

## Mountain View

A CITY NESTLED IN THE MOUNTAINS.

### Mountain View Details:

- > Community Development Project Budget = \$250
- > Potential property tax revenue = \$100

#### Demographics:

- > Mountain View is very family friendly, 40% of the population is between 25 - 45, married with children.
- > 75% of children go to the public schools, while 25% are home-schooled. The highest home-school rate in the country.
- > Many people here work in technology or in other professional occupations.
- > The average household income in Mountain View is average nationally, many citizens fall in the middle-income range.

#### Geographics:

- > Snowfall can be heavy at times with colder than average temperatures.
- > The terrain is very rocky, with numerous streams running out of the mountains into the town.
- > Most people who live in Mountain View stay here their whole life.
- > Due to the mountains, streams, poor roads and lack of public transportation, people struggle to move about the city quickly.

#### Psychographics:

- > Life in Mountain View is fast paced, people have busy schedules and seek a fast-paced lifestyle.
- > The people of Mountain View are not very brand loyal, in fact they frequently get bored and jump to the latest and greatest thing.
- > Citizens here are very open to change and tend to embrace progress, adapting quickly.
- > The people tend to be impulsive, fast to adopt trends and love to shop online.

## Lake Valley

SURROUNDED BY LAKES A LARGE SUBURB OF THE FIFTH LARGEST CITY IN THE COUNTRY.

### Lake Valley Details:

- > Community Development Project Budget = \$125
- > Potential property tax revenue = \$70

#### Demographics:

- > Lake Valley's population is shrinking as people are moving into the city. This has hurt their tax revenues forcing the city to make budget cuts.
- > 40% of Lake Valley's people work in blue collar manufacturing jobs. 15% work in the city and another 15% in the medical field.
- > 20% of population are millennials who worry about the future here.
- > 60% of the population are female. Many people work two jobs.

#### Geographics:

- > Lake Valley has a humid climate with very mild winters.
- > The humid wet climate is tough on wood and some metal structures.
- > There is an abundance of wildlife, citizens care deeply about.
- > The lakes and waterways frequently flood damaging structures and making travel difficult.

#### Psychographics:

- > Citizens here love crafts, watching TV, boating, fishing and volunteering. Many value a simple, low stress lifestyle.
- > This is a proud city with one of the best hospitals in the country with some of the best specialists. The hospital is the biggest employer.
- > Citizens are nature lovers and animal lovers, dogs are the most popular, but there are a high number of amphibian and reptile lovers as well.
- > People here are politically active wanting to have an impact on their community. People are typically honest, humble and practical.

# Maskerville

A RURAL FARMING TOWN GROWING FAST TURNING INTO THE PLACE TO MOVE FOR YOUNG PROFESSIONALS.

## Maskerville Details:

- > Community Development Project Budget = \$90
- > Potential property tax revenue = \$60

### Demographics:

- > Maskerville is growing fast, population has tripled the last 8 years.
- > The cities schools are overcrowded, with parks, entertainment venues, restaurants and retailers unable to meet demand. 15% of the population is school aged children.
- > 35% of the households have 5 people, with one grandparent living in the home. 35% of households are young professionals new to the city and 35% are born and raised here or on nearby farms. 45% of people own their home.

### Geographics:

- > Maskerville is in the middle of tornado alley, with many weather events.
- > Its farming community brings many migrant seasonal workers.
- > The city is very spread out with many people living on farms with at least 10+ acres, while others live in neat housing subdivisions.
- > Maskerville is the only large city in the state making it a hub for the states trade and commerce.

### Psychographics:

- > People are slow to make friends, don't trust outsiders, but are very loyal once you build their trust.
- > People dress casually here, love their freedom and independence.
- > People love the cities new growth, the jobs and the some of the positives it is bringing, however they aren't happy about the increased traffic and new construction, fearing they will lose what they currently have.
- > The people of Maskerville value family, are conservative and love home cooking.

# Metropago

ONE OF THE COUNTRY'S BUSIEST URBAN CITIES.

## Metropago Details:

- > Community Development Project Budget = \$145
- > Potential property tax revenue = \$75

### Demographics:

- > Metropago is the country's largest city, 40% of the population rents, does not own a car and prefers to travel by public transportation.
- > The city is experiencing a housing crisis that has led to rising homelessness.
- > Many people have been moving out of the city due to overcrowding and rising crime rates.
- > The city is very diverse culturally and socio-economically. However, 15% of households in Metropago live below the poverty line.

### Geographics:

- > The city has many cultural festivals. People have a strong connection to their cultural heritage.
- > Metropago experiences all four seasons so temperatures vary.
- > People here feel a very strong connection to the city, its sports teams and its arts & entertainment community.
- > The city is surrounded by many suburbs and is a popular tourist destination year-around.

### Psychographics:

- > The people of Metropago are very confident, goal oriented, opinionated and rigid.
- > People here are not materialistic, but highly value quality and safety.
- > 60% of the population is male. People here love to go out and socialize. They also love sports, especially their professional teams.
- > This is a historic city, people here love the historic architecture, the cities many museums and fast-paced lifestyle.

## Coastal City

A COASTAL TOWN NEAR THE OCEAN.

### Coastal City Details:

- > Community Development Project Budget = \$180
- > Potential property tax revenue = \$85

#### Demographics:

- > Coastal City has an aging population with over 30% baby boomers.
- > In the summer months Coastal City has an increase in tourism.
- > Coastal City College has experienced a 18% increase in enrollment over the last 5 years.
- > The average household income in Coastal City is higher than the national average.

#### Geographics:

- > Coastal City has a hurricane evacuation plan.
- > The average rainfall is one of the highest in the country.
- > Coastal City has a very sandy soil, therefore there are no basements.
- > The community is very transient. People move in and out of the city frequently.

#### Psychographics:

- > The citizens of Coastal City are very laid back and value relaxation & free time. It is a city who loves it music and its many live music venues.
- > Most people love that the city is colorful and full of 1970's architecture.
- > Citizens love to spend time outdoors and very friendly.
- > The people tend to be impulsive, slow to adopt trends and love to explore.

# Tree Top City

A CITY WITH TREE LINED STREETS AND GREENERY EVERYWHERE.

## Tree Top City Details:

- > Community Development Project Budget = \$160
- > Potential property tax revenue = \$80

### Demographics:

- > Tree Top City has a large population of singles. 50% of citizens rent, and many share housing.
- > There is a high percentage of upper-middle income people.
- > The city is known for being friendly to small businesses. These innovative businesses employ many of the city's workers.
- > The city has a large Asian and South American population.

### Geographics:

- > Tree Top City has beautiful weather most of the year, however earthquakes and forest fires have become more common.
- > The soil here is ideal for plant life, as well as building with many raw materials readily available.
- > Most people here moved here from larger cities in the northern part of the country.
- > The city is known for its clean and efficient public transportation.

### Psychographics:

- > People here are savers, like to recycle, eat organic and live a healthy lifestyle.
- > The cities people have been described as patient, empathetic and tolerant.
- > Families love to support their local high school teams, while singles say their favorite places in Tree Top City are its library, numerous workout facilities and coffee shops.
- > People here like to live within their budget, dislike debt, and value education highly.