



## DOWNTOWN PRIORITIES

Consumer and business survey participants place a high priority on business expansion and recruitment efforts—including proposals for creating incentives for new and expanding businesses in the downtown area. A high priority was also placed on possible efforts to improve the downtown’s streetscape, public spaces and amenities; and consumers, in particular, place a higher level of priority on efforts to stage additional festivals and special events in the downtown area.

### Question

**Would you place a high, moderate or low priority on possible Woodbine enhancement efforts to...**

#### Consumers (C) and Businesses (B) Rating as a “High Priority”

Enhancement Efforts	(C)	(B)
Create incentives for new and expanding businesses in the downtown area	64% (1)	73% (1)
Improve downtown streets, sidewalks, lighting, furnishings, green spaces, trails, etc.	43% (2)	44% (2)
Stage additional festivals and special events in the downtown area	41% (3)	21% (4)
Restore and preserve the downtown’s historic character	40% (4)	38% (3)
Improve and/or create more housing in the downtown area	12% (5)	6% (5)

Source: 2013 Downtown Woodbine Consumer and Business Surveys.

The ranking of priorities provides direction for new and ongoing downtown enhancement initiatives. Input regarding priorities for the downtown district generally aligns with suggestions offered by consumer and business survey respondents when asked, “What is the first thing you would do to improve downtown Woodbine?” Business Improvement/Development initiatives, dominated by business recruitment, ranked first, followed closely by design-oriented subjects and topics.

## BUSINESS OPPORTUNITIES

### Retail Uses

Market research findings provide general direction for various retail business types and merchandise lines that could be prime candidates and appropriate for expansion and recruitment in downtown Woodbine. The implementation of economic development strategies is part of a comprehensive, long-term enhancement program that emphasizes business retention efforts and a series of initiatives that will make the downtown an even more attractive place to do business and invest.

Retail categories identified in ESRI reports as having relative strength in the downtown district and surrounding area – and which could offer opportunities for expansion and complementary products and services lines – include:

- ▶ Special Food Services (coffee, bakery)
- ▶ Beer, Wine and Liquor Stores
- ▶ Drinking Places (Alcoholic Beverages)
- ▶ Used Merchandise Stores (consignment, antiques)
- ▶ Stationery and Gift Stores
- ▶ Restaurants (diverse menu offerings)

Categorized responses cited most frequently by consumer survey participants when asked, “Is there a particular type of business or attraction that would make you visit downtown Woodbine more often?” include:

- ▶ Eating and Drinking Places (22%)
- ▶ Specialty/Miscellaneous Retail (17%)
- ▶ Services (11%)
- ▶ Entertainment/Recreation (10%)
- ▶ Food and Beverage Stores (10%)
- ▶ General Merchandise (6%)
- ▶ Clothing and Clothing Accessories (3%)

### Office and Service Uses

Office and services uses in downtown Woodbine already play an important role in the district’s economy and sense of vitality and, predictably, will continue to do so in the future. These uses should continue to be encouraged to locate within the district and, where appropriate and applicable, Main Street and community development partners should work to locate these uses in buildings and spaces that are conducive to maintaining a strong sense of retail vibrancy throughout the district.

For more information contact:



313 Walker | Woodbine, Iowa 51579  
 Telephone: (712) 647-3434  
 Email: woodbinemainstreet@windstream.net  
 Website: www.woodbineia.com



## DOWNTOWN WOODBINE WOODBINE, IOWA

# IN VIEW

Woodbine, a Main Street Iowa Community, is exploring and pursuing exciting opportunities for the Downtown Woodbine Main Street District.

The Woodbine Main Street organization, in conjunction with technical services and support provided by Main Street Iowa, spearheaded the Downtown Woodbine Market Study project to identify opportunities and establish meaningful direction for current and future economic development and redevelopment strategies. Findings from the study provide a solid, market-driven basis for ongoing and new downtown business development and marketing initiatives based on demographic, socioeconomic and economic conditions and trends.

This summary serves to highlight only a small sample of the knowledge and direction synthesized from analysis of data collected during the market study process. As Woodbine Main Street moves forward, we will continue to involve partners, community leaders, business persons and residents in efforts to analyze and interpret the information collected through the market analysis process in order to develop a complete understanding of the findings and results – and the implications for downtown.

The diligent efforts undertaken by Woodbine Main Street organization leaders and volunteers to gather input, to study the data, and to initiate the development of a market-driven implementation strategy have prepared the organization and the community well by providing a public framework and a strong basis upon which the community, stakeholders and prospects can plan and act for the future.

## DOWNTOWN WOODBINE MARKET STUDY

# EXECUTIVE SUMMARY

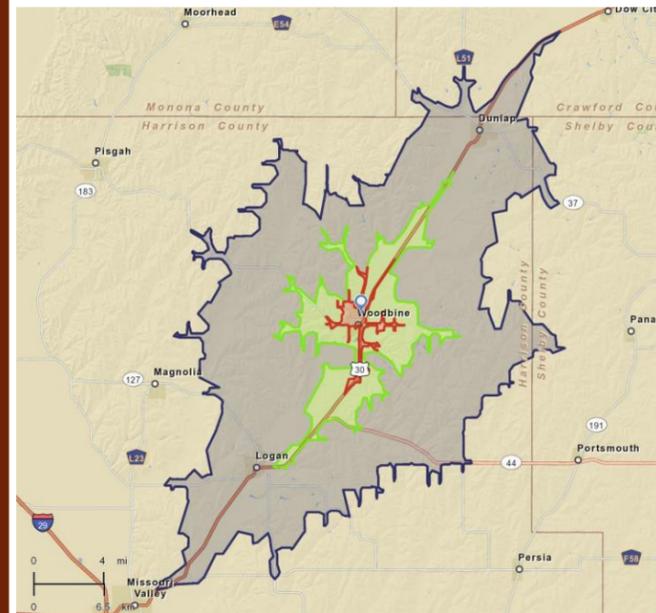


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## DOWNTOWN WOODBINE DRIVE TIME MARKET

# FAST FACTS



Population	5 MIN	10 MIN	20 MIN
2000 Census	1,402	1,762	6,141
2012 Estimate	1,340	1,691	5,875
2017 Projection	1,332	1,682	5,775
Change: 2012 – 2017	-0.6%	-0.5%	-1.7%

Households	5 MIN	10 MIN	20 MIN
2000 Census	583	715	2,399
2012 Estimate	560	693	2,348
2017 Projection	562	697	2,331
Change: 2012 – 2017	-0.4%	-0.6%	-0.7%

Median HH Income	5 MIN	10 MIN	20 MIN
2012 Estimate	\$38,092	\$38,865	\$41,384
2017 Projection	\$46,841	\$48,312	\$49,709
Change: 2012 – 2017	+23.0%	+24.3%	+20.1%

Source: ESRI – 2013.

Woodbine, Iowa (pop. 1,459) is located in the Boyer River Valley of western Iowa, Harrison County. Tucked into the eastern edge of the unique Loess Hills and 45 scenic miles from the Council Bluffs/Omaha metro area, the community, situated along the historic Lincoln Highway (Hwy 30), maintains strong family values, fierce pride of place, and stubborn optimism seasoned with pragmatism and a healthy dose of creativity and humor.

The Woodbine Main Street district, designated as a National Historic Commercial District for its turn-of-the-century buildings and charming brick streets, completed a major revitalization of eighty percent of downtown buildings using a partnership of local government, property owners, community volunteers, & grant funds from various entities totaling a \$9 million investment.

Woodbine is an award-winning Main Street Iowa Community and an IEDA Green Pilot Community as well as one of the first small-population communities undertaking Iowa's Blue Zones Project certification; a well-established base of volunteers focused on core shared priorities of community sustainability, downtown revitalization, and health and well-being initiatives, brings the collaborative energy of city government, the school district, the business community, and community non-profits together.

The Woodbine Main Street District is home to a well-balanced group of independent retailers and service businesses; grocery and restaurants; and health providers. Other community offerings within walking distance include historic Woodbine Carnegie Public Library, a newly-constructed health clinic, a third generation family-owned and operated grocery, the central office for the four-county Rural Electric Cooperative, and City of Woodbine and Municipal Utilities administrative offices.

The business mix is adapting to changes in the market due to the recent building rehabs which have pumped significant dollars into the District, creating energy efficient & historically renovated spaces for business and residential, upper-story living. New retail and service business additions, expanding housing and health care options, & an upward trend in school district enrollment point to further successful community capacity building such as the Woodbine Wellness Center Initiative & Capital Campaign.



## DOWNTOWN MARKETING

Survey findings on the media preferences of consumers in the Woodbine area can provide direction for effective business and downtown marketing, promotion and cooperative advertising strategies. The information can also provide direction for communicating news and proposals for changes and improvements in the downtown area.

Newspaper, followed by Social Media and Email Marketing, was cited as the most influential media source by consumer survey participants.

The local paper seems very well read, and the results might therefore provide direction for certain downtown businesses and for Woodbine Main Street as they consider possibilities for reaching new audiences through both individual and cooperative marketing & advertising efforts. Notably, 62% of business survey respondents indicated that they would consider participating in a downtown cooperative advertising or marketing program, suggesting that the timing for a concerted campaign that utilizes and experiments with various media could be opportune.

Downtown marketing and public relations efforts should also expand on the sense of the downtown as a highly convenient "hometown" business district and nurture a strong sense of downtown Woodbine identity and Woodbine brand-loyalty by encouraging cross-marketing efforts, and by maintaining frequent communications that keep local residents apprised of positive changes, available goods and services, and new experiences to be enjoyed in the downtown area.

### Q: Of the following, which two (2) media and information sources do you most rely on for Woodbine area news and information?

Consumers Responses	Percentage
Newspaper	36.0%
Social Media (Facebook, Twitter, etc.)	22.0%
Email Marketing	10.9%
Internet Website(s)	6.7%
Television	4.5%

Source: 2013 Downtown Woodbine Consumer Survey. Most frequent responses shown.



## HOUSING OPPORTUNITIES

An influx of rehabilitation and expansion of upper-story housing has taken place in recent years, increasing residential units in the district by half and rehabbing a large portion of existing downtown apartment units. Intertwined with various commercial endeavors are residential properties showcasing second floor loft living as well as single-family Victorian-era homes. This change in the overall housing offered in the community has created a dynamic neighborhood of downtown residents, creating a new layer of energy and business activity in the Main Street District.

Consumer survey results lend support for continued rehabilitation and development of housing in the downtown area.

### Q: Would you consider living in Downtown Woodbine?

Responses	
Yes	13.4%
Maybe	22.8%

Source: 2013 Downtown Woodbine Consumer Online Survey.

Those indicating they would consider living in the downtown expressed interest in a variety of housing styles, and in both owner- and renter-occupied units.

### Q: What kind of housing in Downtown Woodbine would you look for or consider?

Responses	
Apartment	30.4%
Loft	41.3%
Condo	28.2%
Townhouse	30.4%
Senior housing	6.5%

Source: 2013 Downtown Woodbine Consumer Online Survey. Multiple responses allowed.