

Downtown Commerce



Heart of the Community

Downtown Bowling Green is the seat of government for both Bowling Green and Wood County. Residents from all over the county come downtown for any sort of public service, from the county offices located in the restored historical Wood County Courthouse to the City Offices, the Wood County Senior Center and District Public Library. Downtown Bowling Green is the place to go for any sort of governmental service needs.

Established Enterprises

Downtown Bowling Green is home to a diverse array of established businesses. Some businesses are local staples around for generations while others are just starting their journeys. The one thing they all have in common is a shared collegial spirit which makes the Historic Downtown Business District a perfect atmosphere for all kinds of entrepreneurs.

Downtown BG is the Perfect Business Location

Strategically located on State Route 25 and less than a mile from Interstate 75 Roughly 10, 000-20,000 vehicles travel through the Historic Downtown Business District daily, giving your enterprise ample exposure to potential customers.

The nationally recognized Black Swamp Music and Arts Festival, the Classics on Main Car Show, and other downtown events bring close to a thousand vendors and thousands of visitors from all over each year providing scores of opportunities to gain lifetime customers.

The Historic Downtown Business District is also conveniently located less than a mile from Bowling Green State University, which brings thousands of students and their families' downtown each year.

A Restored and Revitalized Downtown

The Heritage 2000 Capital Improvements and Streetscape Project, completed in 2002, invested \$8.4 million in improvements for the Downtown including landscape and hardscape elements. The result is a picturesque and inviting environment for your business. At the same time, the downtown business owners created a Special Improvement District, which works to maintain the cleanliness and appearance of the Historic Downtown Business District.





Community Demographics

- * Incorporated 1855
- * County Seat of Wood County
- * Located in Northwest Ohio
- * On Interstate 75 & close to Ohio Turnpike
 - 20 miles south of Toledo
 - 85 miles south of Detroit on I-75
 - 110 miles west of Cleveland
 - 120 miles northwest of Columbus

Population (2009 Demographic Report)

City of Bowling Green 30, 573

Wood County 126, 247

Median Age: city – 29. county -34

City Income

Less than \$9,999-\$49,999	62.6%
\$50,000 to \$124,999	32.4%
\$125,000 to \$175,000+	4.4%

Taxes

City Income 2%

Sales & Use 6%

School Income Tax .5%

Bowling Green City Schools

Rated Excellent

Graduation rate of 97%

5 elementary schools

1 Jr. High/High School complex
(2010 data)

Bowling Green State University (2009 data)

Founded in 1910

18,000+ Students (3,000 as graduate students)

830 full-time faculty

1,900+ full and part-time non-teaching staff members

200 undergraduate majors and programs

47 masters programs

17 PhD programs

Nationally recognized undergraduate, masters, and PhD. Programs

325+ student organizations

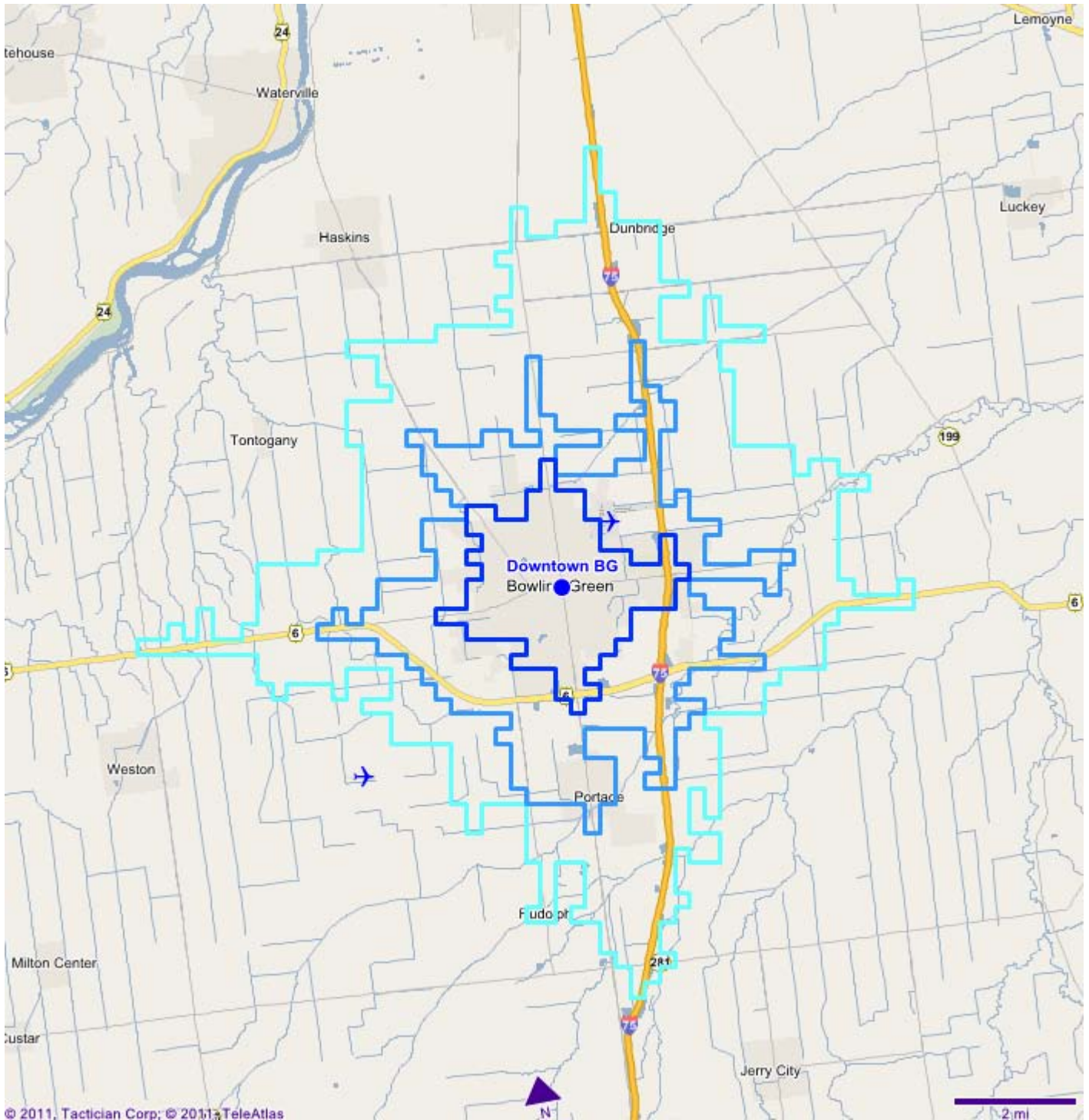
400+ cultural events

18 NCAA Division I teams in

Mid-American Conference

Website: www.bgsu.edu








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Overlays

-  Major Highway
-  Highway
-  Major Road
-  State Boundary

X/Longitude: -83.655129
 Y/Latitude: 41.38118
 Map Scale: 2.45 miles/inch

Trade areas

-  5 minute drive time
-  10 minute drive time
-  15 minute drive time

Downtown Demographics

City of Bowling Green



Center for Regional Development

BGSU

Downtown BG

Total Employees & Establishments by NAICS			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Total Employees	835	2,809	7,395
Total Establishments	55	185	486

Employment Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Total Labor Force (Age 16+)	1,286	4,327	11,389
In labor force Current Year	896	3,014	7,933
In Armed Forces Current Year	2	6	15
Employed Current Year	784	2,638	6,943
Unemployed Current Year	110	370	975
Not in labor force Current Year	390	1,313	3,455
Families Current Year	391	1,316	3,465
No workers Current Year	36	120	315
1 worker Current Year	105	354	932
2 workers Current Year	201	675	1,777
3 or more workers Current Year	50	168	441

Employment by Industry Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Total by Industry	784	2,638	6,943
Industry Agriculture Mining Const Current Year	52	175	460
Industry Manufacturing Current Year	170	574	1,510
Industry Wholesale Retail Current Year	112	376	989
Industry Transportation Current Year	44	150	394
Industry Information Current Year	14	48	126
Industry Financial Insurance Real Estate Current Year	36	120	317
Industry Professional Services Current Year	39	131	345
Industry Management Services Current Year	2	5	13
Industry Admin_Waste Services Current Year	19	63	165
Industry Educational services Current Year	184	620	1,632
Industry Entertain services Current Year	62	209	549
Industry Other Professional services Current Year	28	95	251
Industry Public admin Current Year	22	73	193

Employment by Occupation Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Total by Occupation Current Year	784	2,638	6,943
Occupation Managerial executive Current Year	104	350	921
Occupation Professional specialty Current Year	162	546	1,436
Occupation Healthcare support Current Year	14	45	120
Occupation Protective Current Year	10	34	91
Occupation Food Preparation Serving Current Year	43	143	377
Occupation Building Maintenance & Cleaning Current Year	22	73	192
Occupation Personal Care Current Year	17	57	151
Occupation Sales Current Year	75	253	667
Occupation Office Admin Current Year	110	372	978
Occupation Farming, Fishing, & Forestry Current Year	3	9	24
Occupation Construction Current Year	65	220	578
Occupation Production Transportation Current Year	159	535	1,407

Establishments & Employees Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Workplace Establishments	40	135	355
Workplace Employees (FTE)	601	2,023	5,325

Population - Current Year & 5-Year Estimates			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Population Estimated Current Quarter	1,591	5,355	14,096
Population Forecast 5-Year Forecast	1,622	5,457	14,363
Population Forecast 5-Year Forecast - High Range	1,737	5,846	15,387
Population Forecast 5-Year Forecast - Low Range	1,520	5,117	13,467

Population 10-Year Estimate			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Population Forecast 10-Year Forecast	1,661	5,590	14,714

Population by Quarter for Current Quarter and Last 8 Quarters			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Population Estimated Current Quarter	1,591	5,355	14,096
Population Estimated CQ-1	1,590	5,350	14,082
Population Estimated CQ-2	1,589	5,347	14,075
Population Estimated CQ-3	1,588	5,343	14,064
Population Estimated CQ-4	1,586	5,338	14,049
Population Estimated CQ-5	1,585	5,334	14,039
Population Estimated CQ-6	1,584	5,332	14,033
Population Estimated CQ-7	1,583	5,327	14,021
Population Estimated CQ-8	1,581	5,321	14,006

Age and Gender			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Population Estimated Current Quarter	1,591	5,355	14,096
Sex Males Current Year	775	2,607	6,861
Age Male Under 5 years Current Year	52	175	461
Age Male 5 to 14 years Current Year	86	290	764
Age Male 14 to 18 years Current Year	37	126	332
Age Male 18 to 22 years Current Year	69	231	609
Age Male 22 to 25 years Current Year	38	129	341
Age Male 25 to 30 years Current Year	56	187	493
Age Male 30 to 35 years Current Year	63	212	559
Age Male 35 to 40 years Current Year	47	157	412
Age Male 40 to 45 years Current Year	42	143	376
Age Male 45 to 50 years Current Year	51	173	455
Age Male 50 to 55 years Current Year	55	186	489
Age Male 55 to 60 years Current Year	51	171	450
Age Male 60 to 65 years Current Year	45	151	398
Age Male 65 to 70 years Current Year	30	100	263
Age Male 70 to 75 years Current Year	21	70	183
Age Male 75 to 80 years Current Year	15	49	130
Age Male 80 to 85 years Current Year	10	35	93
Age Male 85 years plus Current Year	6	20	53
Sex Females Current Year	817	2,749	7,235
Age Female Under 5 years Current Year	49	166	438
Age Female 5 to 14 years Current Year	82	277	730
Age Female 14 to 18 years Current Year	36	122	320
Age Female 18 to 22 years Current Year	83	278	731
Age Female 22 to 25 years Current Year	38	126	332
Age Female 25 to 30 years Current Year	52	175	462
Age Female 30 to 35 years Current Year	65	217	571
Age Female 35 to 40 years Current Year	45	150	394

Age Female 40 to 45 years Current Year	46	154	405
Age Female 45 to 50 years Current Year	54	183	481
Age Female 50 to 55 years Current Year	58	195	514
Age Female 55 to 60 years Current Year	54	181	476
Age Female 60 to 65 years Current Year	46	155	409
Age Female 65 to 70 years Current Year	32	108	284
Age Female 70 to 75 years Current Year	25	83	218
Age Female 75 to 80 years Current Year	20	68	179
Age Female 80 to 85 years Current Year	17	57	149
Age Female 85 years plus Current Year	16	54	142
Population Forecast 5-Year Forecast	1,622	5,457	14,363
Population Forecast 5-Year Forecast - High Range	1,737	5,846	15,387
Population Forecast 5-Year Forecast - Low Range	1,520	5,117	13,467
Sex Males 5-Year Forecast	790	2,659	6,999
Age Male Under 5 years 5-Year Forecast	52	176	464
Age Male 5 to 14 years 5-Year Forecast	91	307	809
Age Male 14 to 18 years 5-Year Forecast	37	123	325
Age Male 18 to 22 years 5-Year Forecast	63	212	559
Age Male 22 to 25 years 5-Year Forecast	37	126	331
Age Male 25 to 30 years 5-Year Forecast	53	178	469
Age Male 30 to 35 years 5-Year Forecast	55	185	487
Age Male 35 to 40 years 5-Year Forecast	60	202	531
Age Male 40 to 45 years 5-Year Forecast	46	154	405
Age Male 45 to 50 years 5-Year Forecast	42	141	370
Age Male 50 to 55 years 5-Year Forecast	50	170	447
Age Male 55 to 60 years 5-Year Forecast	53	180	473
Age Male 60 to 65 years 5-Year Forecast	49	164	430
Age Male 65 to 70 years 5-Year Forecast	42	142	373
Age Male 70 to 75 years 5-Year Forecast	26	88	231
Age Male 75 to 80 years 5-Year Forecast	17	56	147
Age Male 80 to 85 years 5-Year Forecast	10	35	92
Age Male 85 years plus 5-Year Forecast	6	22	57
Sex Females 5-Year Forecast	831	2,798	7,364
Age Female Under 5 years 5-Year Forecast	50	167	441
Age Female 5 to 14 years 5-Year Forecast	86	291	766
Age Female 14 to 18 years 5-Year Forecast	35	117	309
Age Female 18 to 22 years 5-Year Forecast	76	256	674
Age Female 22 to 25 years 5-Year Forecast	37	126	331
Age Female 25 to 30 years 5-Year Forecast	52	175	461
Age Female 30 to 35 years 5-Year Forecast	52	174	457
Age Female 35 to 40 years 5-Year Forecast	61	206	542
Age Female 40 to 45 years 5-Year Forecast	44	148	389
Age Female 45 to 50 years 5-Year Forecast	45	153	402

Age Female 50 to 55 years 5-Year Forecast	54	181	476
Age Female 55 to 60 years 5-Year Forecast	57	193	507
Age Female 60 to 65 years 5-Year Forecast	52	176	463
Age Female 65 to 70 years 5-Year Forecast	45	152	401
Age Female 70 to 75 years 5-Year Forecast	30	100	263
Age Female 75 to 80 years 5-Year Forecast	22	73	193
Age Female 80 to 85 years 5-Year Forecast	17	56	148
Age Female 85 years plus 5-Year Forecast	16	54	142

Population by Ethnicity Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Ethnicity White Current Year (no Hispanic)	1,456	4,898	12,893
Ethnicity Black Current Year (no Hispanic)	31	103	271
Ethnicity Asian Current Year (no Hispanic)	20	66	175
Ethnicity Other Current Year (no Hispanic)	18	62	164
Ethnicity Hispanic Current Year	67	225	593

Population by Ethnicity 5-Year Estimate			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Ethnicity White 5-Year Forecast	1,455	4,896	12,886
Ethnicity Black 5-Year Forecast	31	105	277
Ethnicity Asian 5-Year Forecast	24	81	214
Ethnicity Other 5-Year Forecast	28	93	245
Ethnicity Hispanic 5-Year Forecast	84	281	740

Households Current Year & 5-Year Estimates			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Household Estimated Current Quarter	594	1,999	5,261
Household Forecast 5-Year Forecast	606	2,038	5,364
Household Forecast 5-Year Forecast - High Range	653	2,196	5,780
Household Forecast 5-Year Forecast - Low Range	564	1,898	4,997

Household Growth			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
HH Growth Last 1 Quarter	-0	-1	-1
HH Growth Last 4 Quarters	1	3	8

Households by Quarter for Current Quarter and Last 8 Quarters			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Household Estimated Current Quarter	594	1,999	5,261
Household Estimated CQ-1	594	1,999	5,263
Household Estimated CQ-2	594	1,998	5,259

Household Estimated CQ-3	593	1,997	5,256
Household Estimated CQ-4	593	1,996	5,253
Household Estimated CQ-5	592	1,994	5,248
Household Estimated CQ-6	592	1,992	5,243
Household Estimated CQ-7	591	1,990	5,237
Household Estimated CQ-8	591	1,988	5,232

Homes by Occupancy Status Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Vacant Housing Current Year	29	99	261
Renter Occupied Housing Current Year	174	587	1,545
Owner Occupied Housing Current Year	420	1,412	3,716

Home Values Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Home Value Under \$10k Current Year	15	50	131
Home Value 10k to 15k Current Year	8	26	69
Home Value 15k to 20k Current Year	6	20	53
Home Value 20k to 25k Current Year	7	23	60
Home Value 25k to 30k Current Year	6	20	54
Home Value 30k to 35k Current Year	4	12	33
Home Value 35k to 40k Current Year	5	17	45
Home Value 40k to 50k Current Year	6	21	55
Home Value 50k to 60k Current Year	11	36	94
Home Value 60k to 70k Current Year	14	48	126
Home Value 70k to 80k Current Year	19	62	164
Home Value 80k to 90k Current Year	26	86	226
Home Value 90k to 100k Current Year	32	108	284
Home Value 100k to 125k Current Year	59	199	525
Home Value 125k to 150k Current Year	58	195	513
Home Value 150k to 175k Current Year	47	157	415
Home Value 175k to 200k Current Year	32	108	284
Home Value 200k to 250k Current Year	29	98	258
Home Value 250k to 300k Current Year	16	53	141
Home Value 300k to 400k Current Year	11	37	98
Home Value 400k to 500k Current Year	5	18	47
Home Value 500k to 750k Current Year	3	10	26
Home Value 750k to 1000k Current Year	1	2	7
Home Value Over \$1000000 Current Year	1	4	9

Summary Mortgage Risk Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Number of mortgages observed	43	144	378
Mortgage-Risk Ratio Under 1.0	4	13	34
Mortgage-Risk Ratio 1.0 to 1.2	2	7	18
Mortgage-Risk Ratio 1.2 to 1.4	2	7	18
Mortgage-Risk Ratio 1.4 to 1.6	3	10	27
Mortgage-Risk Ratio 1.6 to 1.8	3	11	30
Mortgage-Risk Ratio 1.8 to 2.0	4	13	35
Mortgage-Risk Ratio 2.0 to 2.2	4	13	34
Mortgage-Risk Ratio 2.2 to 2.4	3	12	30
Mortgage-Risk Ratio 2.4 to 2.6	3	11	30
Mortgage-Risk Ratio 2.6 to 2.8	3	10	26
Mortgage-Risk Ratio 2.8 to 3.0	3	9	23
Mortgage-Risk Ratio 3.0 to 3.2	2	7	18
Mortgage-Risk Ratio 3.2 to 3.4	1	5	13
Mortgage-Risk Ratio 3.4 to 3.6	1	4	11
Mortgage-Risk Ratio 3.6 to 3.8	1	3	8
Mortgage-Risk Ratio 3.8 to 4.0	0	2	4
Mortgage-Risk Ratio 4.0 to 4.2	1	2	5
Mortgage-Risk Ratio 4.2 to 4.4	1	2	5
Mortgage-Risk Ratio 4.4 to 4.6	0	1	2
Mortgage-Risk Ratio 4.6 to 4.8	0	0	1
Mortgage-Risk Ratio 4.8 to 5.0	0	0	1
Mortgage-Risk Ratio 5.0 & Over	1	2	5

Households by Landscape Segment Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Life Seg Cat A - Crème de la Crème	116	391	1,029
Life Seg Cat B - Urban Cliff Climbers	153	514	1,353
Life Seg Cat C - Urban Cliff Dwellers	93	313	824
Life Seg Cat D - Seasoned Urban Dwellers	91	307	807
Life Seg Cat E - Thriving Alone	10	35	93
Life Seg Cat F - Going It Alone	45	150	395
Life Seg Cat G - Struggling Alone	7	23	61
Life Seg Cat H - Single In The Suburbs	56	188	494
Life Seg Cat I - Married In The Suburbs	187	629	1,656
Life Seg Cat J - Retired In The Suburbs	96	323	850
Life Seg Cat K - Living With Nature	414	1,394	3,669
Life Seg Cat L - Working With Nature	49	166	436
Life Seg Cat M - Harlem Gateway	0	0	0
Life Seg Cat N - Espanola	0	0	0
Life Seg Cat O - Specialties	177	597	1,572

Spending Patterns Current Year			
	Travel Time of 5 minutes	Travel Time of 10 minutes	Travel Time of 15 minutes
Apparel and services	\$0.17	\$0.57	\$1.51
Entertainment	\$0.25	\$0.83	\$2.19
Health Care	\$0.29	\$0.99	\$2.61
Market Basket	\$0.61	\$2.05	\$5.38
Transportation	\$0.86	\$2.89	\$7.60