

# Ellington's Bar

The Bistro & Bar jazz club you didn't know you needed.

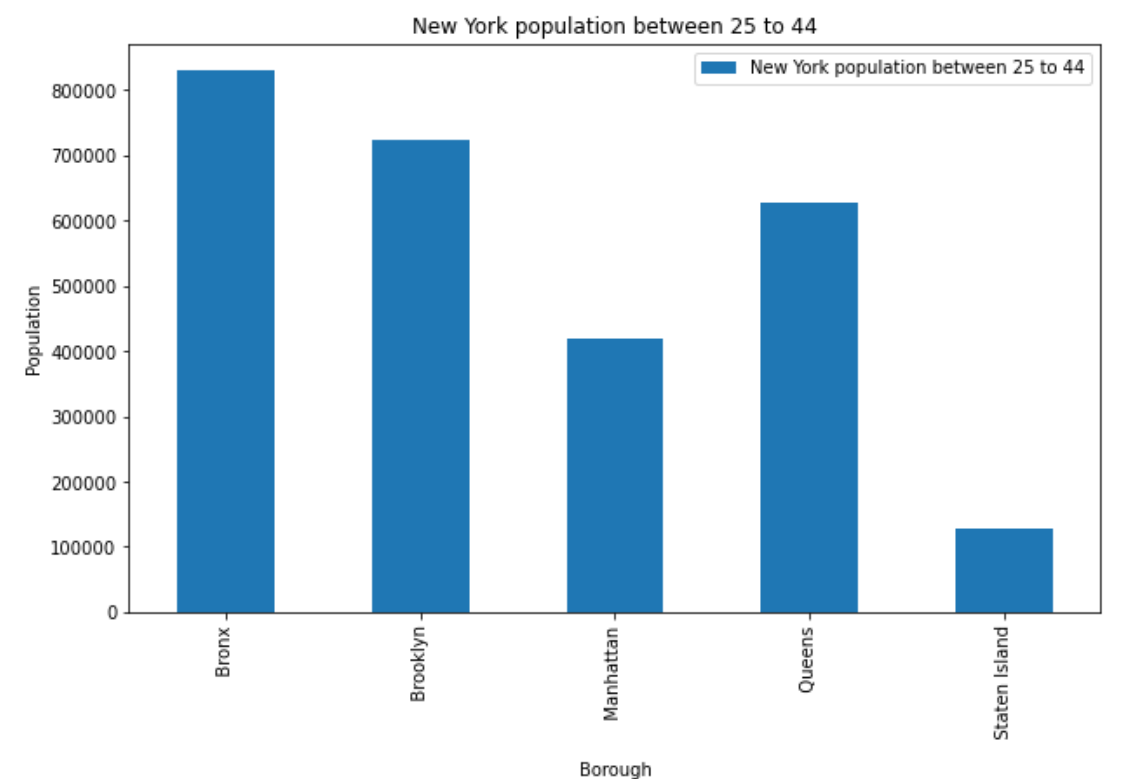
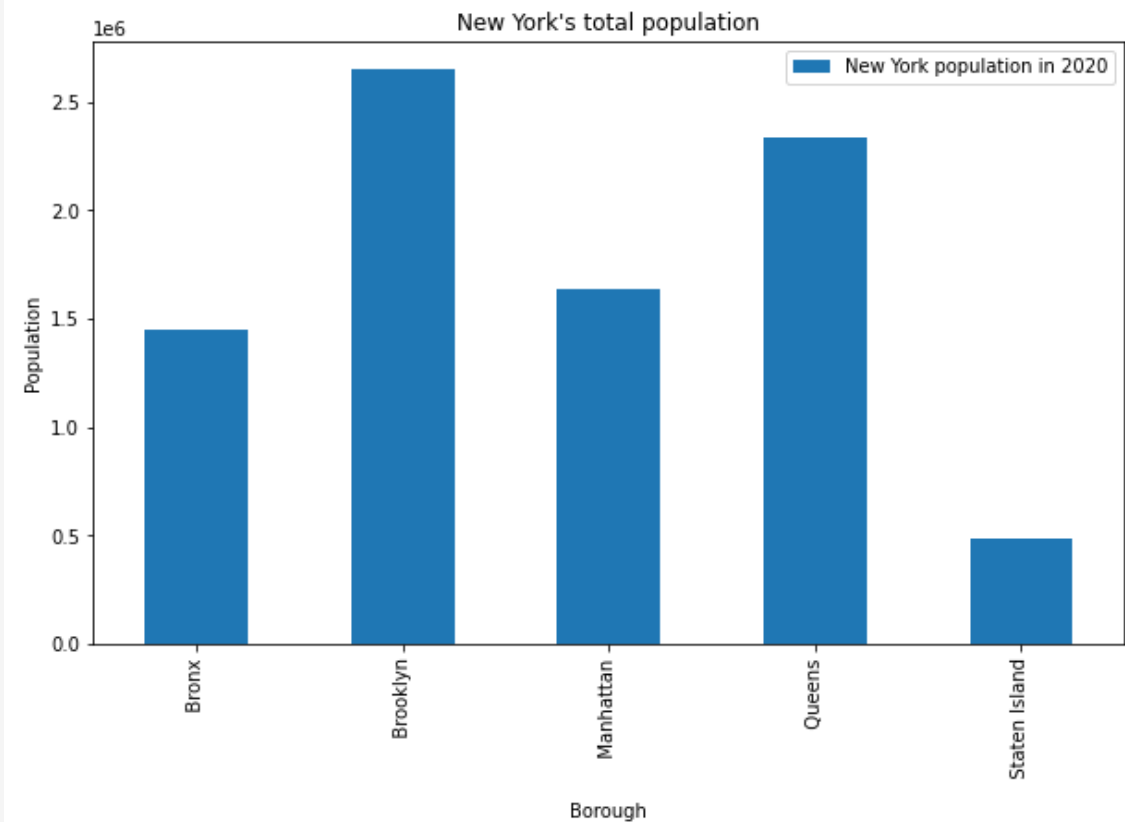


PowerPoint

# Borough Population

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**New York has a big population and according to some investigations the target customer for a bistro & bar restaurant is between 25 to 44.**



# Borough Incomes

According to an article published in *the ascent* the average U.S income was \$87,864 while the median household income was \$61,937 in 2018. By taken this into consideration only Manhattan with \$86,553, Staten Island with \$82,783 and Queens with \$68,866 are above the average.

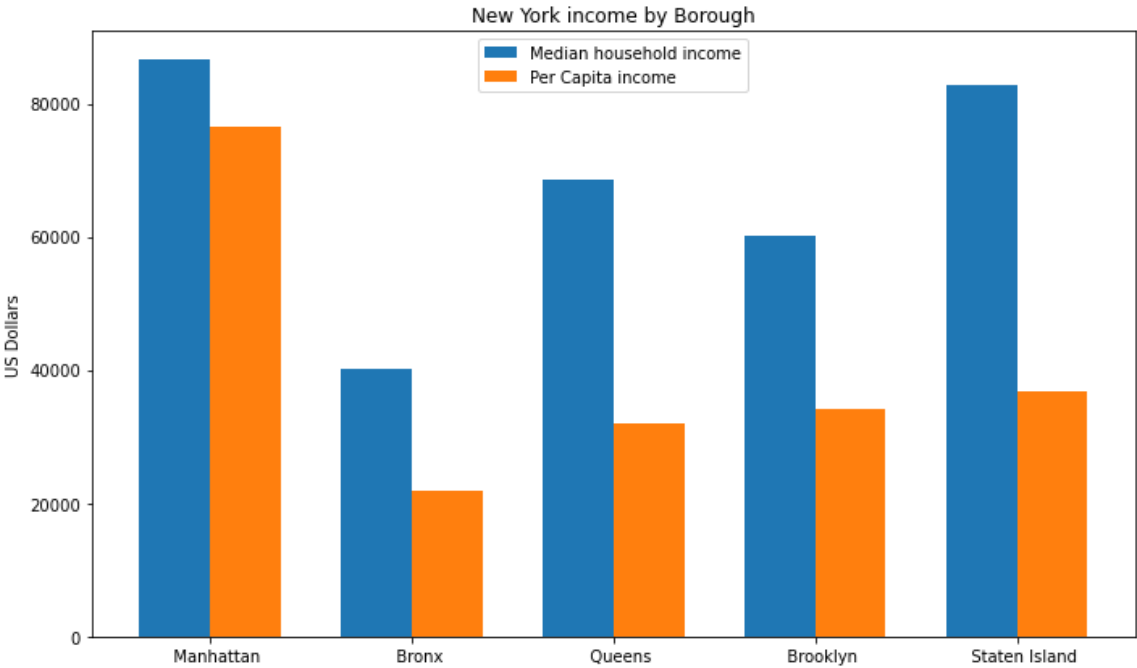
## Income distribution in the United States

Want to know how many Americans are in your income range? Here's how income breaks down in the United States:

Income range	Percentage of households
Less than \$10,000	6.3%
\$10,000 to \$14,999	4.3%
\$15,000 to \$24,999	9.0%
\$25,000 to \$34,999	8.9%
\$35,000 to \$49,999	12.4%
\$50,000 to \$74,999	17.4%
\$75,000 to \$99,999	12.6%
\$100,000 to \$149,999	15.0%
\$150,000 to \$199,999	6.6%
\$200,000 or more	7.6%

Data source: [U.S. Census Bureau \(2018\)](#).

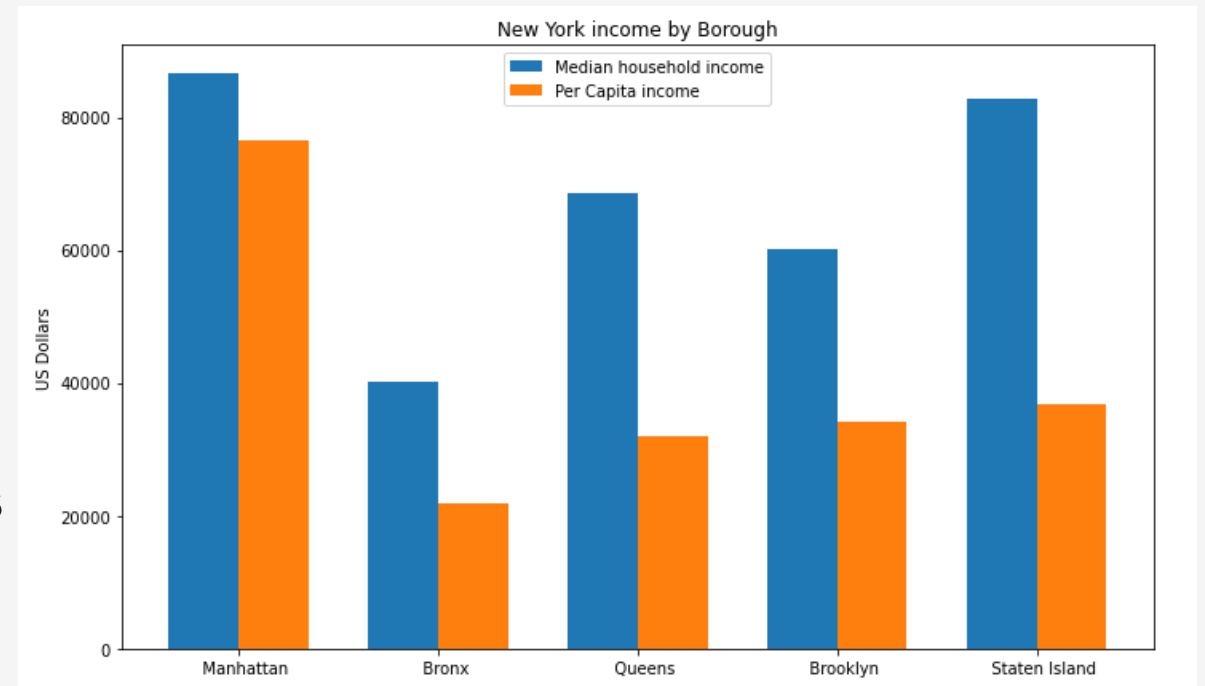
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# Borough Costs

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- 1** that Brooklyn and Queens have the highest costs for the Building Permits with costs of \$6,802 and \$5,840 as opposed to Manhattan and Staten Island with costs of \$1,896 and \$408.
- 2** In terms of rent all the boroughs are around the same price with the Bronx being the lowest one with a Median Gross rent of \$1,212 and Manhattan with a Median Gross rent of \$1,740.



# Borough Venues

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- Jazz Club
- Piano Bar
- Mexican Restaurant
- Paella Restaurant
- Sushi Restaurant
- Steakhouse
- Café
- Seafood Restaurant
- Bar
- Bistro
- Cocktail Bar
- Gay Bar
- Wine Bar
- Whisky Bar

# BROOKLYN

After analyzed several factors such as population, income, costs and venues I have conclude that the best borough would be **Brooklyn**. This decision is based on several factors.

- One is that Brooklyn has the second biggest concentration of the target customer.
- Brooklyn may not have the highest salary of all the boroughs but is still near the median household income average and is the category in which a high group of Us citizens also are (17.4% of all US population).
- In terms of rent is in the same range as the other boroughs however Brooklyn has the highest cost for the building permits.
- For all the boroughs of New York, only in Brooklyn is found a neighborhood that has a jazz club as its most common venue, as well as having the highest number of bars with a total of 78, besides having the highest number of Cafes and Mexican Restaurants.