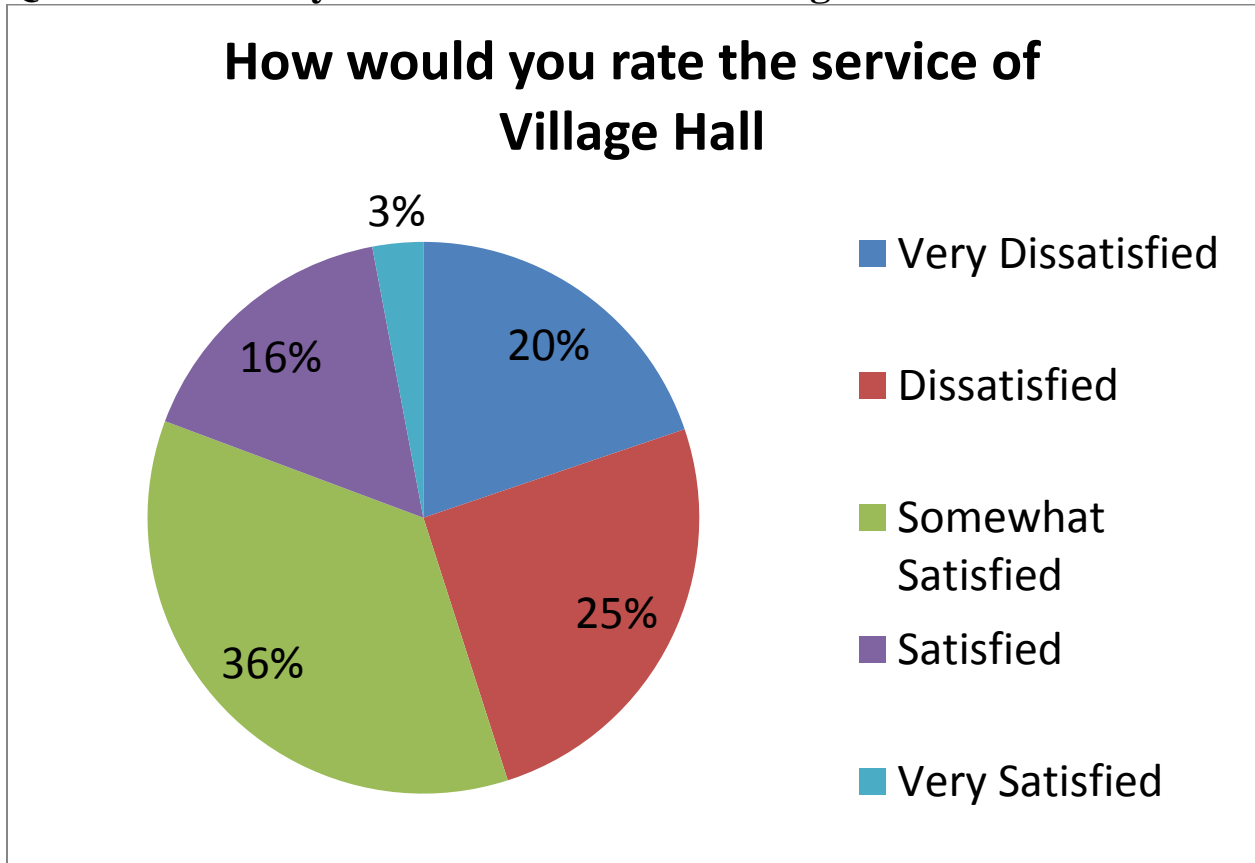
## Q2. What is Maywood's greatest challenge?

<b>EDU</b>	<b>Jobs</b>	<b>Housing</b>	<b>Parks/Recreation/Entertainment</b>	<b>shopping</b>
2.05	2.06	3.12	4.01	3.43

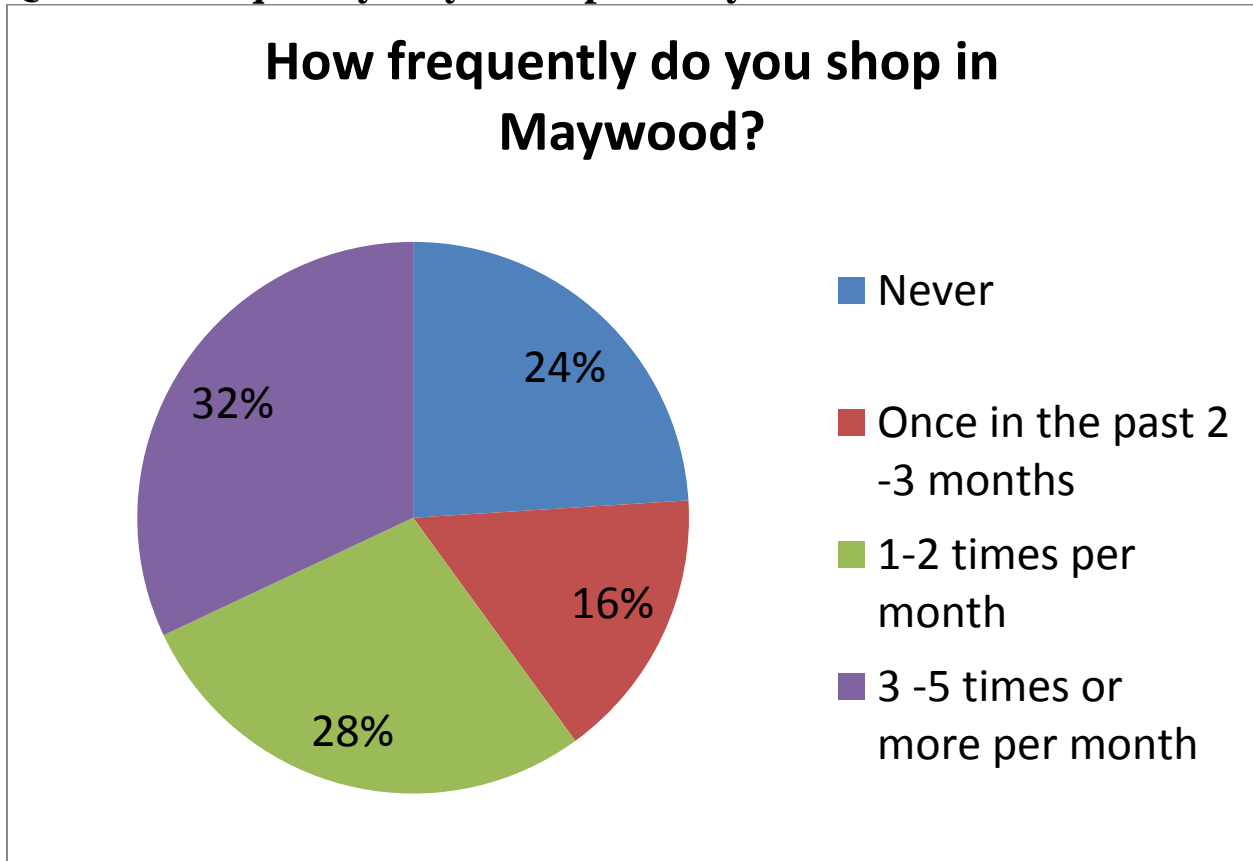
### **Findings and correlation:**

The results indicate that people think **Education and Jobs** are the most challenging, followed by Housing, Shopping and Parks/Rec/Entertainment.

**Q3. How would you rate the service of Village Hall?**



#### Q4. How frequently do you shop in Maywood?

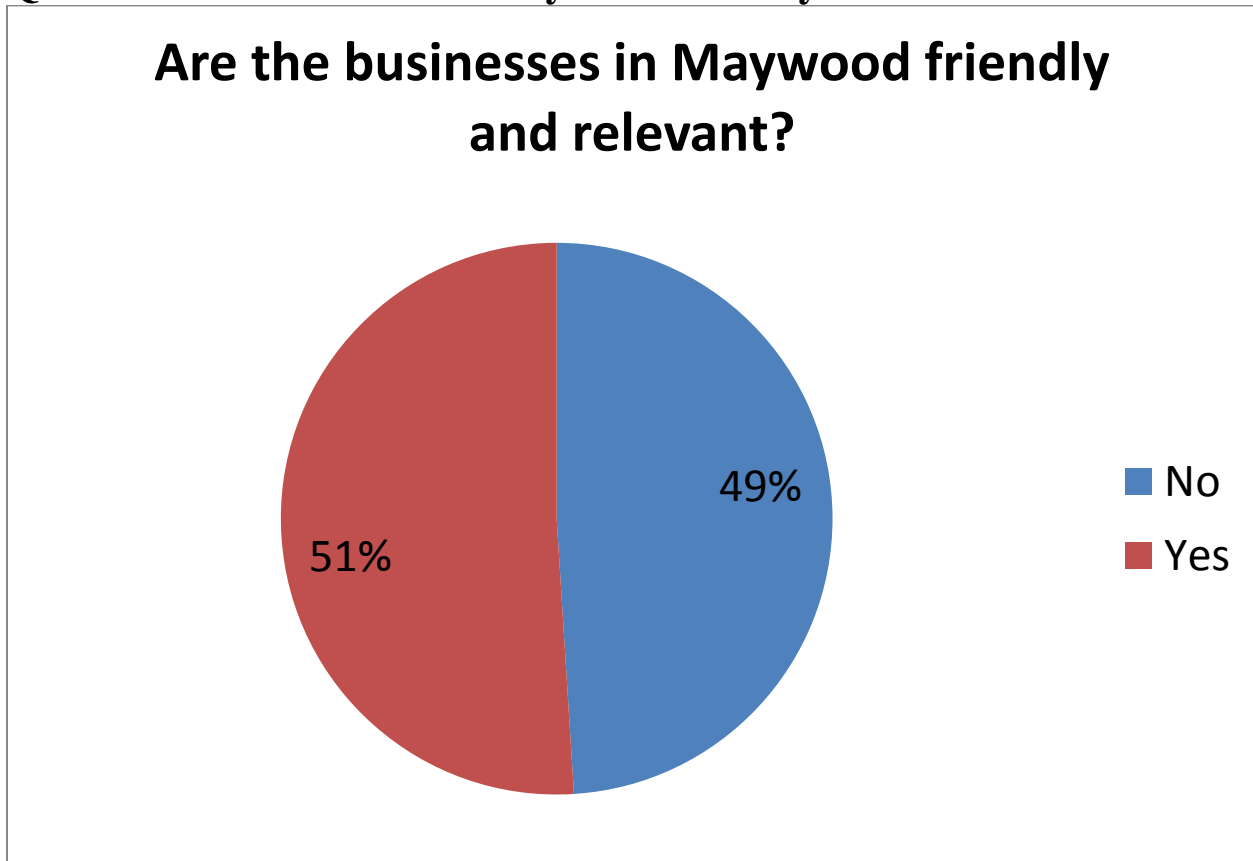


**Findings and correlation:**  
Gender has significant effect.

**Females** tend to **shop more frequently** and the **majority 86% of respondents shop in the community** versus 24% that stated they never shop in the community.



**Q5. Are the businesses in Maywood friendly and relevant?**



From a Chi-square statistical test, we found that **Residence** (p-value=0.031) has a significant effect on this response.

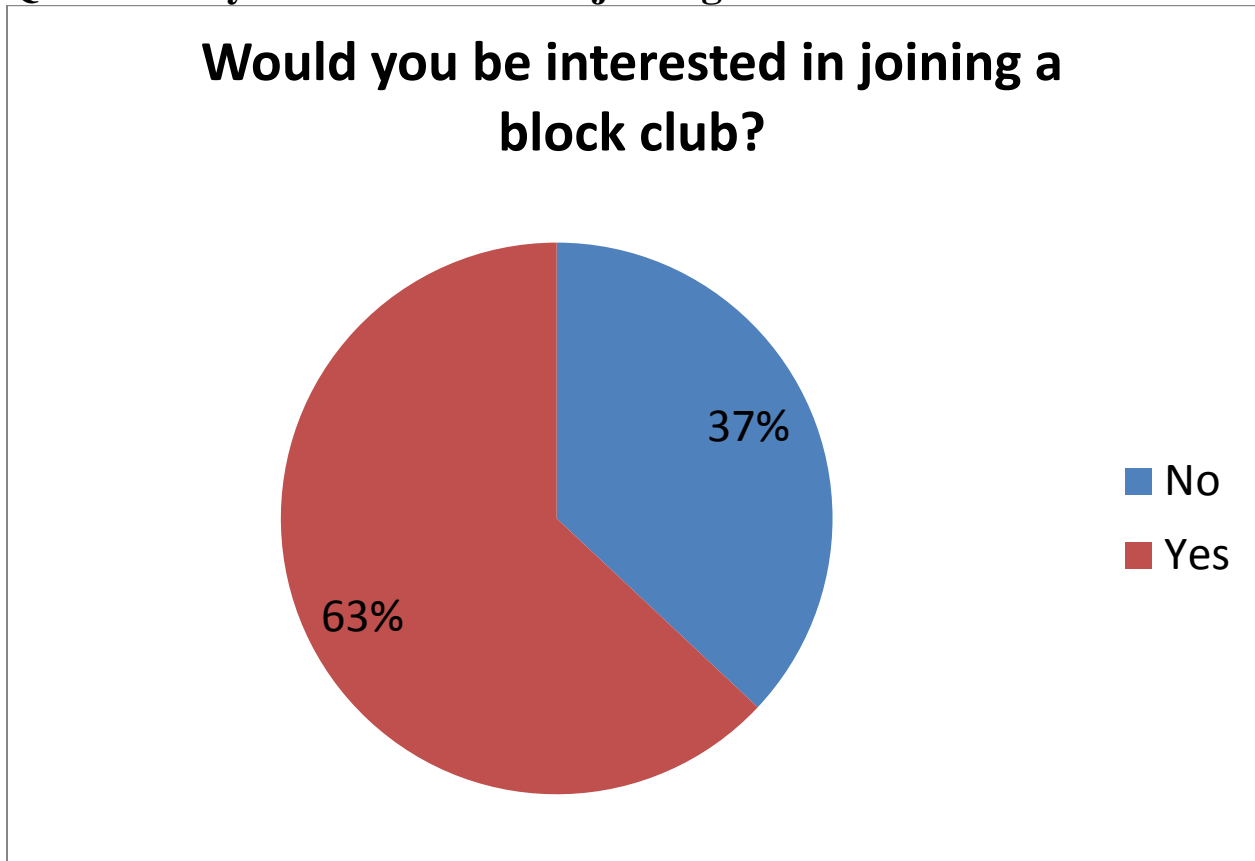
**For residence of “Rent”, we have significantly higher rate of “Yes ” responses (65.4%) compared to residence of “Own” (44.6%).**

Findings and correlation:

Renters found the businesses in Maywood more relevant compared to residents that owned their homes. Additionally, the higher the income levels of residents, the less relevant the business(es)- which indicates higher income residents shop elsewhere. However, most all residents found some value in existing businesses in the village.

Although the Block Club analysis has been qualified and quantified, it is important to note its place as our sixth question in the survey.

**Q6. Would you be interested in joining a block club?**



### **Q7. What should be the top economic priorities of Maywood?**

The calculated average scores for each category:

<b>Jobs/SmallBusinesses</b>	<b>Grocery Stores</b>	<b>Arts Humanities</b>	<b>Restaurants</b>
<b>/Manufacturing</b>			
1.39	2.06	3.49	2.95

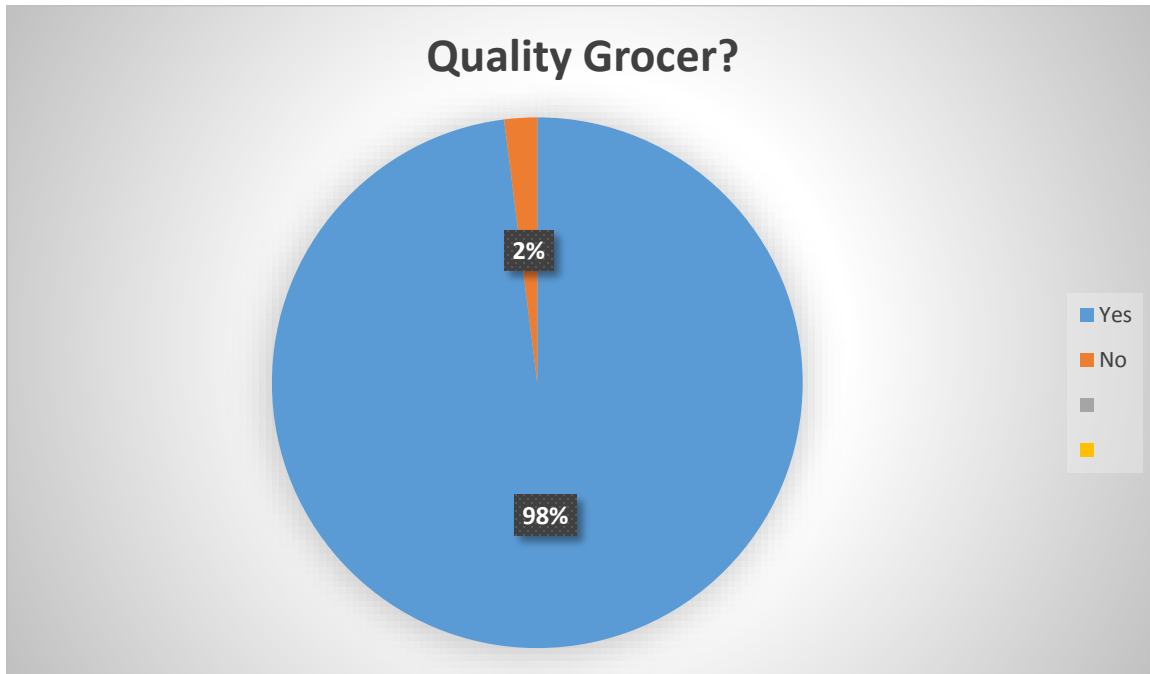
A p-value <0.001 from the ANOVA test implies significant differences among the scores of those four categories, indicating that people think **Jobs/Small Businesses/Manufacturing** are of the utmost priority and **Grocery Stores** are of **secondary importance** followed by Restaurants and Arts & Humanities.

#### **It is important to note:**

The residents scores (tabulations) indicate all four categories bear some significance to what Maywood's top economic priorities should be.

### **Q8. Would you support a Quality grocer in Maywood?**

**This question came in at an overwhelming 98% YES!**

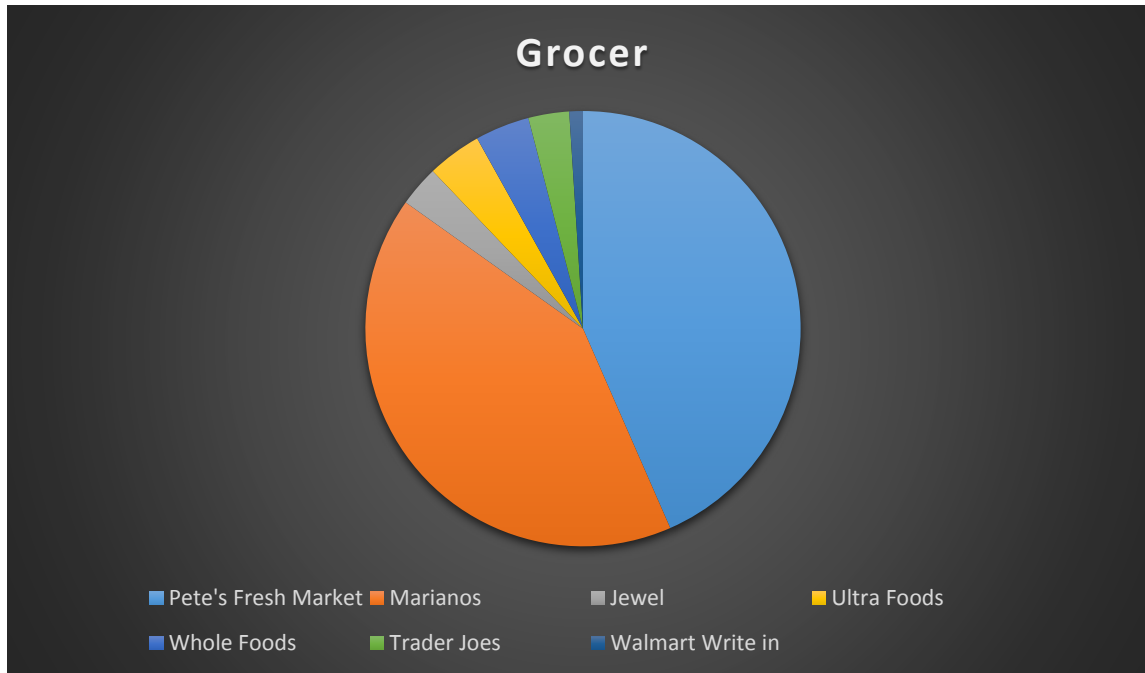


**The key word for many was a Quality Grocer store. When asked which grocers they would support, the respondents were given a list of area quality grocers (below) and ranked the grocers in terms of their preference.**

- Pete's Fresh Market
- Mariano's
- Jewel
- Ultra Food's
- Whole Foods
- Trader Joe's

**Results of which grocer would they support:**

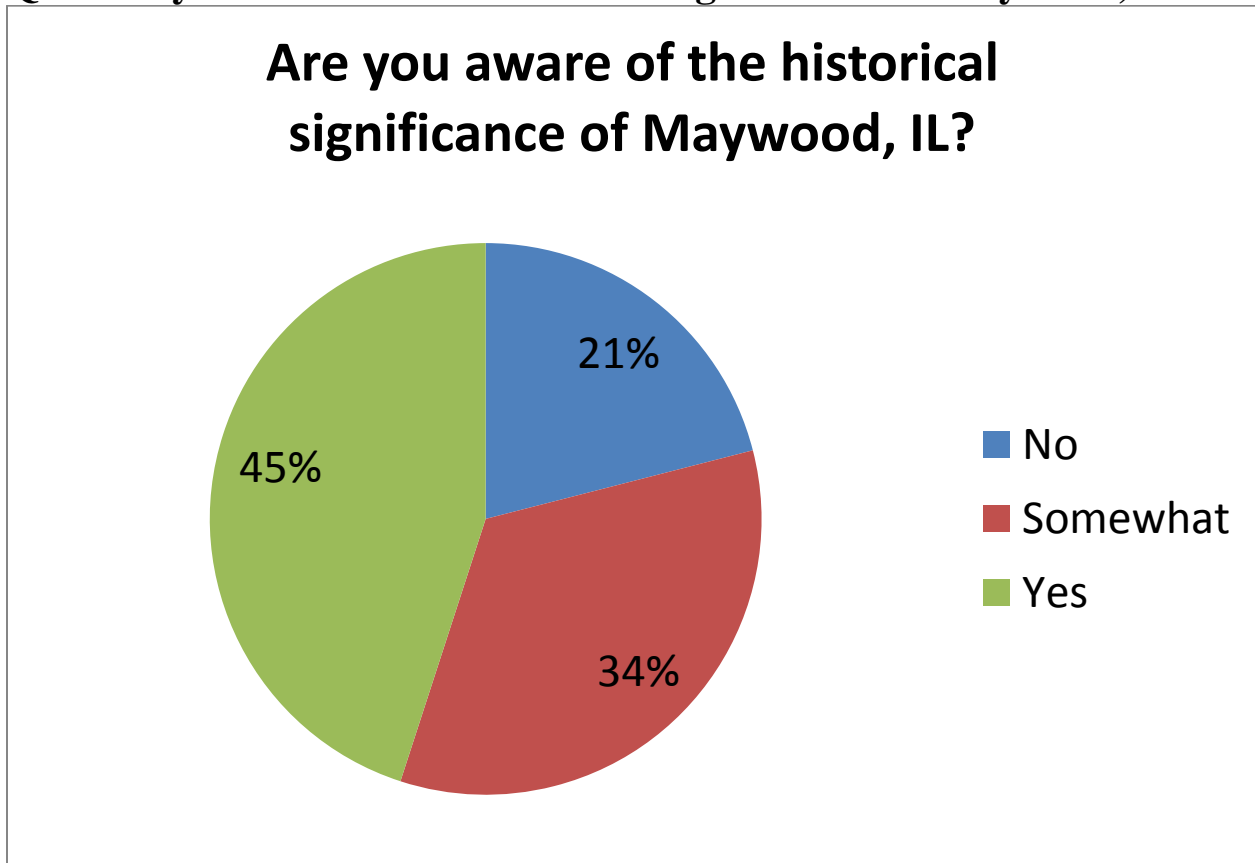
**Marianos and Pete's** were Top of the stack rank at **85%**



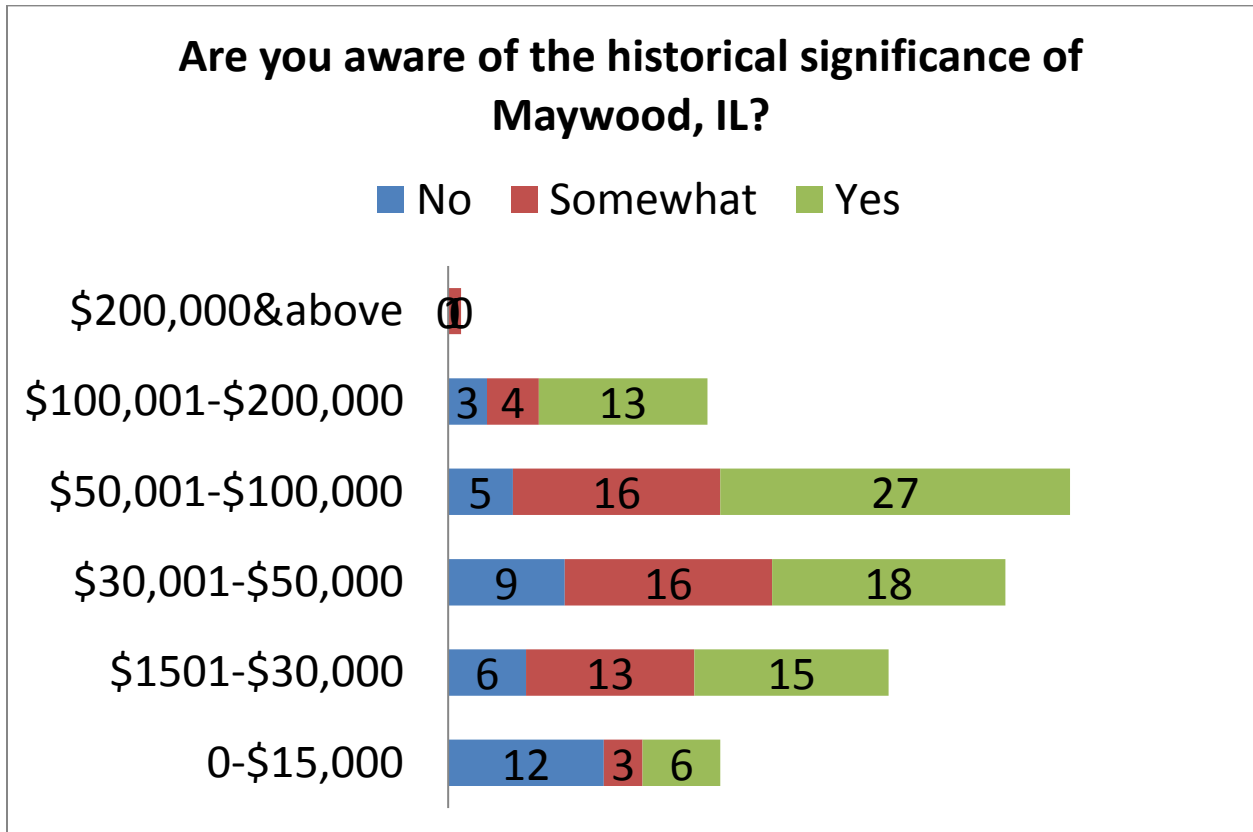
The remaining **15%** were divided **between four stores** and **one respondent wrote in Wal-Mart**. **Many respondents stated they did not shop at the Aldi in town** or they shopped the Aldi at a low frequency. **Since the survey**, the Aldi grocer has moved (December 24, 2016).

Although question nine (9) was qualified earlier it is important to note, question nine (9) should follow in sequence of the survey question flow. Additionally, all respondents did not feel obliged to answer this question.

**Q9. Are you aware of the historical significance of Maywood, IL?**

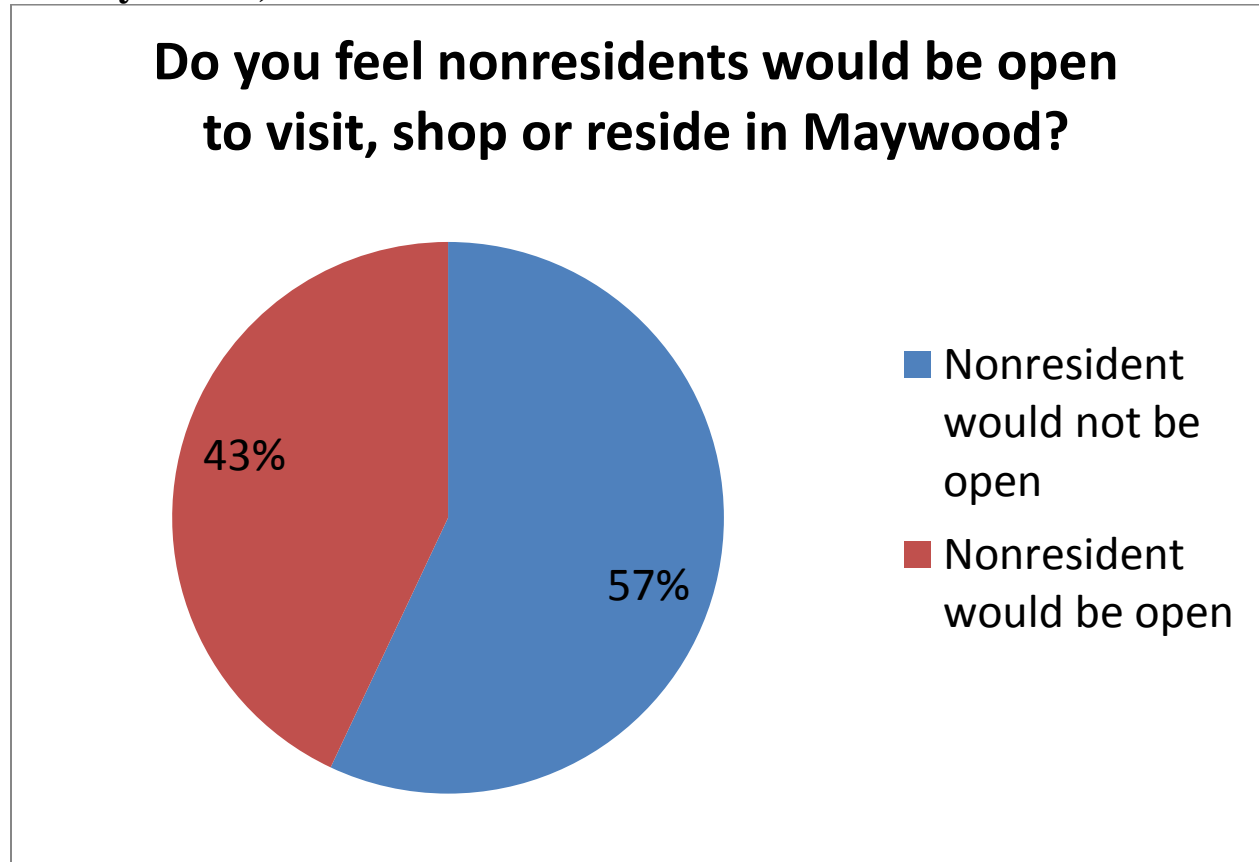


Household Income has significant effect on this response, with p-value=0.004.



**The higher the household income is, the more awareness of the historical significance.**

**Q10. Do you feel nonresidents would be open to visit, shop or reside in Maywood?)**



**Findings and correlation:**

Most respondents indicated that Maywood is currently not a good destination for visitors and most non-residents would not be open to visit or shop due to lack of goods and services available.



**The Last Qualitative (unnumbered/optional) Question:**

When asked, **“What is Maywood’s greatest asset?”**

35% stated “The People or People in the Community, Neighbors.”

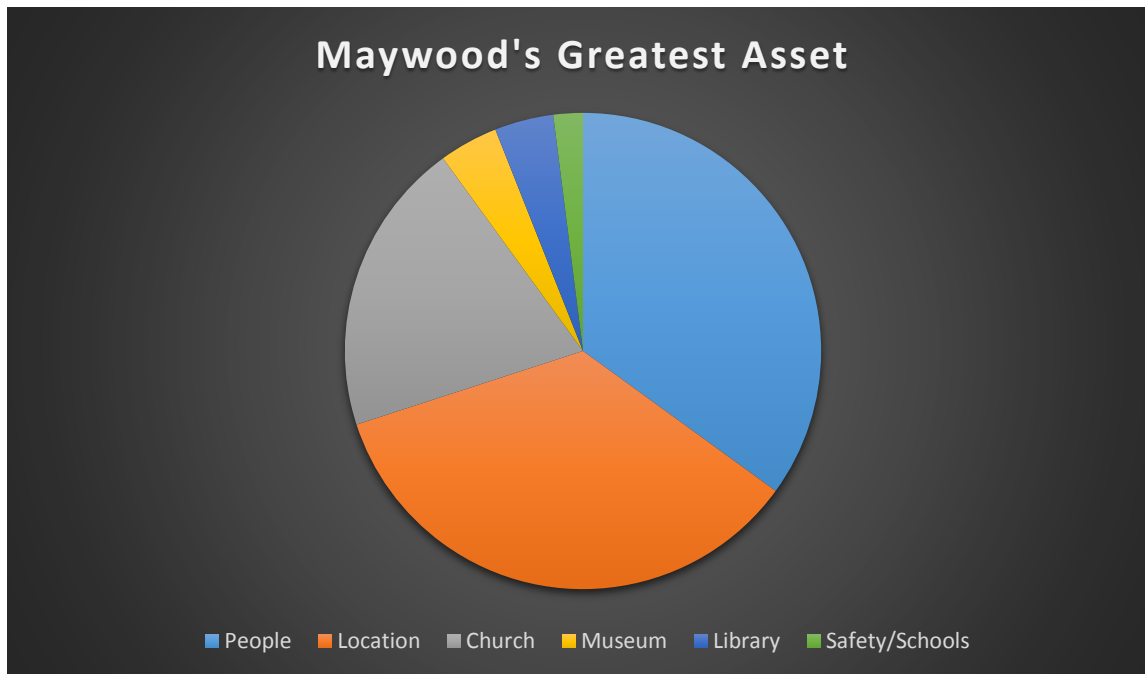
35% stated “The location, Close to Transportation”

20% stated “My Church or Church”

4% stated “The West Town Museum or The Museum”

4% stated “The Library”

2% stated “It’s a safe community, or The Schools”



## Key Findings

The Community and Economic Growth Initiative-EGI survey results aligned with the years of research and observation of Maywood, Illinois by the CLFC Group.

The survey results provides evidence of Maywood, Illinois' residents are ready to receive economic growth and support such growth to the extent of success. The willingness of residents ready to volunteer and establish block clubs in an effort to stay connected and informed is highly commendable and respected. Further, respondents have a keen sense of awareness and respect for the rich village history, the appeal and convenience of its location and the overwhelming sense of family, friends and community. All of these factors are some of Maywood's greatest assets.

While economic development has stalled for decades- Maywood, Illinois is prime for economic growth. A core strength of the Village of Maywood is lower crime rates year over year, proper ingress, egress and regress for businesses relative to channel distribution and supply chain logistics. As such, the Economic Growth Initiative-EGI has chosen Maywood, Illinois as its adoptive community for the state of Illinois.

As EGI builds up the village there are several needs to be addressed. First, the youth unemployment rate will be addressed through EGI's copy written Five Pillar Program©. This programming will help address the youths' lack of engagement and lend support through a sustainable holistic and technology education model. By engaging the communities' youth demographic, crime should remain low and youth should become part of the fiber in which the economic base is to be built from. Additionally, the youth will participate in community and civic projects in an effort to naturally safeguard the community. With a youth unemployment rate tittering around 20% plus, jobs will be created and entrepreneurship will be evident throughout the community.

As top economic priorities are addressed, EGI will create small business jobs (which are 67.1% of our nations GDP), install cultural components, add a hospitality mixed use space, install quality dine in restaurants, build out the technology district, add a quality grocer and create quality high-end housing. EGI has assembled a 'right fit' team of project managers, business savvy professionals and equity investors in light of bringing the plan to fruition.

The residents' needs and desires for value based services and businesses coupled with the willingness to support said services far exceeded our expectations. Residents are not satisfied with the current state of Maywood, Illinois and are willing to work hard to make it better.

Currently, the consumer trade area boasts over \$6.6 billion in total expenditure demand. The neighboring communities' less than five minutes away have a combined aggregate income of \$4.5 billion with approximately 150,000 in population of which Maywood, IL is nestled in the center of that area with 24,100 residents and \$404million in aggregate income.

The combined income of the five communities that make up the 150,000 in population and \$4.5billion in aggregate income, nearly 33% of the income is spent on "eating out services". BLS 2015 and 3.8% of that is spent on food at home.

Thus, if Maywood, Illinois' \$404million in aggregate income is allotted 33% toward US food dollar "eating out services"- a Quality grocer and quality dine in restaurants could be well supported and frequented by other consumers well within the consumer trade area. The EGI has recognized this through our significant research and alignment with the residents of Maywood, Illinois and the Community and Economic Growth Development Survey.

The quality of all planned installations of goods and services, hospitality, housing and cultural components and the opportunity to participate in such a significant trade area (with supporting incomes) restores confidence to the EGI and investors at large.

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**“Making the world better one community at a time”**