

# **African American Cultural and Entertainment District Market Study**

## **May, 1999**

### **1.0 Description**

This study of the market for an African American Cultural and Entertainment District in the Historic King Drive neighborhood is based, in part, on a market analysis that was prepared for the King Drive Business Improvement District in 1996. It examines the trade area and identifies important demographic and economic trends, provides an assessment of the marketplace, and explores potential opportunities and niche uses that the trade area can support.

### **2.0 Area Description**

The local trade area (Historic King Drive BID area) is bounded by Capital Drive to the north, Holton Street to the east, Highway 143 and the Milwaukee River to the south, and I-43 to the west. The secondary area is bounded by Capital Drive to the north, the Milwaukee River to the east and south, and Holton Street to the west. The demographics for the local trade area follow:

- Population (1990): nearly 40,000
- Number of households (1990): more than 13,000
- Projected median income: \$23,551
- Racial composition in primary trade area (1990): 88% African American, 6.6% White
- Projected racial composition for whites in primary trade area (2000): 12% (approx. double)
- Racial composition in secondary trade area (1990): 21.2% African American, 67.7% White
- Occupation- service/trade industry: 42%
- Occupation- blue collar: 54%
- Unemployment rate: 18.1%
- Unemployment rate, primary trade area: 25.4%
- Unemployment rate, secondary trade area: 9.3%
- Did not own a car (1990) – primary area: approx 50%; secondary area: 28%
- Housing, renter occupied: 66%
- Median home value: \$31,977
- Median monthly rent (1990) – primary area: \$286; secondary area: \$316

### **3.0 Key Uses, Events, and Activities**

- Cultural and Entertainment Uses (America's Black Holocaust Museum, The Inner City Arts Council, Theater/Auditorium, Night Clubs)
- Retail Uses (restaurants, specialty shops, open marketplace)