

# CITY OF NAUVOO DEMOGRAPHICS (2010 census)

## 2010 US Census Demographic Profile

|                   |       |       |
|-------------------|-------|-------|
| Total population  | 1,149 | 100.0 |
| Under 20 years    |       | 22.2  |
| 20-60 years       |       | 39.6  |
| 60 and above      |       | 38.2  |
| Median Age        |       | 51.6  |
| Male population   | 546   | 47.5  |
| Female population | 603   | 52.5  |

## 2010 US Census RACE

|                                    |       |       |
|------------------------------------|-------|-------|
| Total population                   | 1,149 | 100.0 |
| White                              | 1,122 | 97.7  |
| Hispanic or Latino                 | 18    | 1.6   |
| Black or African American          | 7     | 0.6   |
| American Indian and Alaska Native  | 3     | 0.3   |
| Native Hawaiian / Pacific Islander | 3     | 0.3   |

## 2010 US Census HOUSEHOLDS BY TYPE

|                                |     |       |
|--------------------------------|-----|-------|
| Total households               | 494 | 100.0 |
| Average household size         |     | 2.28  |
| Average family size            |     | 2.70  |
| Husband-wife family            | 301 | 60.9  |
| Nonfamily households           | 143 | 28.9  |
| Female householder, no husband | 38  | 7.7   |
| Male householder, no wife      | 12  | 2.4   |

## 2016 American Survey HOUSEHOLD INCOME

|               |                               |
|---------------|-------------------------------|
| Median Income | \$50,259                      |
| 7.7%          | less than \$15,000            |
| 41.7%         | between \$15,000 and \$50,000 |
| 33.9%         | between 50,000 and 100,000    |
| 16.7%         | greater than \$100,000        |

(Data from 2016 American Community Survey – estimates)

## 2010 Census HOUSING OCCUPANCY

|                        |     |       |
|------------------------|-----|-------|
| Total housing units    | 669 | 100.0 |
| Occupied housing units | 494 | 73.8  |
| Vacant housing units   | 175 | 26.2  |

(For seasonal, recreational or occasional use 67 10.0)  
The median home value in Nauvoo is \$78,600

## **QUALITY OF LIFE**

### **Public Safety**

The Nauvoo Police Department consists of the Police Chief, one full-time and six part-time officers. They are available 24 hours per day 7 days a week. The department has 3 regular vehicles and one backup unit.

The Nauvoo Fire Protection District is comprised of one chief, thirty firefighters, twenty five emergency technicians and two first responders. The District has five fire trucks and two ambulances.

### **Water Treatment**

The municipal water supply in Nauvoo uses the Mississippi River as its source. The system has a treatment capacity of 400,000 gallons per day, with an average daily demand of 165,000 gallons per day. Nauvoo's municipal water system has an excess capacity of 110,000 gallons per day.

Nauvoo's sewage treatment plant can manage 840,000 gallons per day. It currently treats 190,000 gallons per day, for an excess capacity of 640,000 gallons per day.

### **Library System**

The Nauvoo Library has one location with 11,327 catalogued items, three internet computers, one fax machine and one copy machine available for public use. The Library sponsors many programs each year especially for children.

## **Recreation**

### **Recreation**

The Nauvoo City Park is located at the corner of Bluff and Knight Streets. The park is a shady place that is a great spot to relax and watch children playing. In the summer there are band concerts and a variety of activities that make this a good community gathering place.

The Nauvoo Park District is located at the corner of Winchester and Young Streets. It is a five acre park with ball diamonds and playground equipment. You will hear the excitement of a variety of sports being played all summer long.

The Nauvoo State Park is located at Parley Street and Highway 96. This 148 acre park includes a 13 acre lake with a mile long shoreline. In addition to fishing, boating, camping and hiking, people return to these serene surroundings for the park's recreational features, its annual grape festival and to soak up the area's history.

During the months of July and August, visitors can participate in The Nauvoo Pageant's Preshow Celebration and Country Fair on the pageant field next to the Pageant's outdoor theater. The 1840's style activities include games, dances, handicrafts, and activities including log sawing, a children's puppet show, stick ball, round dancing to a live fold band, sack races, rag-rug braiding, relay races and other fun and family-oriented events for all ages.

Locust Lane Nature Trail is a 1.5 mile lightly trafficked loop trail at the Nauvoo State Park that features a lake and is good for all skill levels. The trail is primarily used for hiking and camping and is accessible year-round. Dogs are also able to use this trail but must be kept on leash.

Trail of Hope - Parley Street in Nauvoo leads to the banks of the Mississippi River from which thousands of Saints began their exodus from the City of Joseph. Parley Street is now known as 'The Trail of Hope' and all along its length are 30 historic marker boards containing quotes from those who left their homes in Nauvoo to begin the long trek to their Promised Land.

Nauvoo River Walk is a scenic walking path that winds along Water Street from the Stone Arch Bridge to the west end of Parley Street where it connects to the Trail of Hope pathway. Overlooks, informative panels about river life, and benches allow for an informative and relaxing walk.

### **Annual events**

- Feb – Untold Stories of Nauvoo,  
Nauvoo Exodus Re-enactment  
Nauvoo Orchestra Spring Concert
- March – Prairie Grass Burn  
Easter Egg Hunt and Pancake Breakfast
- May – August – Historic Nauvoo Summer Shows
- May – Mulholland Music Fest  
Nauvoo Community Picnic
- June – Community Band Concert  
Martyrdom Memorial Service  
Cruisin' for the Kids Cruise Night
- Mid-July thru Mid-August – The Nauvoo and British Pageants
- July – Fourth of July Celebration and Fireworks  
Community Band Concert
- Sept – Labor Day Weekend – 82<sup>nd</sup> Annual Grape Festival  
43<sup>rd</sup> Annual Festival on Wheels Car Show,
- Oct – Scarecrow Festival  
Great River Road Run/Walk/Ride  
Nauvoo Orchestra Fall Pops Concert  
Bootiful Nauvoo Pumpkin Walk  
Beggars Night (Trick-or-Treat)
- Nov – Nauvoo Community Thanksgiving Dinner
- Dec – Christmas tree Lighting and Walk in Old Nauvoo  
Annual Messiah Concert  
Living Water Christmas Concert

### **WORKFORCE**

Nauvoo's town workforce is generously supported by many volunteer groups and organizations that every day work to enhance the quality of life for the community and the tens of thousands of tourists that visit each year. From the Nauvoo Fire Department and its attendant Rescue Squad to the Nauvoo City Council and the town's great employees; the many volunteers from the three historic sites: The Joseph Smith Historic Site, Historic Nauvoo Site and The Nauvoo Historical Society Site; Nauvoo Betterment Association, Bright Angels, Nauvoo Chamber of Commerce, Nauvoo Grape Festival Association, etc. The end result is a high standard of living for all residents and visitors.

## WORKFORCE EDUCATION

|                                 |       |
|---------------------------------|-------|
| High school or higher           | 93.6% |
| Bachelor's degree or higher     | 38.4% |
| Graduate or professional degree | 11.6% |
| Other                           | 5.5%  |

Nauvoo's public schools are part of the consolidated Nauvoo-Colusa School District. The Nauvoo-Colusa School District generally has smaller class sizes than is average in Illinois, with Pre K -6<sup>th</sup> averaging 15 students per class and 7<sup>th</sup> - 8<sup>th</sup> averaging 60 per class.

Carl Sandburg Community College is approximately 22 miles away in Carthage, Illinois and Southeastern Community College is approximately 15 miles away in Keokuk, Iowa. The nearest four year universities are Western Illinois University, 50 miles to the east, in Macomb, Illinois, and Quincy University, 50 miles south, in Quincy, Illinois.

## EMPLOYERS

The largest employers in Nauvoo are

Nauvoo Investments, operates Nauvoo Family Inn & Suites

John A. Kraus Co., owns Hotel Nauvoo, a landmark inn, Motel Nauvoo and other hospitality interests

Nauvoo Facilities Management, Inc., historic restoration and operation

|   |     |
|---|-----|
| Civilian employed population 16 years and over          | 521 |
| Agriculture, forestry, fishing and hunting, and mining: | 21  |
| Construction  | 13  |
| Manufacturing   | 44  |
| Wholesale trade   | 30  |
| Retail trade  | 33  |
| Transportation and warehousing                          | 37  |
| Information   | 5   |
| Finance, insurance, real estate, rental, leasing        | 15  |
| Professional, scientific, and management                | 92  |
| Administrative, support, waste management services      | 9   |
| Educational services                                    | 16  |
| Health care and social assistance                       | 74  |
| Arts, entertainment, and recreation                     | 5   |
| Accommodation and food services                         | 50  |
| Other services  | 68  |
| Public administration                                   | 9   |

Source: U.S. Census Bureau, 2011-2

## MAIN BUSINESSES IN NAUVOO AREA

| SECTOR                        | BUSINESS                         |
|-------------------------------|----------------------------------|
| Agriculture / Wine Production | Baxter's Vineyards               |
| Agriculture                   | CGB-Colusa Group                 |
| Events                        | Cambre House and Farm            |
| Financial Services            | David F. King, CPA, P.C.         |
| Financial Services            | KL Real Estate                   |
| Financial Services            | Martin Accounting & Tax Service  |
| Financial Services            | Nauvoo Homes                     |
| Financial Services            | Ramsey Financial Services, Inc.  |
| Financial Services            | State Bank of Nauvoo             |
| Health Care                   | Memorial Hospital Nauvoo Clinic  |
| Health Care                   | Motley Fitness                   |
| Health Care                   | Nauvoo Chiropractic              |
| Health Care                   | Niota Chiropractic & Acupuncture |
| Health Care                   | Therapeutic Massage              |
| Hospitality                   | Biz's Cabin by the River         |
| Hospitality                   | Brickhouse Nauvoo                |
| Hospitality                   | Camp Nauvoo                      |
| Hospitality                   | Hotel Nauvoo                     |
| Hospitality                   | Motel Nauvoo                     |
| Hospitality                   | Nauvoo Cottages                  |
| Hospitality                   | Nauvoo Family Inn & Suites       |
| Hospitality                   | Nauvoo Log Cabins                |
| Hospitality                   | Nauvoo Mansion on the Hill       |
| Hospitality                   | Nauvoo Mix House                 |
| Hospitality                   | Nauvoo RV Park & Peters Place    |
| Hospitality                   | Nauvoo State Park                |

|                          |                                    |
|--------------------------|------------------------------------|
| Hospitality              | Nauvoo Vacation Villas & Condos    |
| Hospitality              | Sonora Gardens                     |
| Hospitality              | Ten Acre Treehouses                |
| Hospitality              | The Nauvoo Grand Bed & Breakfast   |
| Hospitality              | The Nauvoo House                   |
| Hospitality              | Vacation Nauvoo                    |
| Hospitality              | White House Inn                    |
| Hospitality              | Willard Richards Inn               |
| Hospitality              | Woodruff Hotel                     |
| Manufacturing            | Nauvoo Products                    |
| Professional Services    | Outlaw Tees, Inc.                  |
| Professional Services    | Schmitz-Banks & Beals Funeral Home |
| Professional Services    | Shear Design                       |
| Professional Services    | Simpson Photography                |
| Professional Services    | The Nauvoo Salon                   |
| Professional Services    | Winning Looks                      |
| Restaurant/Food Services | Annie's Frozen Custard             |
| Restaurant/Food Services | Carol's Pies & Nauvoo Nibbles      |
| Restaurant/Food Services | Casey's General Store              |
| Restaurant/Food Services | Grandpa John's Café                |
| Restaurant/Food Services | Hotel Nauvoo Restaurant            |
| Restaurant/Food Services | Nauvoo Mill & Bakery               |
| Restaurant/Food Services | Peter's Place                      |
| Restaurant/Food Services | The Apron Bake Shoppe and Cafe     |
| Restaurant/Food Services | The Wine Barrel at Baxter's        |
| Retail                   | Art Needlework Shop                |
| Retail                   | Baxter's Vineyards & Winery        |
| Retail                   | Bedard Fine Art Gallery            |
| Retail                   | Beehive Shoppe                     |

|         |                               |
|---------|-------------------------------|
| Retail  | Casey's General Store         |
| Retail  | Children's Workshop of Nauvoo |
| Retail  | Country Cottage Antiques      |
| Retail  | Dollar General                |
| Retail  | Eborn Books                   |
| Retail  | Fudge Factory                 |
| Retail  | Havenlight Art Gallery        |
| Retail  | Kraus Home Furnishings        |
| Retail  | Nauvoo Car Wash               |
| Retail  | Nauvoo Glass Works            |
| Retail  | Nauvoo Mill & Bakery          |
| Retail  | Nauvoo Pharmacy               |
| Retail  | Neff's Old House Bookstore    |
| Retail  | Red Brick Store               |
| Retail  | Rita's Romantiques            |
| Retail  | Temple House Art Gallery      |
| Retail  | The Allyn House               |
| Retail  | Zions Mercantile              |
| Tourism | Historic Nauvoo               |
| Tourism | Joseph Smith Historic Site    |
| Tourism | Rheinberger House             |
| Tourism | Weld House                    |

## TRANSPORTATION

### Distance to major centers from Nauvoo

|                     |           |
|---------------------|-----------|
| Chicago, Illinois   | 275 miles |
| Champaign, Illinois | 195 Miles |
| Peoria, Illinois    | 125 miles |
| St. Louis, Missouri | 170 miles |
| Moline, Illinois    | 100 miles |
| Hannibal, Missouri  | 70 miles  |
| Burlington, Iowa    | 28 miles  |
| Carthage, Illinois  | 22 miles  |

Keokuk, Iowa

15 miles

### **Regional Airports**

|   |           |
|---|-----------|
| St. Louis Lambert Int'l Airport             | 172 miles |
| Peoria International Airport (PIA)          | 125 miles |
| Eastern Iowa Airport (CID) Cedar Rapids     | 120 miles |
| Quincy Regional Airport                     | 55 miles  |
| Southeast Iowa Regional Airport, Burlington | 27 miles  |

Two transcontinental rail lines, owned and operated by Burlington Northern Santa Fe, cross through west-central Illinois and into Iowa. Amtrak uses both lines to provide rail service throughout the region. The nearest passenger service is in Fort Madison, Iowa, 11 miles to the north, and in Macomb, Illinois, approximately 50 miles to the east. Bus service is also provided by Burlington Trail ways, Greyhound at both Fort Madison and Keokuk, Iowa.

One Illinois highway, Route 96, runs through Nauvoo as part of the Great River Road, a scenic drive that follows the Mississippi River. Route 96 connects Nauvoo to Keokuk and Fort Madison.

## **BUSINESS CLIMATE**

### **Business Climate:**

Cost of living indices for US cities are based on an average of 100. Any amount below 100 means Nauvoo is less expensive than the US average. The Nauvoo cost of living is 89.1. This means that the cost of living in Nauvoo is significantly less expensive than the average US city. Housing is the biggest factor in the cost of living difference with Nauvoo housing at 56.0 ... far below the US average of 100.

Sales Tax Rate: 7% (Illinois state rate – 6.25%, Nauvoo rate - .75%)

Income tax rate: 3% this includes state, county and local taxes. Federal income taxes are not included.)

Property Tax Rate: 2.827%

### **Retail:**

Retail Trade in Nauvoo in 2016 was \$7,975,025 in total sales. This is a significant decline from \$13,165,533 in 2002.

|     |                                |
|-----|--------------------------------|
| 16% | Retail Goods                   |
| 35% | Hotels, food and eating places |
| 8%  | Other                          |

Retail Sales per household - \$16,144

Median income per household (2000 US Census Data) - \$39,519

### **Retail Pull Factor**

The drawing power of a city or county is reflected by a Pull Factor calculated as the ratio of local per capita retail sales divided by downstate (or collar) per capita retail sales. A Pull Factor greater than one reflects the strength of the local retail sector; the area is selling more per capita than comparable areas. A pull factor less than one indicates the residents are shopping elsewhere.

Nauvoo's Pull Factor has declined from 58% in 2010 to 56% in 2016 which showed a significant, over-all loss of customers/sales.



## Retain Surplus or Leakage

| Calendar Year | Potential Sales | Actual Sales | Surplus or Leakage | Surplus or Leakage as a % of Potential |
|---------------|-----------------|--------------|--------------------|--|
| 2010          | \$14,997,559    | \$7,978,207  | -\$7,019,352       | -46.8%                                 |
| 2011          | \$14,099,956    | \$7,707,119  | -\$6,392,837       | -45.3%                                 |
| 2012          | \$14,152,211    | \$8,348,897  | -\$5,803,314       | -41.0%                                 |
| 2013          | \$15,165,137    | \$7,882,295  | -\$7,282,842       | -48.0%                                 |
| 2014          | \$15,560,292    | \$8,179,577  | -\$7,380,715       | -47.4%                                 |
| 2015          | \$13,490,757    | \$8,476,986  | -\$5,013,771       | -37.2%                                 |
| 2016          | \$14,413,935    | \$7,975,025  | -\$6,438,910       | -44.7%                                 |

Source: Illinois Institute of Rural Affairs

## TOURISM

Tourism is Nauvoo's main industry with the city receiving about 150,000 visitors annually. The authentic preservation and restoration of mid-1800 homes and industries of The Church of Jesus Christ of Latter-day Saints, The Community of Christ and Historic Museums run by the Nauvoo Historical society attract many visitors year round. During the summertime daily shows, re-enactments, pageants, etc. attract visitors from May through September each year.

Nauvoo has a very diverse history filled with waves of immigrants, each with their own traditions and cultures that have influenced and shaped our wonderful city. The Nauvoo Historic District, which comprises much of Nauvoo, has been designated a National Historic landmark. The total area in this district is approximately 3,850 acres. The entire city of Nauvoo is filled with great family-friendly, free activities, scrumptious restaurants, unique and cozy accommodations and many fun retail shops.

In addition to the Native Americans who lived here for many generations, other groups also settled in this region. Mormons, Catholics, Icarians and Germans all came to Nauvoo during the 1800's. Each of these groups and more left significant imprints on Nauvoo that continues today.

Nauvoo is home to Baxter's Vineyards & Winery, the oldest winery and grape vines in the state of Illinois. The Rheinberger Museum houses a historic wine cellar and is home to a vineyard that has been producing grapes since the mid-1800s. People from all over the world come to Nauvoo and enjoy the famous Hotel Nauvoo buffet and dining experience and many of the other Nauvoo attractions.

The Nauvoo State Park provides camping, hiking, fishing and boating along with picnic and playground areas. This park offers scenic walking trails around Lake Horton and through the park.

Highway 96 through Nauvoo is part of the Great River Road National Scenic Byway which follows the course of the Mississippi River for 3,000 miles from northern Minnesota to the Gulf of Mexico. The drive from Nauvoo to Hamilton, Illinois is one of the most scenic parts of the route.