



At-a-Glance

2021 TOP PROSPECTS SURVEY RESULTS

790
Survey Sample

| | |
|------------------------------------|-------|
| Fort Dodge resident | 73.2% |
| Live within 20 miles of Fort Dodge | 21.3% |
| Live 20+ miles from Fort Dodge | 5.6% |

78%
Female

23%
Work Downtown

Traffic Generators

Businesses and Places Visited Most Often

| | |
|-------------------------|-------|
| 1. Old Boston's | 20.3% |
| 2. Shiny Top Brewing | 18.4% |
| 3. River Hops | 5.7% |
| 4. Bloomer's on Central | 4.4% |
| 5. Dariette | 4.4% |

37%

Described recent trends in the Downtown Fort Dodge as, "Improving or making progress."

TRENDS

Describe recent trends in Downtown Fort Dodge:

| | |
|------------------------------|-------|
| Improving or making progress | 37.1% |
| Steady or holding its own | 36.2% |
| Declining or losing ground | 26.7% |

Opportunities Ahead | Eating & Drinking Places

Top prospects for expansion and recruitment as selected by nearly 800 respondents to the Downtown Fort Dodge Top Prospects Survey.

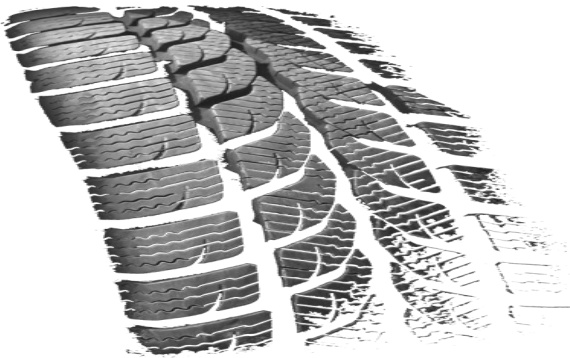
| Steakhouse | Family Fun Eatery | Farm to Table | Ethnic Restaurant | Deli/Sandwiches | Speakeasy/Tapas |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| Top Pick: 19.0% | Top Pick: 18.1% | Top Pick: 17.0% | Top Pick: 16.9% | Top Pick: 12.8% | Top Pick: 8.3% |
| Top Features: | Top Features: | Top Features: | Top Features: | Top Features: | Top Features: |
| Quality-cut steaks | Indoor climbing structure | Dinner menu | Italian | Sandwiches and wraps | Live music |
| Fish and seafood | Dinner menu | Locally-sourced | Dinner menu | Fresh made salads | Small plates to share |
| Gourmet burgers | Arcade games | Lunch menu | Mediterranean | Homemade soups | Wine by the glass |
| Outdoor seating | Full-service family café | Outdoor seating | Outdoor seating | Pressed sandwiches | Sip and paint events |
| Beer and wine | Obstacle course | Breakfast menu | Lunch menu | Delivery and catering | Ethnic specials |
| Survey Demo: Age | Survey Demo: Age | Survey Demo: Age | Survey Demo: Age | Survey Demo: Age | Survey Demo: Age |
| 25 to 44: 40% | 25 to 44: 72% | 25 to 44: 54% | 25 to 44: 42% | 25 to 44: 54% | 25 to 44: 65% |
| 45 to 64: 44% | 45 to 64: 17% | 45 to 64: 26% | 45 to 64: 41% | 45 to 64: 30% | 45 to 64: 26% |
| Survey Demo: HH \$\$ | Survey Demo: HH \$\$ | Survey Demo: HH \$\$ | Survey Demo: HH \$\$ | Survey Demo: HH \$\$ | Survey Demo: HH \$\$ |
| \$50K to \$100K: 31% | \$50K to \$100K: 41% | \$50K to \$100K: 32% | \$50K to \$100K: 31% | \$50K to \$100K: 42% | \$50K to \$100K: 35% |
| \$100K to \$150K: 29% | \$100K to \$150K: 28% | \$100K to \$150K: 27% | \$100K to \$150K: 26% | \$100K to \$150K: 23% | \$100K to \$150K: 25% |
| \$150K+: 25% | \$150K+: 11% | \$150K+: 22% | \$150K+: 18% | \$150K+: 15% | \$150K+: 26% |

Opportunities Ahead | Retail Establishments

Top prospects for expansion and recruitment as selected by nearly 800 respondents to the Downtown Fort Dodge Top Prospects Survey.

| Bookstore | Clothing Store | General Store | Outdoor Rec/Sports | Toys and Games | Office Supply |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| Top Pick: 27.7% | Top Pick: 19.5% | Top Pick: 17.3% | Top Pick: 17.3% | Top Pick: 7.4% | Top Pick: 5.1% |
| Top Features: | Top Features: | Top Features: | Top Features: | Top Features: | Top Features: |
| New books | Women/Misses designer | Gift/Novelty items | Running apparel/gear | Educational toys/games | Computer accessories |
| Used books | Men's casual/dressy | Convenience grocery | Camping apparel/gear | Educational/Activity Kits | Office equipment |
| Gourmet coffee | Outerwear | Kitchen utensils/linens | Fitness equipment | Outdoor games | Print/Fax services |
| Special events | Women/Misses business | Crafts/Crafting supplies | Boats/Canoes/Kayaks | In-store events | Bulk paper |
| Free WiFi | Fashion accessories | Greeting cards | Golf equip and apparel | Local made toys/games | Fed-Ex pickup station |
| Survey Demo: Age | Survey Demo: Age | Survey Demo: Age | Survey Demo: Age | Survey Demo: Age | Survey Demo: Age |
| 25 to 44: 56% | 25 to 44: 44% | 25 to 44: 42% | 25 to 44: 65% | 25 to 44: 64% | 25 to 44: 29% |
| 45 to 64: 28% | 45 to 64: 36% | 45 to 64: 44% | 45 to 64: 21% | 45 to 64: 30% | 45 to 64: 49% |
| Survey Demo: HH \$\$ | Survey Demo: HH \$\$ | Survey Demo: HH \$\$ | Survey Demo: HH \$\$ | Survey Demo: HH \$\$ | Survey Demo: HH \$\$ |
| \$50K to \$100K: 36% | \$50K to \$100K: 31% | \$50K to \$100K: 41% | \$50K to \$100K: 28% | \$50K to \$100K: 40% | \$50K to \$100K: 34% |
| \$100K to \$150K: 24% | \$100K to \$150K: 23% | \$100K to \$150K: 22% | \$100K to \$150K: 38% | \$100K to \$150K: 28% | \$100K to \$150K: 17% |
| \$150K+: 16% | \$150K+: 28% | \$150K+: 12% | \$150K+: 22% | \$150K+: 16% | \$150K+: 31% |

Potential Market Traction



Question: How likely would you be to visit the following types of expanding or new Downtown Fort Dodge businesses on a consistent basis?

| Eating and Drinking Places | Weight | Retail Establishments | Weight |
|--------------------------------------|--------|----------------------------------|--------|
| 1. Farm to Table Restaurant | 3.984 | 1. Bookstore | 3.697 |
| 2. Upscale Steakhouse | 3.837 | 2. Outdoor Rec, Sports & Fitness | 3.658 |
| 3. Deli/Sandwich Shop | 3.770 | 3. General Store | 3.640 |
| 4. Ethnic Restaurant | 3.704 | 4. Toys and Games Store | 3.403 |
| 5. Family Fun Interactive Restaurant | 3.503 | 5. Office Supply Store | 3.388 |
| 6. Speakeasy/Tapas House | 3.449 | 6. Men/Women Upscale Clothing | 3.234 |

Weighted Average Ranking | 1 = Definitely would not / 5 = Definitely would



Prospects

Are you interested in moving your business to, or opening a new business in, Downtown Fort Dodge?

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Potential Prospects

Are you interested in moving your business to, or opening a new business in, Downtown Fort Dodge?

| | |
|--|----|
| Interested in moving a business to downtown | 6 |
| Interested in opening a new business in downtown | 32 |

5.7% of Responding Survey Sample



Main Street Fort Dodge
 24 N. 9th Street, Suite D
 Fort Dodge, IA 50501
 ☎ (515) 573-3172 | ✉ info@mainstreetfd.org

Fort Dodge is a Main Street Iowa Community

