

Community Profile

Looking Forward While Respecting the Past

Introduction

In order to properly plan for the future of a community, it is imperative that a thorough yet concise review be conducted to evaluate the current conditions of the study area. This section of the plan is intended to review the demographic, economic, physical and social characteristics of Nauvoo.

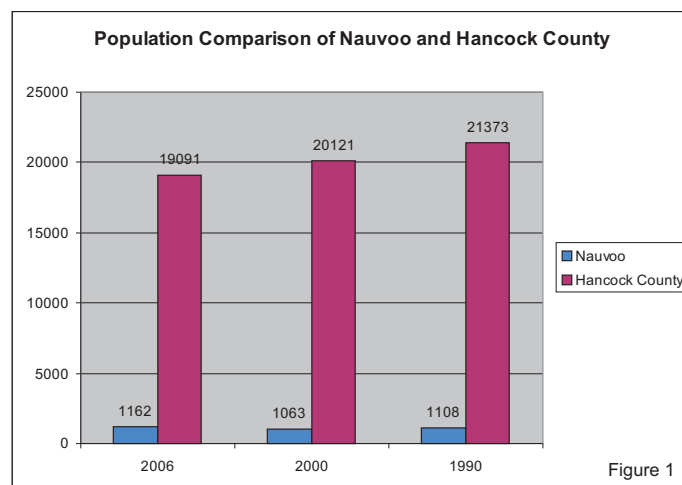
- Population

According to the 2006 Census estimate, the City of Nauvoo has a population of 1,162 people, while Hancock County has a population of 19,091 people. A large number of missionaries come to Nauvoo yearly and this affects annual population numbers that may not be included in the 2000 Census. It should also be noted that part of Nauvoo's population decline from 2000 to 2006 can be attributed to the closure of the Sisters of St. Mary Monastery. The population of Nauvoo fell during the 1990s, but rose again following the turn of the century. The reconstruction of the Mormon temple likely contributed to the rise in population. By comparison, Hancock County has had a decreasing population since the 1990s (Table 1, Figure 1). Thus, Nauvoo comprises a continually greater share of Hancock County's population.

Year	2006	2000	1990
Nauvoo	1,162	1,063	1,108
Hancock County	19,091	20,121	21,373

Table 1

Source: Population Division, U. S. Census Bureau, March 2007



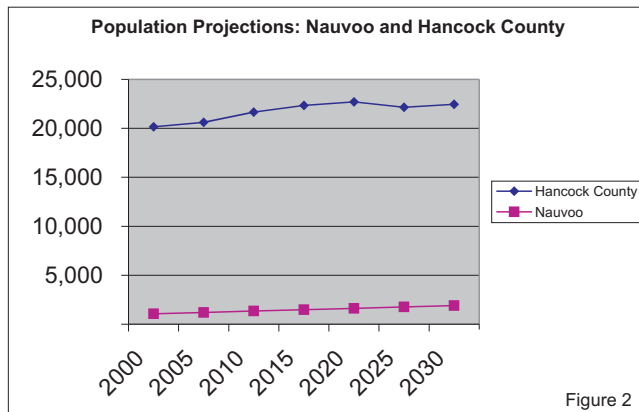
Source: Population Division, U. S. Census Bureau, March 2007

Projections indicate that Nauvoo will continue to grow, nearly doubling in size by 2030. Hancock County's population is projected to increase slightly until 2015, when it will stagnate (Table 2, Figure 2).

	2000	2005	2010	2015	2020	2025	2030
Nauvoo	1063	1203	1343	1483	1623	1763	1903
Hancock County	20,155	20,613	21,662	22,346	22,692	22,159	22,454

Table 2

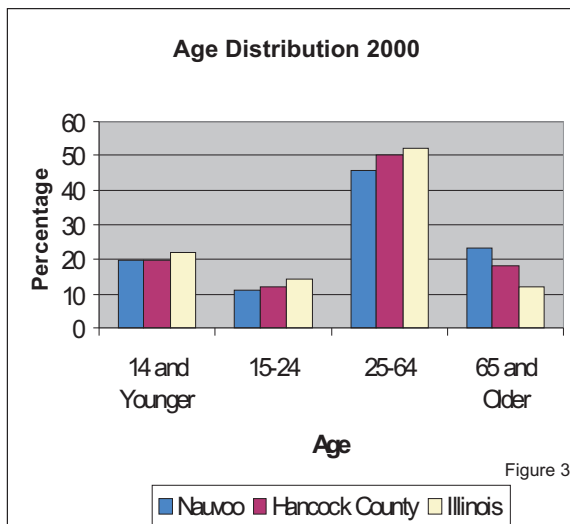
Source: Department of Commerce and Economic Opportunity



Source: Department of Commerce and Economic Opportunity

Since Nauvoo is expected to grow at a faster rate than Hancock County, it will constitute a continually larger portion of Hancock County. By 2030, more than eight percent of Hancock County residents will live in Nauvoo, up from five percent today.

According to the 2000 Census, the median age in Nauvoo is 43 years old. This is somewhat older than the Illinois average of 35 years old. Twenty-seven percent of Nauvoo residents are 19 years of age or younger. Twenty-three percent of Nauvoo residents are of retirement age, 65 years old and older. Half of all Nauvoo residents, the remaining 50 percent, are of working age. In the state of Illinois, 20 percent statewide are 19 years of age or younger. Twelve percent of Illinoisans are 65 years of age and older. The remaining 68 percent of Illinois residents are of working age (Figure 3).



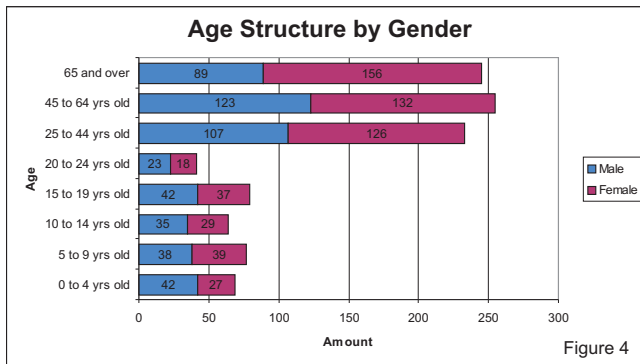
Source: 2000 Census of Population

Thus, Nauvoo has both an older and younger population than the state as a whole, with a smaller population of residents of working age.

Nauvoo has a greater percentage of females than does Illinois, especially among those younger than 18 years old. There are also a greater number of females aged 65 years and older than males (Table 3, Figure 4).

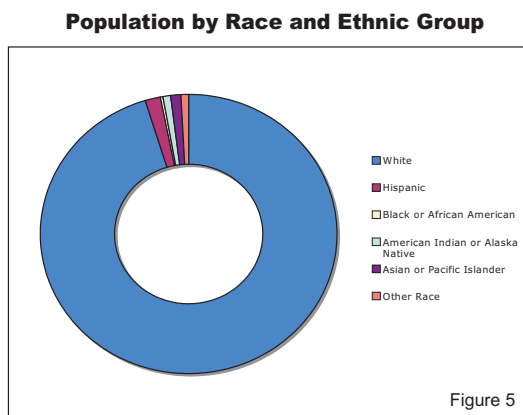
Age	Male	Female	Total
0 to 4 yrs old	42	27	69
5 to 9 yrs old	38	39	77
10 to 14 yrs old	35	29	64
15 to 19 yrs old	42	37	79
20 to 24 yrs old	23	18	41
25 to 44 yrs old	107	126	233
45 to 64 yrs old	123	132	255
65 and over	89	156	245

Source: 2000 Census of Population and Housing Table 3



Source: 2000 Census of Population and Housing

According to the Census Bureau, statistics on race from the 2000 Census are not directly comparable to any census data compiled before then. This is due to the fact that the 2000 Census was the first to allow respondents to choose more than one race. It is therefore difficult to know how much the racial composition has changed in Nauvoo. According to the 2000 Census, only 31 of Nauvoo's 1,063 residents are not white (Figure 5).



Source: 2000 Census of Population

While that means that 97 percent of Nauvoo residents are white, this is a smaller percentage than was recorded during the 1990 Census. The minority with the greatest increase is Hispanics, with Blacks and Asians also showing gains. According to the 2000 Census, ten Nauvoo residents consider themselves of mixed race. No corresponding figure is available from the 1990 Census. Statewide, less than three-quarters of Illinoisans are white. Blacks and Hispanics constitute the greatest minorities.

• Housing

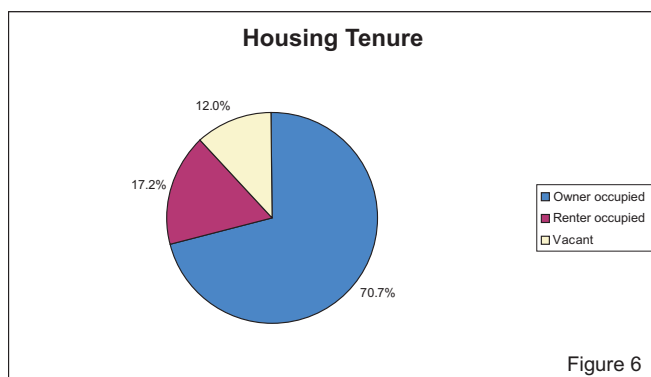
According to the 2000 Census, there are 458 housing units in Nauvoo, of which 88 percent are occupied. The vacancy rate is quite a bit higher than the state average of six percent. Seventy percent of Nauvoo housing units are owner-occupied, while 17 percent are renter-occupied. This is higher than the state average, which has two-thirds of Illinois housing units owner-occupied and one-third renter-occupied (Table 4, Figure 6).

Housing Tenure
Total Number of Housing Units: 458

Housing	Percent	Total Number of Units
Owner occupied	70.7	324
Renter occupied	17.2	79
Vacant	12	55

Table 4

Source: 2000 Census of Population and Housing

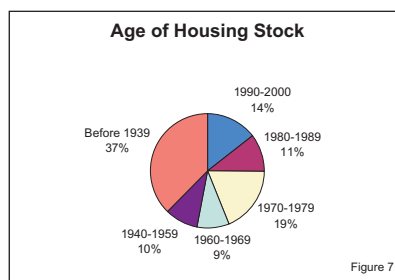


Source: 2000 Census of Population and Housing

The vast majority of Nauvoo housing units are detached, single family structures. Mobile homes constitute the greatest portion of the remaining housing units. Nauvoo has no structures with ten or more housing units.

The median home value in Nauvoo is \$78,600, significantly less than the Illinois average of \$130,800 and the U. S. average of \$119,600. Hancock County's median home value is \$58,200. While Nauvoo's median home values are only 60 percent of the state's, they are 26 percent more than the median home value of the county.

More than one-third of homes in Nauvoo were built before 1939 (Figure 7). Fewer homes were constructed from 1940 through 1969 than between 1970 and 1979.



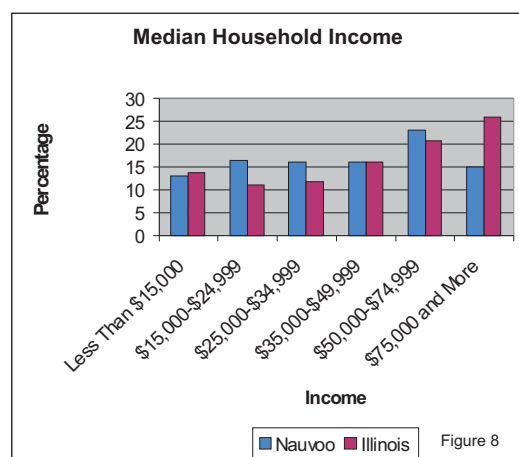
Source: 2000 Census of Population and Housing

Since the information is from the 2000 Census, it does not consider any effects on housing construction from the construction of the Mormon Temple.

Half of Nauvoo residents living in their own homes have a mortgage. Of those with a mortgage, most pay less than \$1,000 per month. For the vast majority of mortgage-paying homeowners, this comprises less than 25 percent of their income. The median rent in Nauvoo is \$342, with more than one-third of renters paying less than 15 percent of their income for housing.

• Economy

According to 2000 Census data (1999 dollars), median household income for the region which includes Fulton, Hancock, Henderson, Knox, McDonough and Warren counties is \$35,131. The median household income in Hancock County is \$36,654 and in Nauvoo \$39,519. This amount is approximately 15 percent less than the state median household income of \$46,590. Growth in the regional median household income, according to the 2000 Census was slightly lower (2.2 times) than the statewide median household income growth of 2.4 times the 1980 income. Nauvoo's median household income growth in 2000 was 2.75 times the income reported in 1980. Two-thirds of Nauvoo residents have median household incomes of less than \$50,000. Only 12 percent of Nauvoo households have incomes less than \$15,000. Seven percent of Nauvoo households have incomes greater than \$100,000. Nauvoo residents generally earn less than average Illinoisans (Figure 8).



Source: 2000 Census of Population and Housing

Thirteen percent of Nauvoo residents live below the poverty line, slightly more than the U.S. and Illinois averages. In Nauvoo, 16 percent of children live below the poverty line, while 18 percent of those aged 65 and older live in poverty. Compared to Illinois averages, there is a higher percentage both of impoverished children and seniors in Nauvoo.

The regional unemployment rate in 1980 was 7.7 percent. By 2000, Census numbers show the unemployment rate had fallen to 4.3 percent in the region and 3.6 percent in Nauvoo. Illinois Department of Employment Security data in 2006 indicates a range of unemployment values across the region, with a low in McDonough County of 4.3 percent and a high in Knox County of 5.4 percent. Knox County experienced a spike in its unemployment rate in 2003 due to the closure of several of its largest employers. The Illinois unemployment rate in 2000 was 3.9 percent, close to that of Nauvoo. The Hancock County unemployment rate was 4.7 percent. Most recent unemployment numbers from the Illinois Department of Employment Security show that unemployment has risen in Hancock County to 7.4 percent.

The majority of workers in the region are employed in health care, manufacturing, retail trade and food service. The largest employer by far in the region is Western Illinois University, with 2,200 employees. Methode Electronics in Carthage, the county seat of Hancock County, was formerly the second largest employer with 1,360 employees. However, the parent company recently announced major layoffs at the plant, which would reduce the workforce to approximately 200 employees. The third largest employer is currently Farmland Foods in Monmouth, 60 miles northeast of Nauvoo, with 1,280 employees. These figures do not include local school systems, though most are too small to rival the region's largest employers (Figure 9).

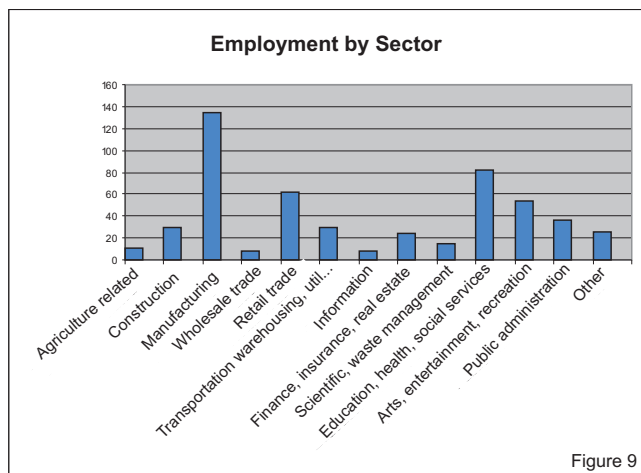


Figure 9

Source: RETAC, Economic/Demographic Profile (IIRA)

An equal number of Nauvoo residents, approximately one-fifth in each sector, are employed in management and professional occupations, sales and office occupations and transportation occupations. The largest employers in Nauvoo are Nauvoo Investments, John A. Kraus Co. and Nauvoo Restoration, Inc. Given the sizes of the labor pool and largest employers, it seems that most Nauvoo residents work outside the community in larger cities, such as Fort Madison and Keokuk, Iowa (Figure 10).

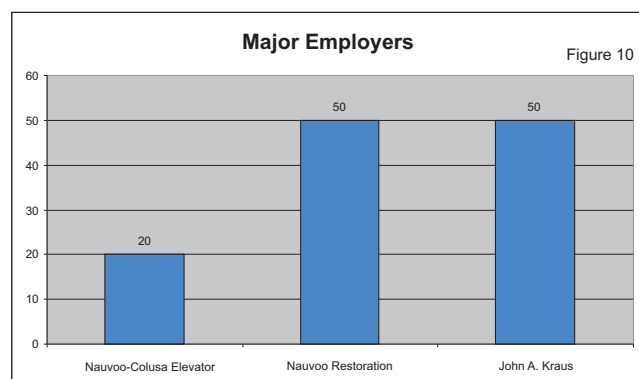


Figure 10

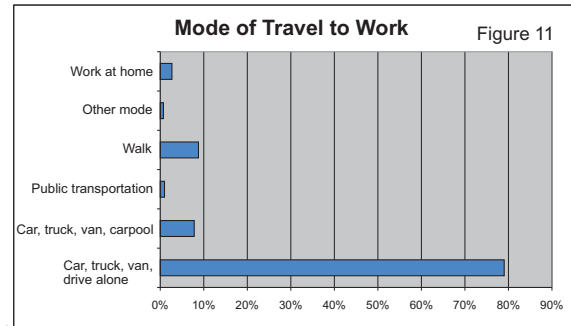
Source: Nauvoo Planning Committee

Eighty percent of Nauvoo residents drive to work alone. Eight percent of Nauvoo residents carpool, much lower than the national average of 15 percent. Nine percent of Nauvoo residents walk to work, while three percent work at home. Public transportation is minimally available in Nauvoo at this time (Table 5, Figure 11).

Mode of Travel	Workers 16yrs and Older	Percent
Car, truck, van, drive alone	409	79.1
Car, truck, van, carpool	40	7.7
Public transportation	5	1
Walk	45	8.7
Other mode	4	0.8
Work at home	14	2.7

Table 5

Source: 2000 Census of Population and Housing

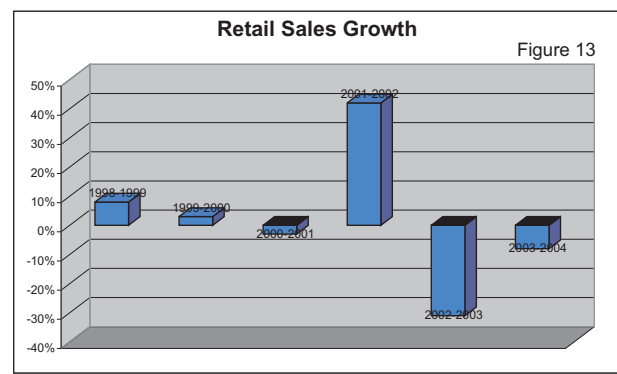
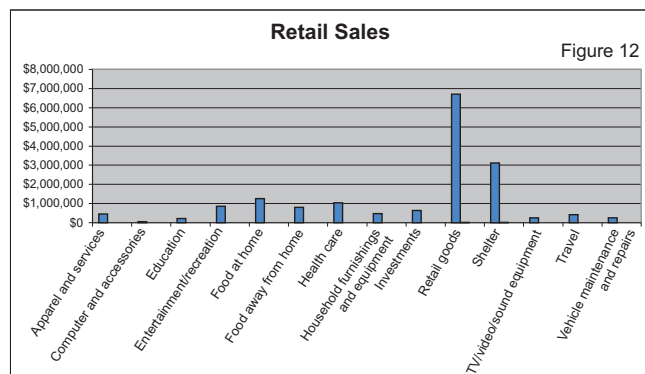


Retail trade in Nauvoo in 2004 saw \$16,579,632 in total sales. Retail goods accounted for 40 percent of that, while hotels accounted for 19 percent. The remaining sectors recorded very low sales. The retail spending on average represents \$49,000 per household. Since two-thirds of Nauvoo residents have incomes less than \$50,000, it is money drawn from outside the community that accounts for this apparent inconsistency (Table 6, Figures 12,13).

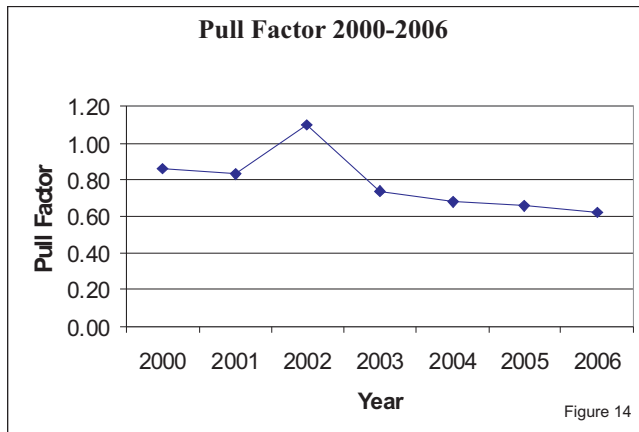
Category	Nauvoo Total	Average per Household	Percentage of Total
Apparel and services	\$453,564	\$1,330	2.7%
Computer and accessories	\$57,584	\$169	0.3%
Education	\$223,613	\$673	1.3%
Entertainment/recreation	\$851,735	\$2,497	5.1%
Food at home	\$1,253,827	\$3,677	7.6%
Food away from home	\$793,823	\$2,328	4.8%
Health care	\$1,043,160	\$3,059	6.3%
Household furnishings/equip	\$468,678	\$1,774	2.8%
Investments	\$643,660	\$1,887	3.9%
Retail Goods	\$6,715,084	\$19,692	40.5%
Shelter	\$3,123,665	\$9,160	18.8%
TV/video/sound equipment	\$261,898	\$768	1.6%
Travel	\$425,610	\$1,248	2.6%
Vehicle maintenance/repairs	\$263,731	\$773	1.6%
TOTAL	\$16,579,632	\$49,035	

Source: Rural Economic Technical Assistance Center

Table 6

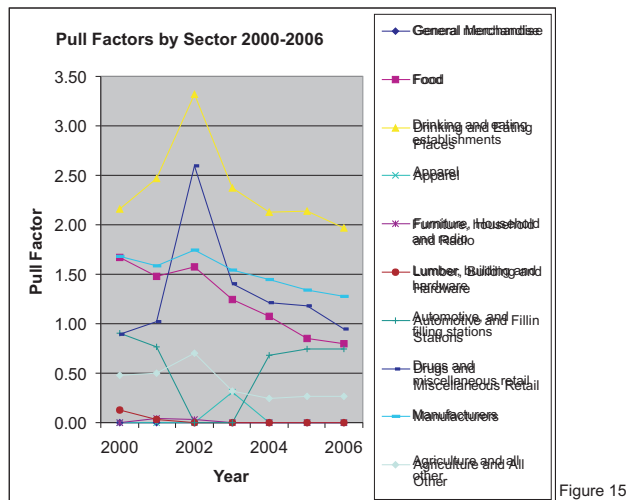


The retail drawing power of a city is described by its pull factor, calculated as the ratio of local per capita retail sales to downstate per capita sales. A pull factor greater than 1.00 indicates that a city is attracting sales from visitors, while a pull factor less than 1.0 means that local residents are shopping elsewhere. With the exception of 2002, Nauvoo's pull factor has continued to decline since 2000. It appears that Nauvoo residents are increasingly shopping outside the city rather than at local businesses (Figure 14). It should be noted that the 2002 numbers were likely impacted by the construction of the new Mormon temple and the large, but temporary, influx of persons this activity caused.



Source: Illinois Institute for Rural Affairs

In addition to describing total retail sales, pull factors also illustrate how various retail sectors are performing. Blank categories have fewer than four taxpayers, so no data is shown to protect their confidentiality. Total pull factor calculations, however, do include this information. All data is self reported, leading to fluctuations in sales by category since businesses may not report themselves in the same category every year (Figure 15).



Source: Illinois Institute for Rural Affairs

The overall decline in Nauvoo’s pull factors is reflected in the individual pull factors of each sector. The general merchandise sector has not recorded any sales since 2000, while the apparel sector noted sales in 2003 only. The lumber, building and hardware sector does not reflect sales since 2001. Historically, the food sector has attracted sales from outside Nauvoo, but since 2005, the sector has been losing business in other areas. The drinking and eating establishments and manufacturers sectors continue to draw in sales though not as much as in the past. While there are some automotive and filling stations and agriculture sales in Nauvoo, most business in these two sectors is lost to other cities as well. While drugs and miscellaneous retail attracted sales from 2001 to 2005, the sector is currently losing sales.

Besides pull factors, another tool used to understand a community’s economy is surplus and leakage measured as the difference between potential and actual sales. Potential sales are the amount of sales an area should achieve when compared to other downstate areas. Potential sales are calculated using per capita sales and local population and accounting for any disparity in income. A surplus indicates that actual sales exceed potential sales, while a leakage means that actual sales fall short of potential sales (Table 7).

Retail Sales Surplus/Leakage

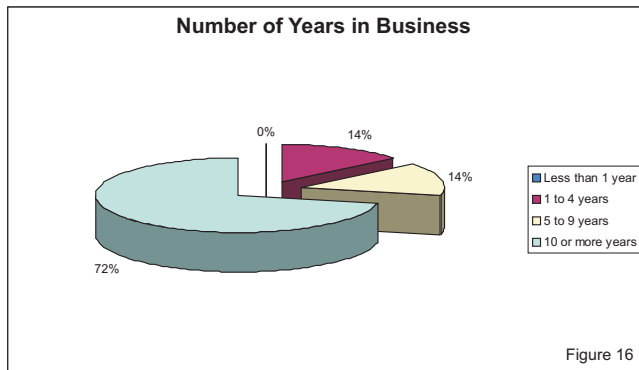
Table 7

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as a Percent of Potential Sales
2000	\$9,658,528	\$8,862,750	-\$795,778	-8.2%
2001	\$9,990,702	\$8,852,910	-\$1,137,792	-11.4%
2002	\$11,227,770	\$13,165,533	\$1,937,763	17.3%
2003	\$11,650,224	\$9,233,494	-\$2,416,730	-20.7%
2004	\$12,243,992	\$8,868,065	-\$3,375,927	-27.6%
2005	\$12,742,348	\$9,010,471	-\$3,731,877	-29.3%
2006	\$13,473,432	\$8,994,190	-\$4,479,242	-33.2%

Source: Illinois Institute for Rural Affairs

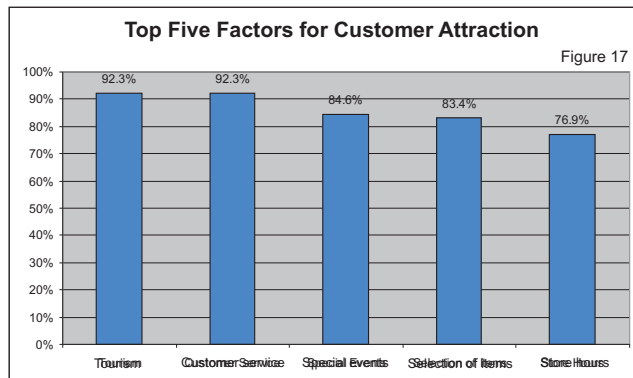
Since 2000 and with the exception of 2002, Nauvoo has recorded leakages in retail trade. The percentage of retail sales lost is increasing, with nearly one-third of potential retail sales made outside of Nauvoo. When referencing pull factors and surplus/leakage, it appears that Nauvoo is losing business to other areas rather than retaining and attracting new business to the city.

According to the Western Illinois Regional Council survey conducted in the summer of 2007, 72 percent of existing businesses have operated for more than ten years. From May 2005 through April 2008, 16 new business licenses were issued according to the City of Nauvoo. It should be noted not all of these businesses have come to fruition and there is no enforcement of business licensing in Nauvoo (Figure 16).

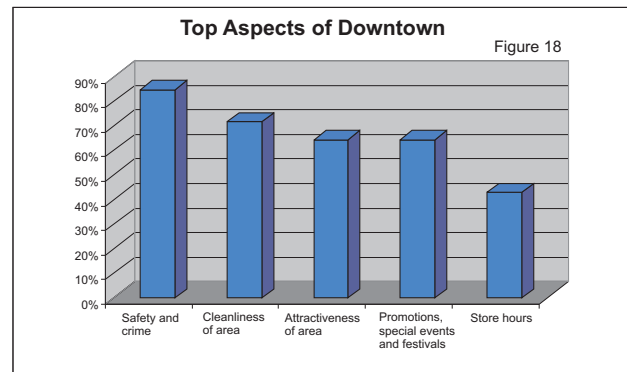


Source: WIRC Survey

In attracting customers to Nauvoo, respondents to a WIRC survey agreed that tourism and customer service were the two biggest draws. Eighty percent of respondents find that Nauvoo's overall impression is excellent or good. Respondents concurred that improved cleanliness would attract more customers (Figures 17,18).



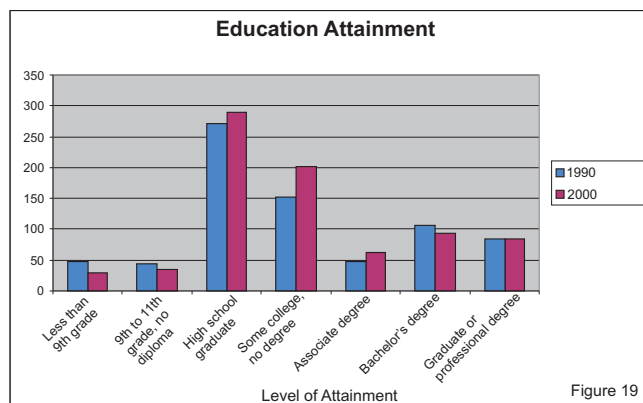
Source: WIRC Survey



Source: WIRC Survey

• Education

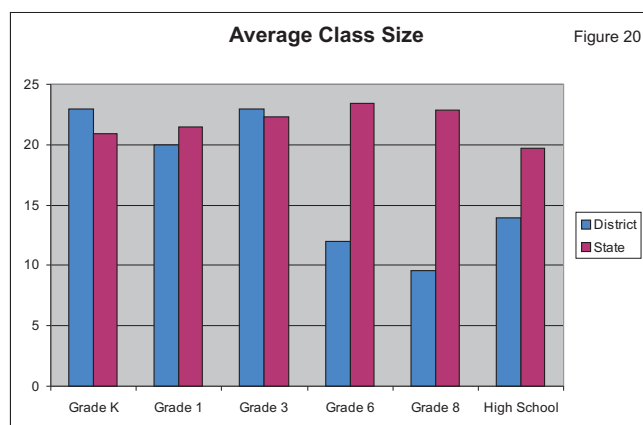
Between 1990 and 2000, more residents in Nauvoo acquired some level of college education than in previous decades. According to the 2000 Census data, 85 residents age 25 and older, or 11.6 percent, have at least a Bachelor’s degree. An additional 84 residents age 25 and older, or 11.5 percent, have a graduate or other professional level degree. Conversely, 7.7 percent of Nauvoo residents have not graduated from high school (Figure 19).



Source: 1990 and 2000 Census of Population and Housing

Nauvoo's public schools are part of the consolidated Nauvoo-Colusa School District. According to the Nauvoo-Colusa CUSD 325, the district has one elementary school with 14 teachers, two teacher assistants and 187 students. The combined junior high and high school has 19 teachers and 216 students. Nauvoo also has a Catholic school with a nursery school and an elementary school that teaches kindergarten through sixth grade. The Catholic school enrolls 57 students, and employs five teachers and one aide. Carl Sandburg Community College is approximately 22 miles away in Carthage and Southeastern Community College is approximately 15 miles away in Keokuk. The nearest four-year universities are Western Illinois University, 50 miles to the east, and Quincy University, 50 miles south.

According to the 2007 Illinois District Report Card, public schools in the Nauvoo-Colusa School District generally have smaller class sizes than is average in Illinois, with high school classes averaging 15 students per class as compared to 19 statewide. The Nauvoo-Colusa High School boasted a 93 percent graduation rate in 2007, higher than the state average of 85.9 percent. The 2007 graduating class has an average composite ACT score of 20.1, nearing the Illinois average of 20.3 (Figure 20, Table 8).



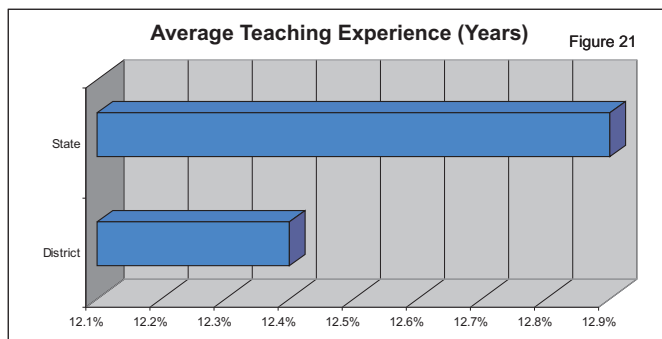
Source: Nauvoo-Colusa School District

Academic Performance	District%	State%
Graduation Rate	93.0	85.9
Overall Performance State Tests	71.7	73.8
ISAT Performance	84.2	78.7
ACT Performance	20.1	20.3

Table 8

Source: State Board of Education

Nauvoo-Colusa teachers have an average of 12.4 years of teaching experience compared to an average of 12.9 years statewide. Nearly 78 percent of Nauvoo-Colusa teachers have Bachelor’s degrees only, with more than 22 percent also having Master’s degrees. Statewide, less than half the teachers have Bachelor’s degrees and over 50 percent of those also have Master’s degrees (Figure 21, Table 9).



Teacher Education	District	State
Percentage of teachers with B. A.	77.7	47.6
Percentage of teachers with M. A.	22.3	50.3

Table 9

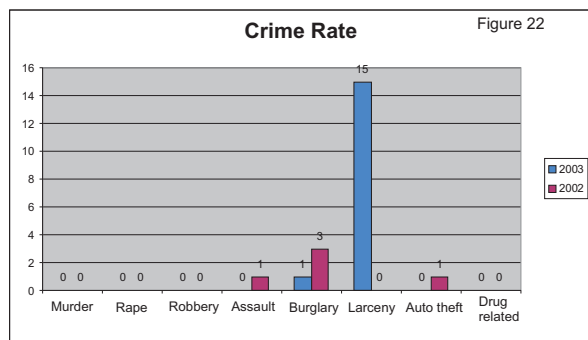
Source: Illinois Board of Education and Nauvoo-Colusa District

Source: Illinois Board of Education and Nauvoo-Colusa School District

The Nauvoo-Colusa School District is currently facing financial difficulties, as the Dallas City School District has pulled its 80 students from the Nauvoo-Colusa High School, in effect, since the 2007-2008 school year. Nauvoo-Colusa schools receive far less of their revenue through taxes than is typical in Illinois, while teacher and administrator salaries are also considerably less. One possible school district with which Nauvoo-Colusa schools can consolidate is the Hamilton School District. In April 2007, a proposed tax hike failed to pass with a majority vote. Currently, the total tax rate in the Nauvoo-Colusa District as reported on the 2007 Illinois Report Card is 3.52 percent per \$100. The Nauvoo-Colusa Board of Education has deactivated its high school and is sending its students to Warsaw High School, while Warsaw Junior High School students will attend the Nauvoo-Colusa Junior High School on a two year trial.

• Public Safety

Nauvoo is a safe community with one assault, three burglaries and one car theft reported in 2002. The following year saw a spike in larceny, up to 15 from zero the year before. Nauvoo has two full-time and three part-time police officers (Figure 22).



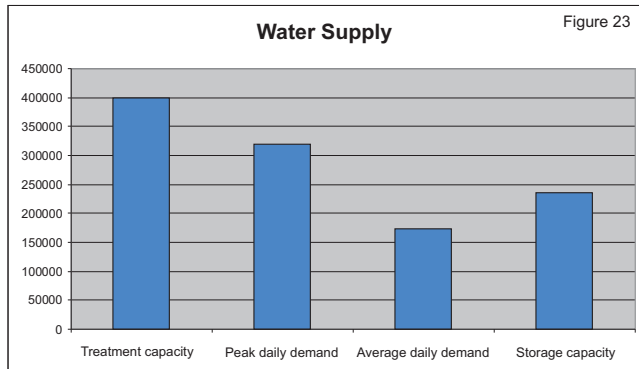
Source: Federal Bureau of Investigations 2002, 2003

The Nauvoo Fire Protection District is comprised of one chief, 18 firefighters, 11 emergency technicians and three first responders. All are volunteers. The District has three fire trucks and one emergency vehicle. The fire department now also operates the ambulance service for the community.

The Nauvoo Clinic offers basic family care. The nearest hospital is in Fort Madison, Iowa 11 miles away. Keokuk, Iowa’s hospital is 15 miles away and the hospital in Carthage is approximately 22 miles in distance.

• Community Services

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. Peak demand rises to 320,000 gallons per day. The system’s storage capacity is 200,000 gallons of water per day. Nauvoo’s municipal water system has an excess capacity of 110,000 gallons per day (Figure 23). Recently improvements were completed to the water treatment plant.

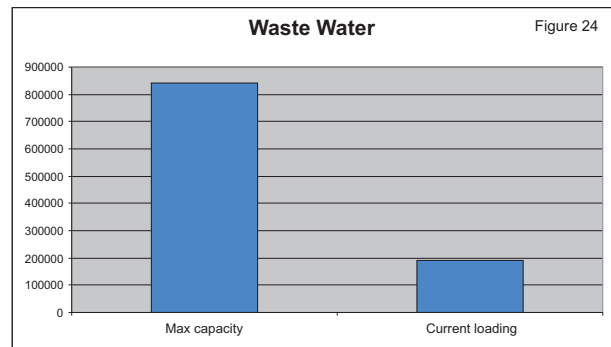


Source: City of Nauvoo Planning Committee

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. There is ample room for expansion, whether due to tourist activities, more businesses or new housing (Table 10, Figure 24).

Category	Value
Max capacity	840,000 Gallons
Current loading	190,000 Gallons
Total number of accounts	490

Source: City of Nauvoo Planning Committee



Source: City of Nauvoo Planning Committee

The nearest interstate exchange is presently 25 miles away at Carthage. However, once the Avenue of the Saints interstate is complete, the nearest access will be within 15 miles outside of Keokuk. 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. Nauvoo has an additional 26.5 miles of improved roads and 30 miles of unimproved roads, some of which have never been open for use.

Nauvoo has no rail service. Passenger service is available in Macomb and Quincy in Illinois, and Burlington and Fort Madison in Iowa. Freight service is available in Keokuk and Fort Madison.

Nauvoo does not have an airport. Small municipal strips are located in Keokuk and Fort Madison. Public airports with passenger service are found in Burlington and Quincy.

Nauvoo has no bus service. Keokuk and Fort Madison are on interstate bus routes.

The Colusa Elevator Co. operates along a channel in the Mississippi River that is nine feet deep. The Mississippi River is also used by private watercraft for recreational use. The Army Corps of Engineers maintains the channel for navigable use.

The Nauvoo Library has 10,000 catalogued items. It also has four computers, one fax machine and one copy machine available for public use. The Nauvoo Library has approximately 500 members.

- **Parks & Recreation**

Nauvoo State Park is located on the southern edge of the town. The park features a lake where non-motorized boating and fishing are allowed. Nauvoo State Park also maintains hiking trails and campgrounds. An annual Grape Festival and the Nauvoo Grape Festival Pageant highlight the city's historic wine and cheese making. The park also houses the Rheinburger House Museum.

The area also offers an 18-hole golf course, horseback riding, a go-kart track and an activity center. Nauvoo does have a Park District that is responsible for the park grounds, including a ball diamond, and concessions on Winchester Street. A City Park next to City Hall is managed by a committee of the City Council.

- **Historic Preservation**

Nauvoo boasts 300,000 visitors annually, which is significant given its population of 1,071 residents. The Community of Christ operates the Joseph Smith Historic Center, which houses exhibits on Joseph Smith and Mormon life, as well as David Hyrum Smith's paintings. Tours of the Smith family home, gravesites, and Joseph Smith's reconstructed stores are available. The Church of Jesus Christ of Latter-Day Saints operates the LDS Nauvoo Visitor's Center, which offers interpretive programs. The LDS Visitor's Center also offers access to 25 restored Mormon homes and businesses.

Nauvoo Landing, at the foot of the present-day Parley Street, marks the departure point of the Mormons in 1846. It is also the starting point of the Mormon Pioneer National Historic Trail, which traces the Mormon's 1,300-mile trek to Utah.

The Nauvoo Historical 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 reason such a large expanse has been designated is primarily due to the Mormon Era properties in the flats.

The Nauvoo Historical Society maintains two pre-1850s buildings; is part of Illinois Preservation; participates in a local streetscape project; and is leading the Certified Local Government Committee for the City Council.