

TOWN OF RYE COMMUNITY

Rye, NH's seaside location and proximity to amenities and services, while itself remaining largely semi-rural, has retained residents and attracted newcomers for decades. These circumstances have caused the population of the town to grow steadily from 4,083 residents in 1970 to 5,543 residents in 2020. To remain a vibrant community as the town grows, it is important that Rye continue addressing issues related to quality of life including access to recreation and open space, transportation alternatives, a strong civic life, housing affordability and diversity, aging in place, youth and family engagement, and preserving Rye's sense of place, history, and small-town culture.



5,543 individuals live in Rye, based on the 2020 US Census data. Rye has seen an increase in 245 people since 2010.



39% of the population is over 65 years old and 17% of the population is under 18 years old.



55.6 years old is the average age in Rye, based on the 2020 US Census data. In 2010, the average age of residents was 49.1 years old.



4.1% of Rye's population live below the poverty level, based on the 2020 US Census data. The overall poverty rate in Rye is consistent with regional trends.



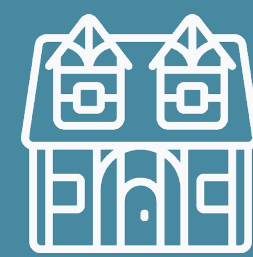
\$108,000 is the median household income, based on the 2020 US Census data, which is higher than the state's median household income at \$70,851.



2.44 individuals live in Rye per household, based on the 2020 US Census data. The average household size in Rye has decreased over the past 10 years.



2,906 housing units exist in Rye based on the 2020 US Census data. A total of 170 more units have been added since 2010. According to the Rockingham Planning Commission 2023 Regional Housing Needs Assessment, Rye is projected to need 476 more housing units by 2040.



45% of Rye's housing units are more than 50 years old, according to the 2023 Regional Housing Needs Assessment.



\$1,185,566 was the average home sale price between July 2022 and July 2023 in Rye, according to Zillow's Home Value Index.



\$407,000 is the estimated affordable maximum purchase price in Rye based on median household income, as calculated by the NH Housing Finance Authority.



616 of the homes, condos and apartments in Rye are considered "seasonal" and only occupied for part of the year as reported in the 2023 Regional Housing Needs Assessment.

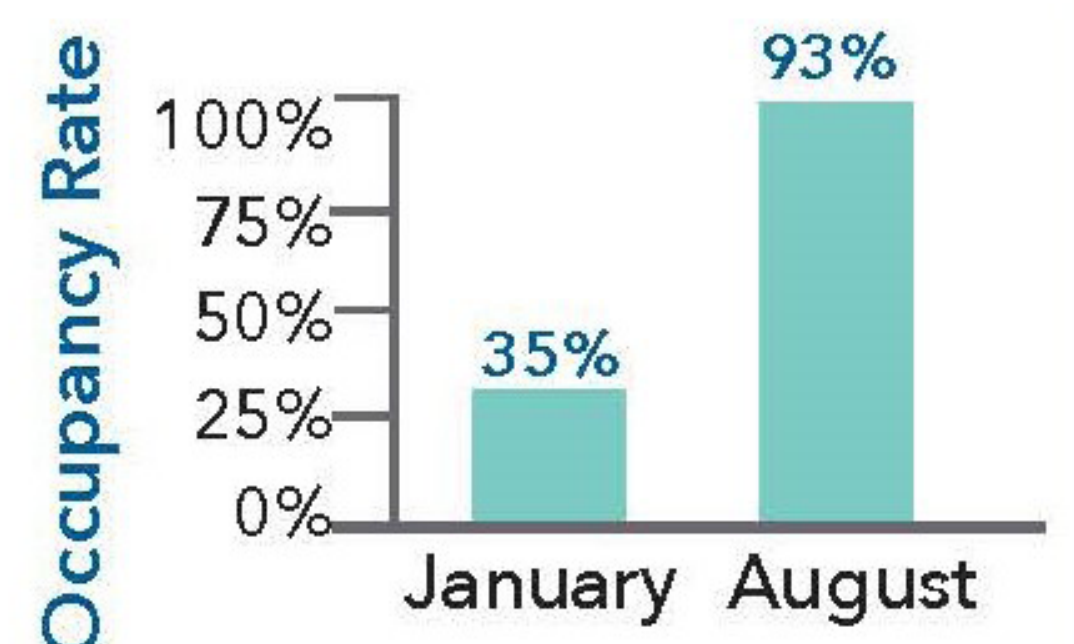
According to the New Hampshire Municipal Association, statutes and local ordinances in other states typically define a **SHORT-TERM RENTAL** as the rental of a residential unit, for a fee, for occupancy for less than 30 days,

83 Total number of short-term rentals



Source: AirDNA

\$439
Average
Daily Rate



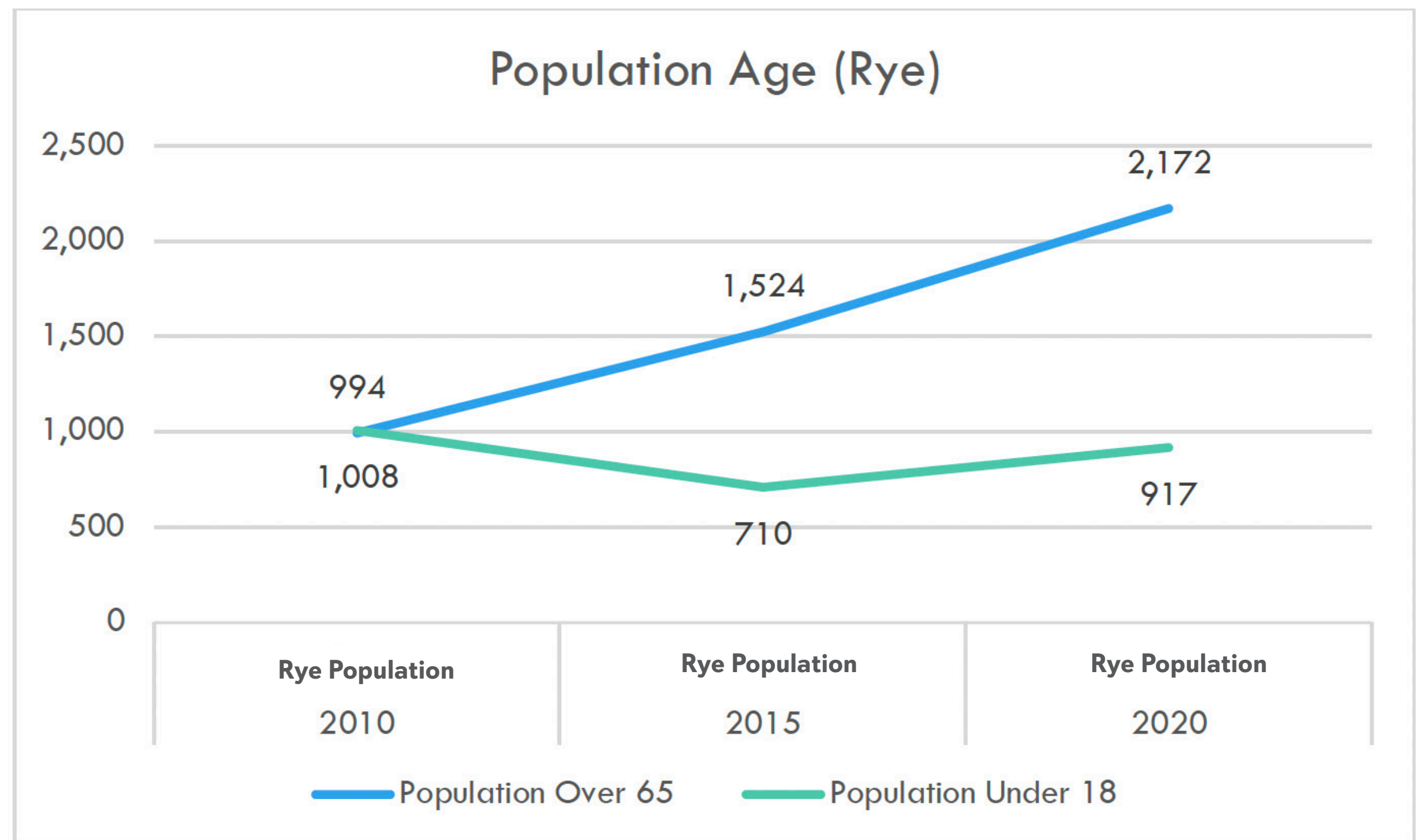
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What are some of the reasons Rye is a desirable community?

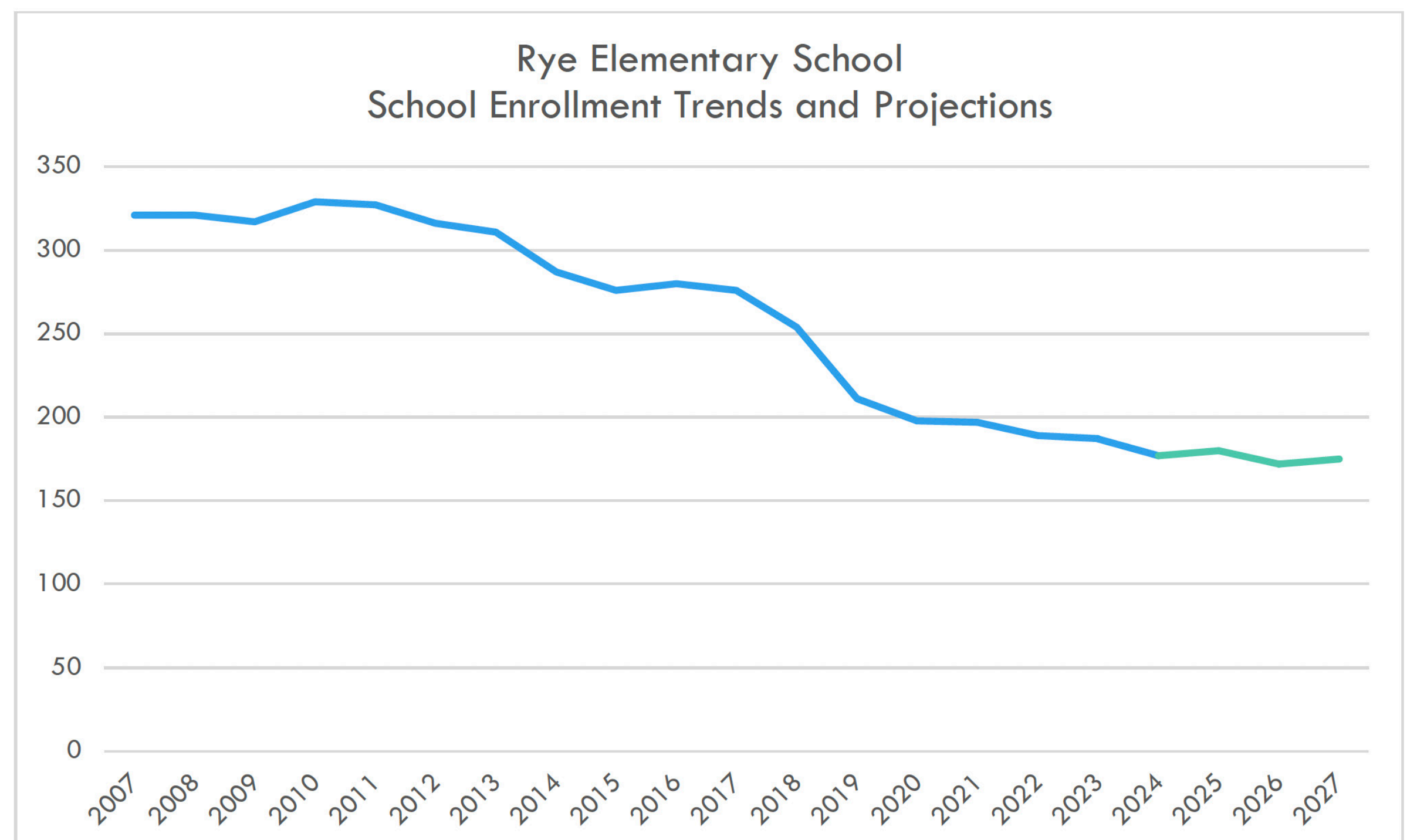
- **Rye’s rural character, small town history, seacoast location,** and proximity to amenities and services, as well as its conserved land and open space.
- **Rye’s coastal resources, including its town beaches and other places of interest,** such as Rye Harbor and Jenness Beach State Park, provide recreational opportunities for town residents.
- **Rye’s cultural and community assets,** such as the library, schools, its town center, Goss Farm, Isle of Shoals, the Historical Society, and its community events.
- **Rye’s recreation programs** that serve residents of all ages at several locations in town and the accessibility residents have to many public and private recreation areas.
- **Rye’s active cultural organizations** such as the Lions Club, Rye Driftwood Garden Club, and others that bring residents together and build a greater sense of community.
- Programs like **Rye SERVE,** which provides transportation services to older residents who no longer drive.

Rye’s Aging Population

Rye is an aging community. Ensuring that families can remain and move to town is crucial for the town’s vibrancy. The graph below shows trends related to Rye’s older and younger population since 2010.



School enrollment trends for each of Rye’s schools are shown below.



School enrollment numbers have been declining at Rye Elementary School (RES), especially, and at Rye Junior High School (RJHS), to a lesser degree. Projections show a stabilizing of school population at RES and continued decline at RJHS.

