



Social and Economic Factors

History

Logansport, Indiana is the county seat of Cass County and is in northern Indiana at the junction of the Wabash and Eel rivers. Logansport's name is derived from a combination of the Shawnee warrior James Logan (better known as "Captain Logan") who served as a scout for US forces during the War of 1812 and the transportation history associated with the Wabash and Erie Canal (contributing to the "port" in the name).

Logansport has a diverse transportation history that involves boats, trains, and automobiles. As mentioned above, the Wabash and Erie Canal reached the city in 1837. The canal linked the Great Lakes to the Ohio River via an artificial waterway. This provided traders with access all the way to the Gulf of Mexico. It was the longest canal ever built in North America at over 460 miles long. Many train routes ran through Logansport and it was the site of the 1935 Brotherhood of Railroad Trainmen and Ladies Auxiliary conventions. Logansport still has two active railroads, a switch yard, and a small, refurbished depot downtown to this day. In terms of the automobile industry, the Historic Michigan Road runs through Logansport (one of the earliest roads in Indiana and its first "super highway" that ran from Madison to Michigan City via Indianapolis). Additionally, Logansport was home to the pioneering brass era automobile company Rutenber, formerly of Chicago. It renamed itself the Western Motor Company when relocating to Logansport. The company was started after it invented the first four-cylinder automobile engine.

Social Renewal

In 2009, Logansport was designated a Preserve America Community by former First Lady Laura Bush. The Preserve America initiative is a direct result of Executive Order 13287, "Preserve America." Preserve America Community designations reflect communities that:

- Protect and celebrate their heritage.
- Use their historic assets for economic development and community revitalization.
- Encourage people to experience and appreciate local historic resources through education and heritage tourism program.

Of note, there is no funding that comes along with this designation; however, Logansport has Logan's Landing (a nonprofit that focuses on development of the downtown area), the City of Logansport Economic Development Organization (a nonprofit that focuses on development outside of the downtown area), and the Logansport-Cass County Chamber of Commerce (forum for local business leadership) all working toward both preservation and revitalization projects and initiatives. As a result, Logansport has been intentional with its focus on community revitalization over the years.

Demographics

All demographic data was obtained from Esri in February 2023. Esri specializes in delivering the world's most powerful mapping and spatial analytics software available.





Population

Logansport’s population peaked at the 1920 Census (21,626) and has been experiencing a decline (for the most part) ever since; however, the population only declined by .4% between the 2010 and 2020 US Census years, marking the smallest population decline between two Census years in its history. Projecting ahead, it is estimated Logansport’s population will continue to decrease slightly (2.2%) by 2027.

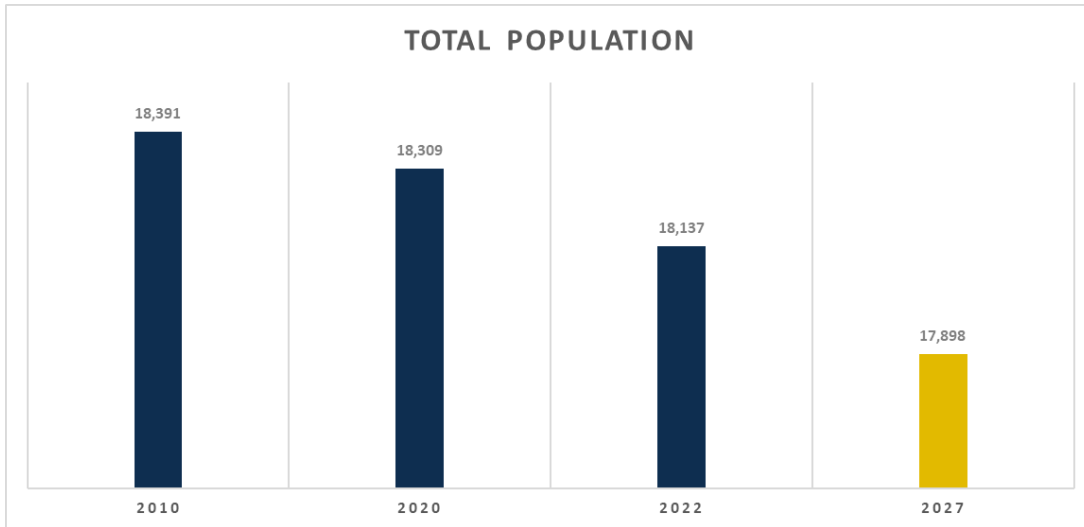


Figure 1: Logansport Population

Age Segmentation

Logansport’s median age is 36.8, an increase of 2.4 years since the 2010 Census. This trend is supported by the fact that almost half (49%) of Logansport’s population is over 35 years old, and that trend is projected to continue over the next five years as the majority of the population (52%) is expected to be over 35 years old. Family programming and opportunities will continue to be an important service to provide given the large age segment of 35 to 59 year olds and the projected stable youth (under 19 years old) population.

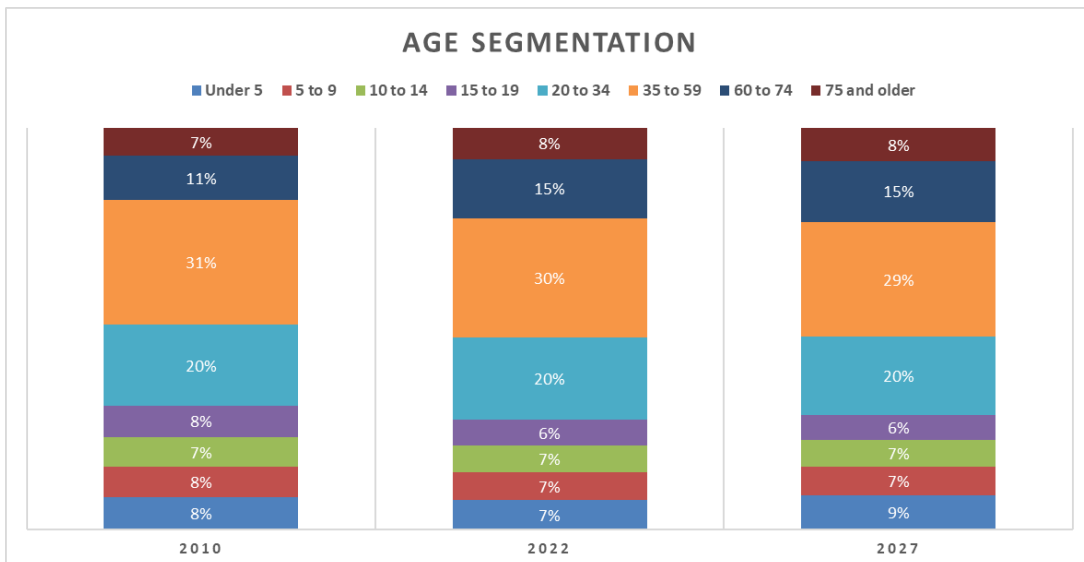


Figure 2: Age Segmentation Breakdown (2010-2027)





Race and Ethnicity

Logansport is diversifying and is much more diverse than the state average (84.2% White). Additionally, diversification trends are supported by an increasing Hispanic ethnicity population. It should be noted that ethnicity is recorded separately from race as people who identify their origin as Hispanic, Latino, or Spanish may be of any race. Tyson Foods, the world’s second-largest processor and marketer of chicken, beef, and pork has a Logansport facility and employs a diverse workforce, adding to the social fabric of the city. Population trends support the notion the parks department should work closely with local industries when planning recreational services, experiences, programs, and more.

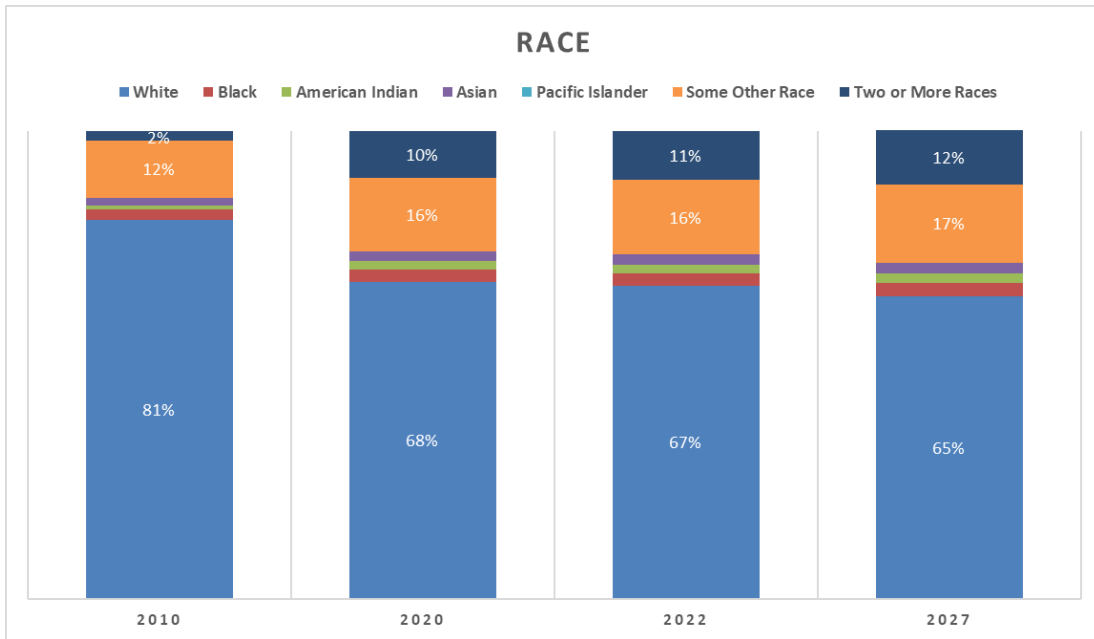


Figure 3: Race Statistics (2010-2027)

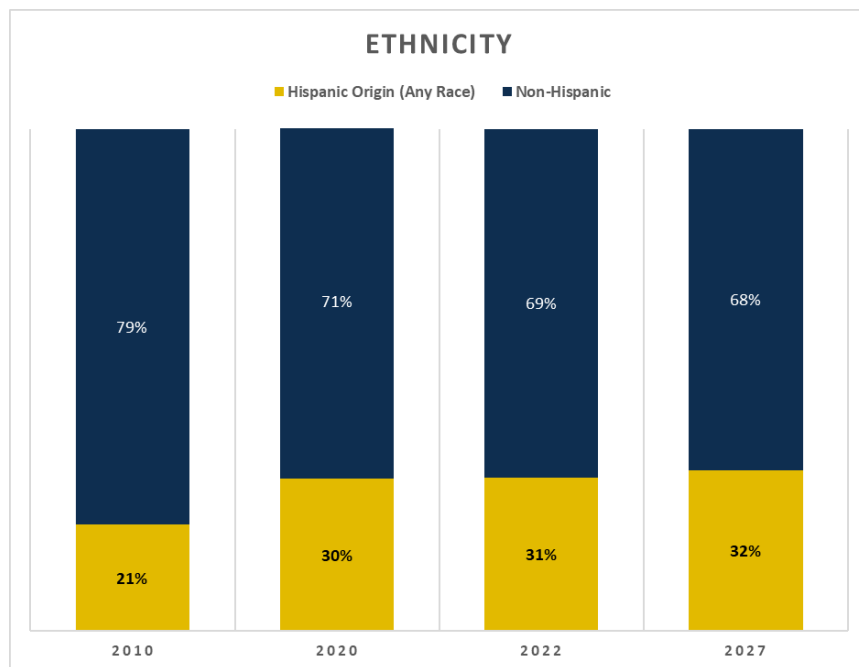


Figure 4: Ethnicity Statistics (2010-2027)





Household Characteristics

Interestingly, as Logansport’s population has declined in recent years, the number of total households has actually increased. However, the average household size has decreased and is projected to continue decreasing. This means there are fewer people living in households, but there is still demand for newer housing to accommodate those living on their own. This can also be indicative of families moving to the area with fewer children, the Logansport population aging and kids moving away, or other familial trends. These trends have a direct impact on parks department marketing (for one thing) because there are more households to communicate with and less concentrations of people to assist with word-of-mouth marketing.

Household Statistics				
Characteristic	2010	2020	2022	2027
Total Households	6,851	6,994	6,953	6,889
Avg. Household Size	2.60	2.56	2.55	2.54

Figure 5: Household Statistics (2010-2027)

Household Income

Logansport’s median household income is \$45,869, a figure well-below the median household income for the entire state of Indiana (\$58,235); however, the city’s median household income is projected to increase by nearly 16% over the next five years. The largest household income category in the city is the \$50,000-\$74,999 range. Even though household income is projected to increase, the relative comparison to the state average indicates caution should remain when assessing future spending power and willingness to pay for recreation services.

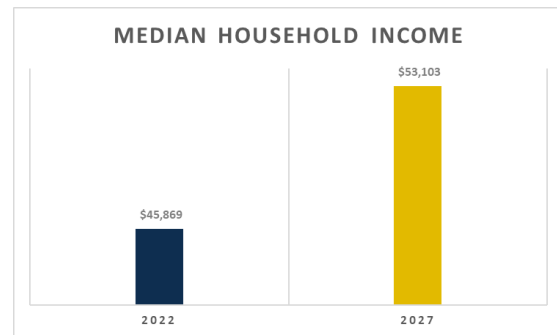


Figure 6: Median Household Income (2020-2027)

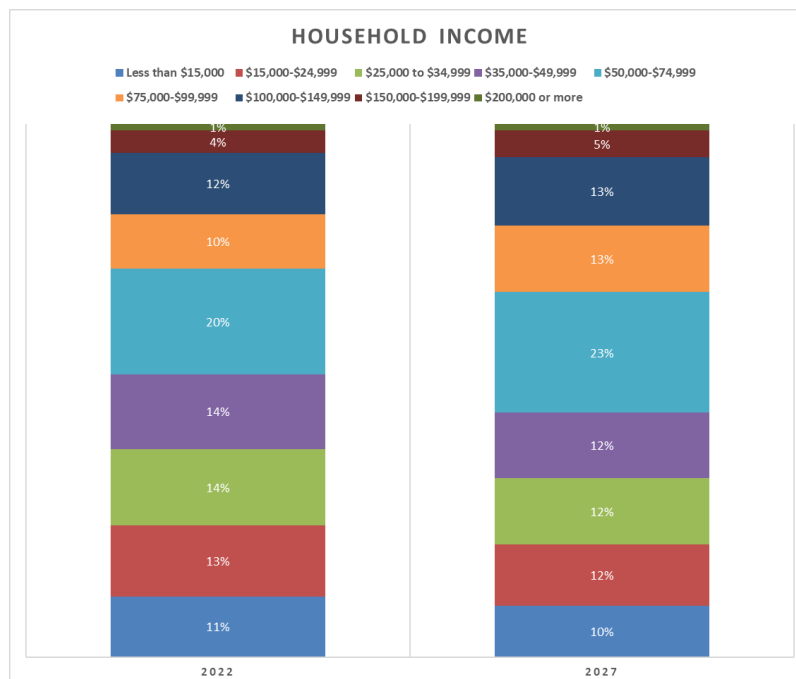


Figure 7: Household Income by Category (2020-2027)





Poverty

A grassroots movement including United Ways, corporations, nonprofits, and foundations from 23 states (and the District of Columbia) produces research that focuses on how to improve life across the country for Asset Limited, Income Constrained, Employed (ALICE) populations. ALICE represents the growing number of individuals and families who are working but are unable to afford the basic necessities of housing, childcare, food, transportation, health care, and technology.

Each ALICE Report uses standardized measurements to quantify the cost of a basic household budget in each county in each state, and to show how many households are struggling to afford it.

ALICE households earn more than the federal poverty level, but less than the basic cost of living for the county (the ALICE Threshold). For Cass County, 12% of households are in poverty, but 40% are considered ALICE households. Logansport is situated in mostly Eel Township, with minor parts in Clay, Noble, and Washington Townships. This means the largest ALICE population is concentrated in the park department’s planning boundaries.

Figure 8 shows Cass County’s ALICE households by township, with the top-five percentages in red on the left and Eel Township highlighted on the map to the right for reference. These statistics reinforce the need for more assets, amenities, and opportunities within the urban center of the city and the department should be a leading partner in providing recreational services and forming partnerships that enhance access to amenities, quality of life features, and needed services.

Township	Percent of Households Below ALICE
Adams	27%
Bethlehem	32%
Boone	33%
Clay	26%
Clinton	43%
Deer Creek	13%
Eel	52%
Harrison	29%
Jackson	32%
Jefferson	29%
Miami	34%
Noble	35%
Tipton	31%
Washington	37%

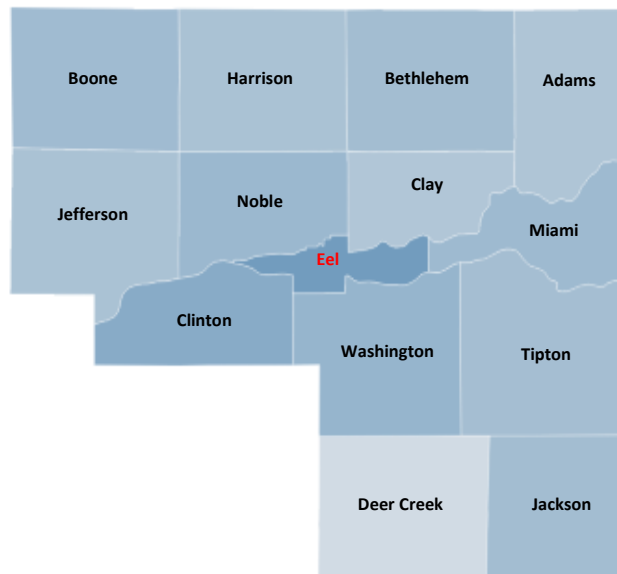


Figure 8: Cass County ALICE Population by Township (left) and Overall Township Map (right)





Educational Attainment

Logansport’s largest educational attainment category for the population 25 years and older is a high school degree, followed by those with some college, but no degree. Approximately 18% of the population does not have a high school diploma or equivalent, a statistic much higher than the state average of nearly 10%.

Educational Attainment (25+ Years Old)	
Level	2022
Less than 9th Grade	9%
9th - 12th Grade, No Diploma	9%
High School Graduate	34%
GED/Alternative Credential	8%
Some College, No Degree	19%
Associate Degree	10%
Bachelor's Degree	9%
Graduate/Professional Degree	3%

Figure 9: Educational Attainment Statistics (2022)

Disability Status

Approximately 16% of the civilian noninstitutionalized population reports having a disability, a statistic slightly higher than the state average of 14%. Over half (55%) of all those older than 75 residing in Logansport report having a disability. The percentage decreases for the 65-74 year old population with 32% reporting having a disability. These numbers reflect a high disability status for the Logansport population as it ages, a fact that necessitates an increased focus on facility accessibility and providing recreation facilities and amenities with all abilities in mind.

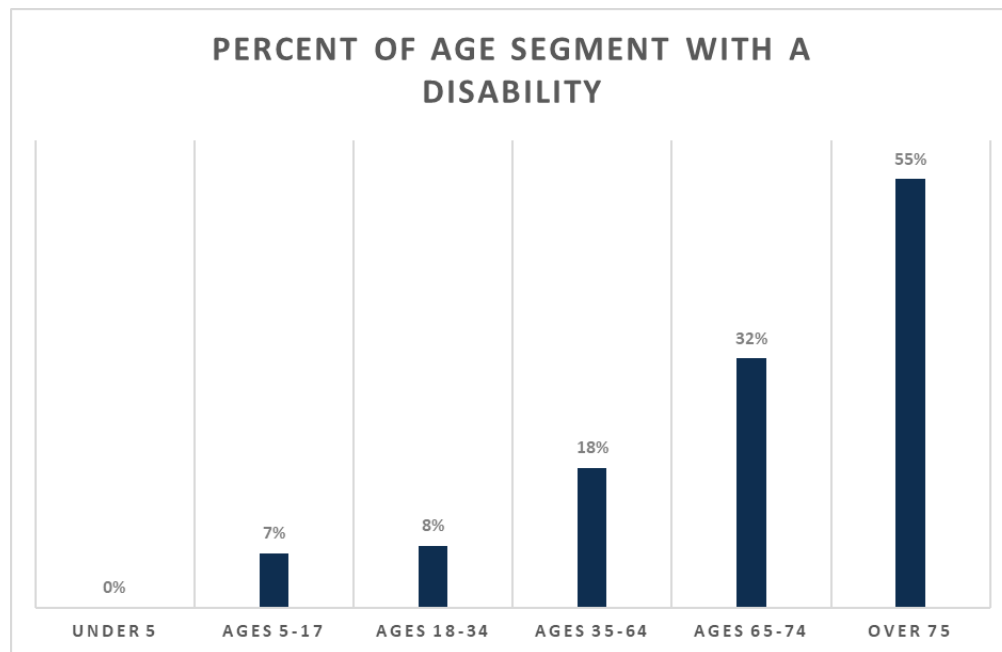


Figure 10: Disability Statistics (2022)





Employment

Logansport’s overall unemployment rate is 2.7%, slightly below the state average of 3%. Logansport’s largest employed age segment (25-54) is also the largest unemployed age segment overall. These statistics support the idea of continual investment in employee recruitment, training, and retention to keep workforce unemployment levels below the state average.

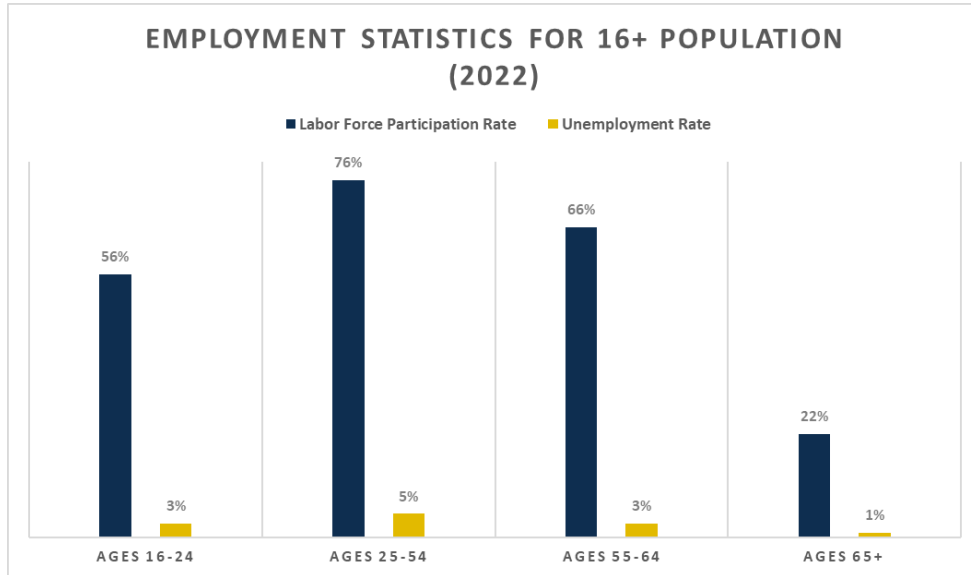


Figure 11: Employment Statistics (2022)

Industry and Occupation

Logansport’s top five leading industries combine to represent 73% of all industries within the city, with the manufacturing industry employing 1/3 of the entire population.

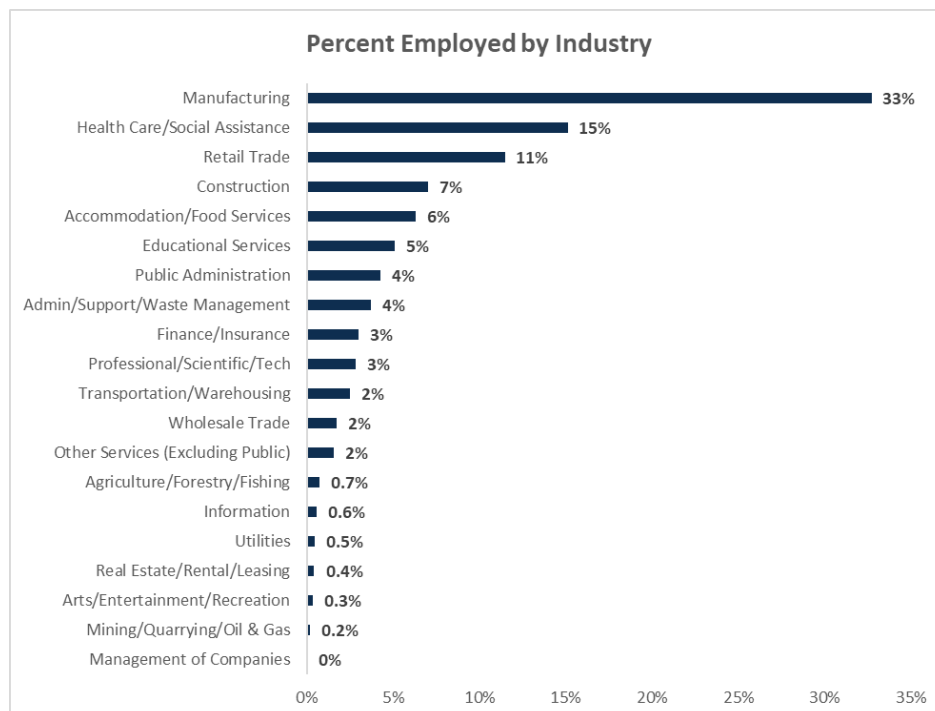


Figure 12: Industry Composition (2022)





Market Potential Index

Esri's Market Potential data measures the likely demand for a product or service in an area. A Market Potential Index (MPI) compares the demand for a specific product or service in an area with the national demand for that product or service. A value of more than 100 represents higher demand, and a value of less than 100 represents lower demand. For example, a service with a score of 125 translates into being 25% higher than the national average.

MPI scores were pulled for three categories:

1. Exercise/Personal Health Activities
2. Sport Activities
3. Outdoor Activities

Exercise/Personal Health Activities

All recorded activities score below the national average. However, the activities with the highest scores include walking for exercise, swimming, and yoga. When examining the expected population participation though, approximately half (51%) of the Logansport population is expected to participate in those three activities (walking for exercise – 28.2%, swimming – 14.1%, and yoga – 9%).



Figure 13: Exercise/Personal Health Activities MPI Scores for Logansport





Sport Activities

Most sport activities score below the national average with the exception of volleyball. Although not necessarily synonymous with experienced parks and recreation program trends, these statistics indicate sports programming in general may not be a robust core program area to pursue for the parks department.

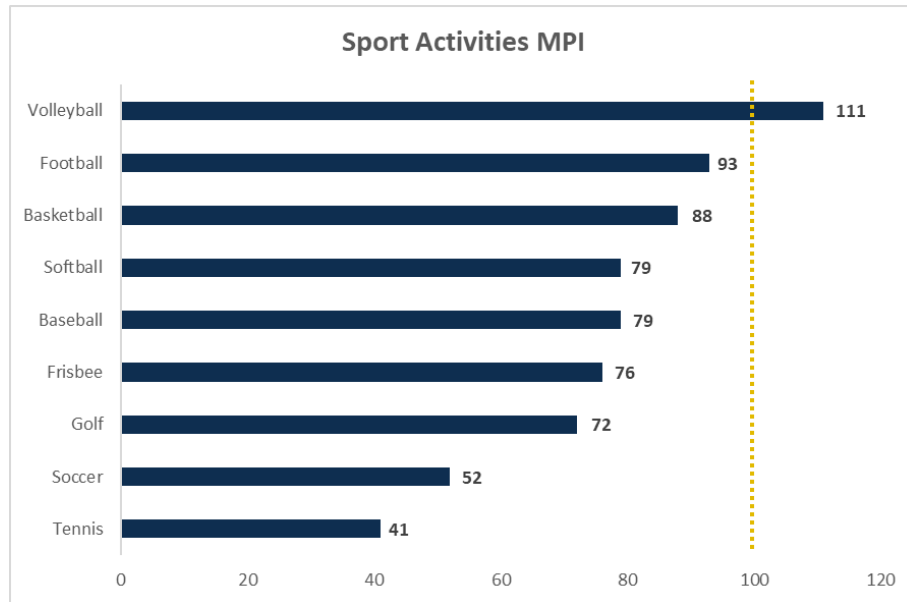


Figure 14: Sport Activities MPI Scores for Logansport

Outdoor Activities

Three outdoor activities score above national averages including freshwater fishing, canoeing/kayaking, and power boating. These statistics reinforce the idea of potentially increasing and leveraging water access and riverside parks in and around Logansport.

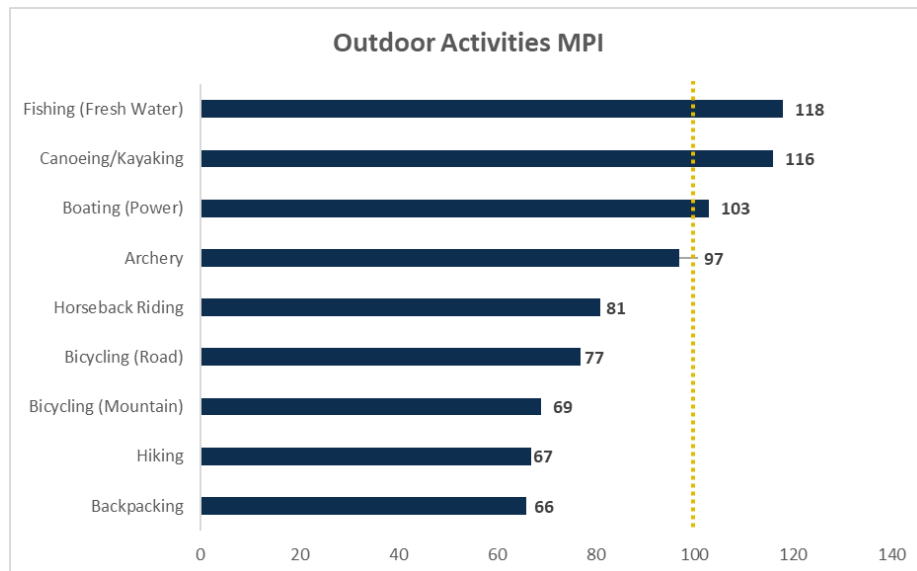


Figure 15: Outdoor Activities MPI Scores for Logansport





Spending Potential Index (SPI)

Esri’s U.S. Consumer Spending data is based on the latest Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. The Spending Potential Index (SPI) compares the average amount spent locally for a project to the average amount spent nationally. Like the MPI score, an index of 100 reflects the national average.

SPI scores were pulled for two categories:

1. Entertainment/Recreation Fees and Admissions
2. Sports, Recreation, and Exercise Equipment

Entertainment/Recreation Fees and Admissions

Logansport residents exhibit below average SPI index scores for all spending categories within Entertainment/Recreation Fees and Admissions and Sports, Recreation, and Exercise Equipment topics. These trends may have major implications for the parks department as both spending power *and* willingness to pay/spend may be influential factors on department fees for services and programs. This also translates to marketing efforts because residents’ willingness to spend on recreational activities may be low, but there is still spending occurring meaning the parks department needs to compete to be the leading destination for those dollars.

Entertainment/Recreation Fees and Admissions	
Activity	SPI
Tickets to Theatre/Operas/Concerts	59
Admission to Sporting Events, excl. Trips	59
Fees for Participant Sports, excl. Trips	56
Membership Fees for Social/Recreation/Health Clubs	56
Tickets to Parks or Museums	55
Fees for Recreational Lessons	50

Figure 16: Entertainment/Recreation Fees and Admissions SPI Scores for Logansport

Sports, Recreation, and Exercise Equipment	
Activity	SPI
Hunting and Fishing Equipment	79
Water Sports Equipment	67
Bicycles	60
Other Sports Equipment	57
Exercise Equipment and Gear, Game Tables	55
Rental/Repair of Sports/Recreation/Exercise Equipment	49
Camping Equipment	44
Winter Sports Equipment	37

Figure 17: Sports, Recreation, and Exercise Equipment SPI Scores for Logansport

Demographic Implications

System Investment and Accessibility

Given the fact Logansport encompasses the township with the largest percentage of ALICE households (Eel Township with 52% ALICE households), there is a need to expand park access, focus on ADA and infrastructure improvements, and develop additional programs and services to reach the surrounding population. This has direct implications for redeveloping park sites and creating a simultaneous strategy





to revamp existing park amenities and features. Identifying ways to continually inject both operational and capital dollars into the system will be paramount over the next five years.

Service Pricing

In general, SPI scores and household income statistics indicate a lower tolerance (and expectation) to spend on recreation goods and services. This is an important trend for Logansport because recreation pricing must align with community realities. It will be beneficial to develop a pricing tier based on cost recovery targets associated with the degree of public vs individual good related to a particular program, event, or service. Any pricing philosophy will need to be associated with a community educational component so residents understand the transparency behind pricing. Additionally, identifying funding sources in addition to program fees will be critical for system enhancements and development.

Accessibility

Like many communities, there is a strong need for ADA accessibility compliance in new and existing infrastructure. Typically, new infrastructure improvements adhere to ADA guidelines better with today's requirements and practices in place. ADA compliance issues typically relate to older infrastructure and bringing things "up to standard." With over half of the 75+ population and nearly a third (32%) of the 65-74 population reporting having some sort of disability, and not to mention all other age groups reporting having a disability to some degree, improving the existing system will remain a large community need. Projects that remove barriers to access related to ambulatory accessibility, auditory accessibility, cognitive accessibility, and visual accessibility (among others) will continue to improve the service provision provided to the Logansport community.

River/Water Access

As highlighted by the MPI scores, there may not be a large interest in sports-related activities within Logansport, although those services should and will be offered to some degree. However, the parks department should focus on creating and leveraging water access in riverfront and nearby parks and trails/pathways. As a city with its namesake paying homage to the surrounding rivers, enhancing water access will provide additional recreational opportunities while also providing new ways to promote the Preserve America Community designation it received in 2009. Water access and recreational opportunities can be a win-win for the parks department and the city's overall economic development strategies.

