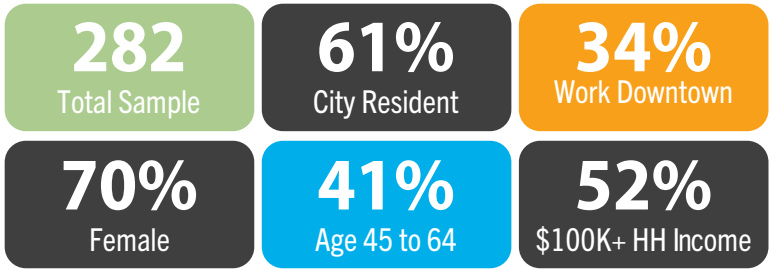




# At a Glance

## 2023 TOP PROSPECTS SURVEY RESULTS

### SURVEY SAMPLE CHARACTERISTICS



Q: What is the name of the business or place in Downtown Charles City that you visit most often?

### POPULAR PLACES | TOP FIVE

Aromas	18.7%
Hy-Vee	16.3%
Prologue	8.4%
The Pub	7.6%
Theisen's	5.2%

### DOWNTOWN CHARLES CITY TRENDS

# SEVENTY-TWO PERCENT

Describe recent trends in Downtown Charles City as  
**“Improving” or “Steady.”**

Question: Which of the following best describes recent trends in Downtown Charles City?

Improving or making progress	28.8%
Steady or holding its own	42.8%
Declining or losing ground	28.4%

### OPPORTUNITIES AHEAD

## EATING & DRINKING PLACES

Top 4 prospects for expansion and recruitment as determined by survey respondents' top choices.

Full Service	Farm to Table	Steakhouse	Bakery
Top Choice: 32.1%	Top Choice: 17.1%	Top Choice: 15.3%	Top Choice: 11.6%
Top Features:	Top Features:	Top Features:	Top Features:
Casual, family-friendly	Locally sourced foods	Quality-cut steaks	Donuts and pastries
Classic American cuisine	Outdoor seating & service	Gourmet burgers	Daily lunch specials
Alcoholic beverages	Seasonal produce	Soup and salad bar	Fresh breads
Buffet/Salad bar	Locally sourced beverages	Cocktails and mixed drinks	Cookies, brownies, etc.
Steakhouse specialties	Meat and fish entrees	Fish and seafood entrees	Breakfast sandwiches
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 32%	25 to 44: 44%	25 to 44: 11%	25 to 44: 52%
45 to 64: 41%	45 to 64: 40%	45 to 64: 51%	45 to 64: 38%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 27%	\$50K to \$100K: 28%	\$50K to \$100K: 42%	\$50K to \$100K: 31%
\$100K to \$150K: 27%	\$100K to \$150K: 16%	\$100K to \$150K: 22%	\$100K to \$150K: 21%
\$150K or greater: 30%	\$150K or greater: 37%	\$150K or greater: 25%	\$150K or greater: 34%

### POTENTIAL MARKET TRACTION



### EATING & DRINKING ESTABLISHMENTS

Question:

How likely would you be to patronize each of the following types of expanded or new Downtown Charles City eating & drinking establishments on a consistent basis?

1. Full Service Restaurant	4.38
2. Italian Restaurant	4.06
3. Farm to Table Restaurant	4.04
4. Steakhouse	4.04
5. Bakery	4.03
6. Breakfast/Brunch Restaurant	2.75

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

## OPPORTUNITIES AHEAD

## RETAIL ESTABLISHMENTS

Top 4 prospects for expansion and recruitment as determined by survey respondents' top choices.

Variety Store	Sporting Goods	Shoe Store	Men's Clothing
Top Choice: <b>46.8%</b>	Top Choice: <b>17.1%</b>	Top Choice: <b>13.1%</b>	Top Choice: <b>8.3%</b>
<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>
Home furnishings	Running/Workout apparel	Women's casual shoes	Casual attire
Health and beauty items	Bicycles and accessories	Women's athletic shoes	Casual-Dress attire
Gift and novelty items	Rec sports equipment	Men's casual shoes	Casual shoes
Household supplies	Bike repair/maintenance	Men's athletic shoes	Clothing accessories
Art, craft & hobby supplies	Health and fitness classes	Women's dress shoes	Fitness, sports, activewear
<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>
25 to 44: <b>24%</b>	25 to 44: <b>59%</b>	25 to 44: <b>28%</b>	25 to 44: <b>5%</b>
45 to 64: <b>46%</b>	45 to 64: <b>27%</b>	45 to 64: <b>47%</b>	45 to 64: <b>65%</b>
<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>
\$50K to \$100K: <b>36%</b>	\$50K to \$100K: <b>20%</b>	\$50K to \$100K: <b>22%</b>	\$50K to \$100K: <b>26%</b>
\$100K to \$150K: <b>19%</b>	\$100K to \$150K: <b>32%</b>	\$100K to \$150K: <b>34%</b>	\$100K to \$150K: <b>32%</b>
\$150K or greater: <b>21%</b>	\$150K or greater: <b>44%</b>	\$150K or greater: <b>28%</b>	\$150K or greater: <b>26%</b>

## POTENTIAL MARKET TRACTION



### RETAIL ESTABLISHMENTS

#### Question:

How likely would you be to patronize each of the following types of expanded or new Downtown Charles City retail establishments on a consistent basis?

1. Variety/General Store	4.21
2. Shoe Store	3.79
3. Sporting Goods, Fitness & Bike Shop	3.47
4. Men's Clothing Store	3.28
5. Clothing for Young Adults	2.94
6. Music Store	2.47

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

## GROWTH OPPORTUNITIES

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## POTENTIAL PROSPECTS



**Q: Are you interested in expanding your existing Downtown Charles City business, in moving your business to Downtown Charles City, or in opening a new business in Downtown Charles City?**

— Interested in expanding my existing business	9
— Interested in moving my business to downtown	2
— Interested in opening a new business in downtown	7

## DOWNTOWN CHARLES CITY HOUSING OPPORTUNITIES



# 8%

Of those surveyed would consider living in the Downtown Charles City.

### BUYERS: PREFERRED HOUSING STYLES

MORE LIKELY TO BUY | UP TO TWO SELECTIONS ALLOWED

2 Bedroom Condominium	60%
3+ Bedroom Townhome	40%
3+ Bedroom Condominium	30%
2 Bedroom Townhome	20%

### RENTERS: PREFERRED HOUSING STYLES

MORE LIKELY TO RENT | UP TO TWO SELECTIONS ALLOWED

2 Bedroom Apartment	56%
1 Bedroom Apartment	22%
Loft	22%
Studio Apartment	22%



Charles City is a Main Street Iowa community.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on the unique identity, assets and character of their historic commercial district.

Is Downtown a Good Place to Live?

FIFTY-NINE PERCENT

Of current downtown residents are **very or somewhat likely** to **recommend** downtown to friends and family as a good place to live.

**Q: How likely are you to recommend Downtown Charles City to friends and family as a good place to live?**

Very likely	33.3%
Somewhat likely	25.9%
Neither likely nor unlikely	14.8%
Somewhat unlikely	11.1%
Very unlikely	14.8%

DOWNTOWN HOUSING INTERESTS

**Q: Would you consider living in Downtown Charles City?**

Yes	8.1%
No	81.0%
I already live in Downtown Charles City	10.9%

POTENTIAL RESIDENT CHARACTERISTICS

For respondents who would consider living in the downtown

**More Likely to Buy or Rent?**

Buy	52.6%	Rent	47.4%
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**Buyers: Likely Price Range**

Less than \$100K	10.0%
\$100K to \$149K	20.0%
\$150K to \$199K	40.0%
\$200K or more	30.0%

**Renters: Monthly Rent** (Willing/Able to Pay)

Less than \$800	22.2%
\$800 to \$899	44.4%
\$900 to \$999	11.1%
\$1,000 or more	22.2%

**Buyers: Household Income**

Less than \$50K	10.0%
\$50K to \$99.9K	20.0%
\$100K to \$149.9K	40.0%
\$150K or more	30.0%

**Renters: Household Income**

Less than \$50K	33.3%
\$50K to \$99.9K	33.3%
\$100K to \$149.9K	22.2%
\$150K or more	11.1%

REASONS NOT INTERESTED IN LIVING IN THE DOWNTOWN

I like my current living situation and have no desire to move	64.0%
I prefer to have my own yard or outdoor space	10.5%
I prefer a neighborhood, suburban, or rural setting	8.0%
I prefer a single-family detached home	7.0%

Top 4 shown

DOWNTOWN FEATURES

**Q: To what extent do you agree or disagree with the following statements about Downtown Charles City?**

Statements	Avg. Weight
I like the historic buildings, character, and vibe in downtown.	4.00
Downtown Charles City is a good place to invest.	3.54
Downtown presents a positive image to visitors.	3.38
I like the location, convenience, and mix of services I need.	3.15

Average Weight based on cumulative responses for frequency range.  
Scale: 1 = Strongly Disagree | 2 = Somewhat Disagree | 3 = Neither Agree nor Disagree | 4 = Somewhat Agree | 5 = Strongly Agree

PRIORITIES: NEW AND ONGOING EFFORTS

**Q: On a scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Charles City enhancement efforts?**

LEVEL OF PRIORITY FOR NEW AND ONGOING ENHANCEMENT EFFORTS

Potential Enhancement Efforts	Avg. Weight
Create more outdoor dining and lounging areas	3.90
Restore and preserve the downtown's historic character	3.77
Improve downtown streets, sidewalks, lighting, etc.	3.53
Introduce more arts and cultural activities in the downtown	3.13

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High

**Q: Using the same scale from 1 (Low) to 5 (High), please indicate the level of priority you would place on each of the following new or ongoing Downtown Charles City business and real estate development efforts?**

LEVEL OF PRIORITY FOR BUSINESS AND REAL ESTATE DEVELOPMENT EFFORTS

Potential Business and Real Estate Development Efforts	Avg. Weight
Attract new eating and drinking places to expand options	4.51
Redevelop vacant and underutilized buildings and sites	4.46
Attract new retail businesses to expand shopping options	4.37
Support existing downtown businesses and help them expand	4.09
Create more housing opportunities in downtown	2.92

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High