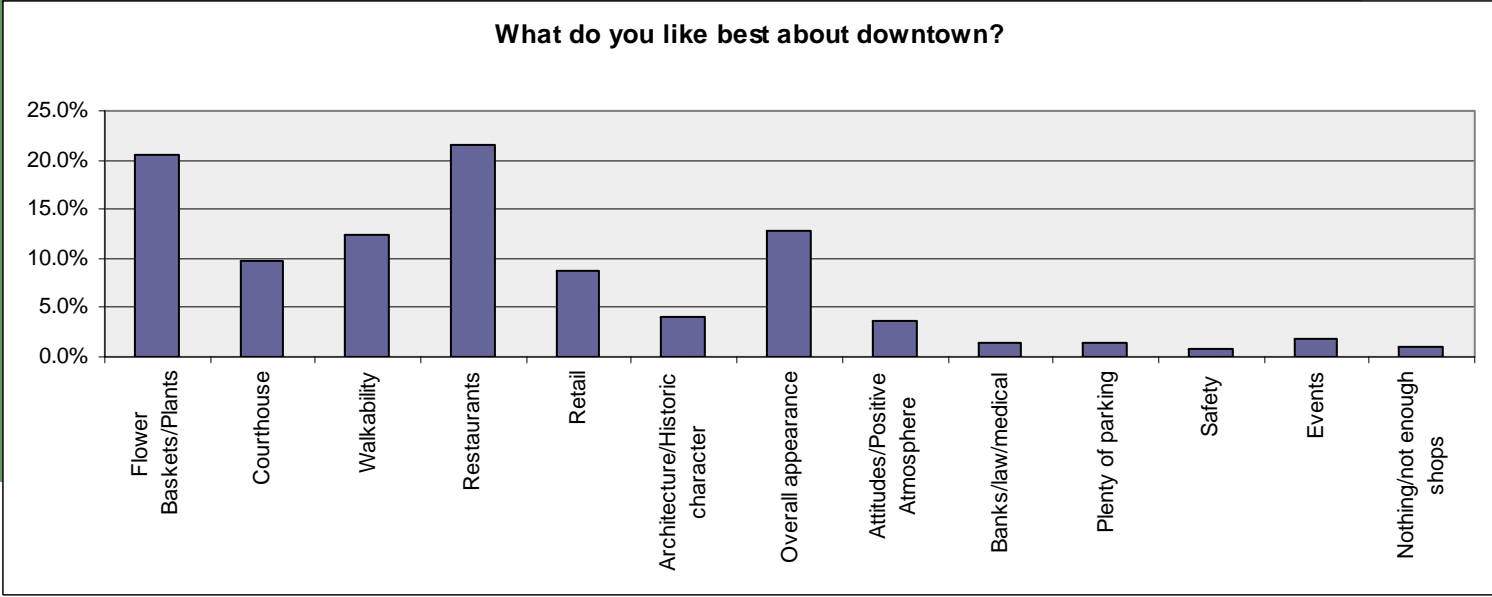
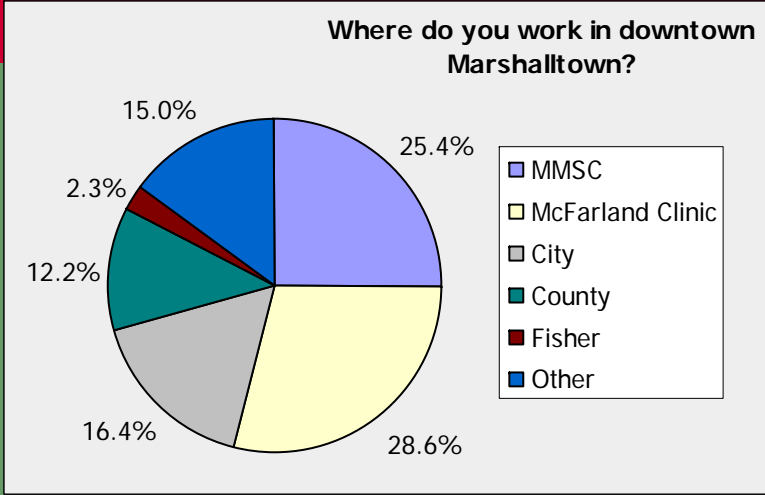


A summary of the MCBBD Survey of Downtown Employees

November 6, 2009



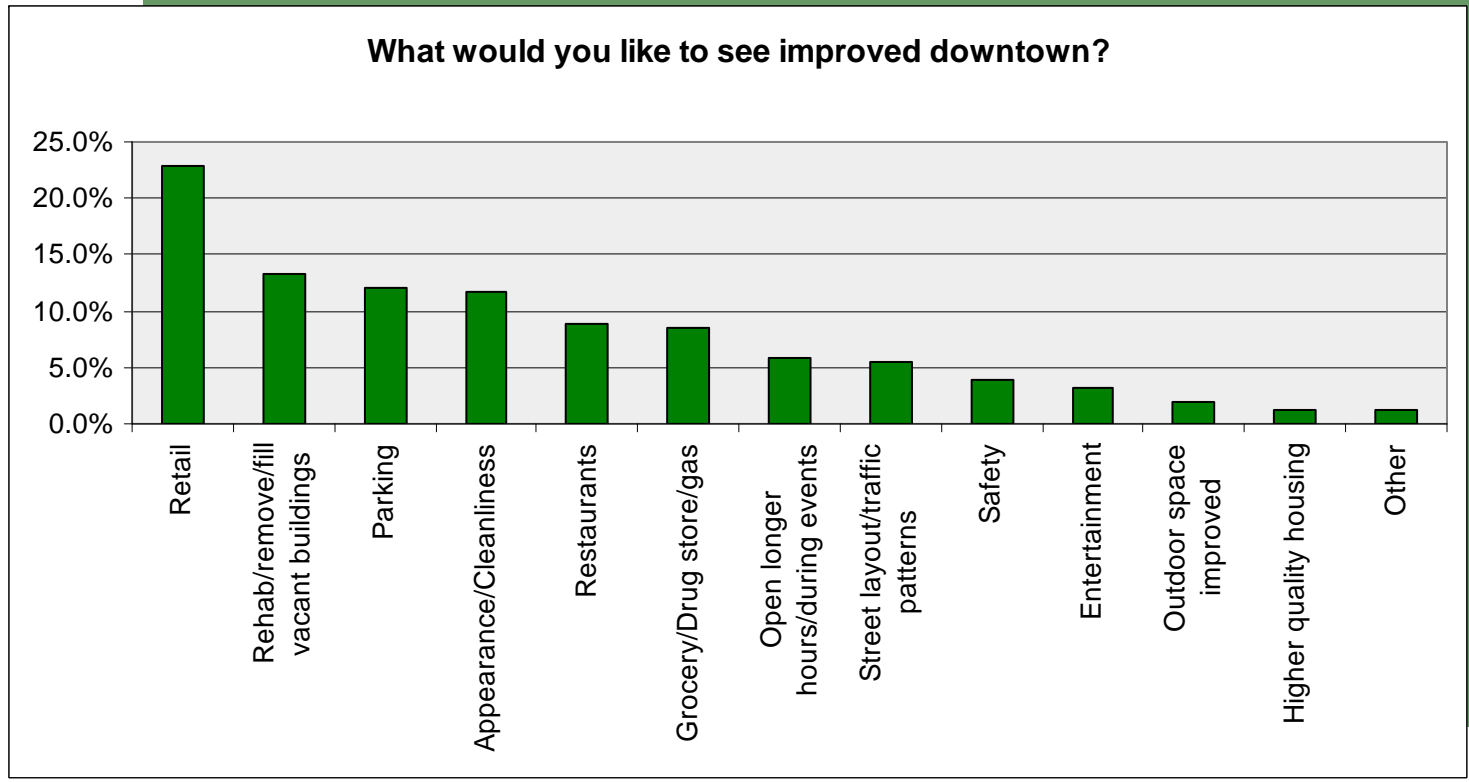
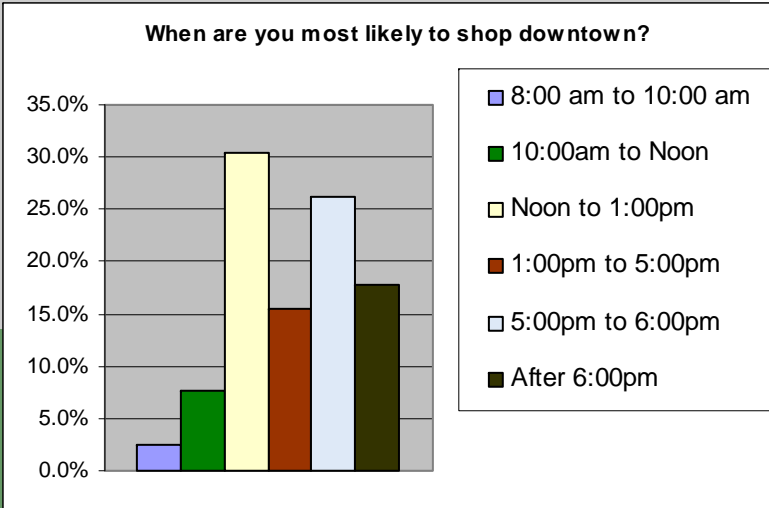
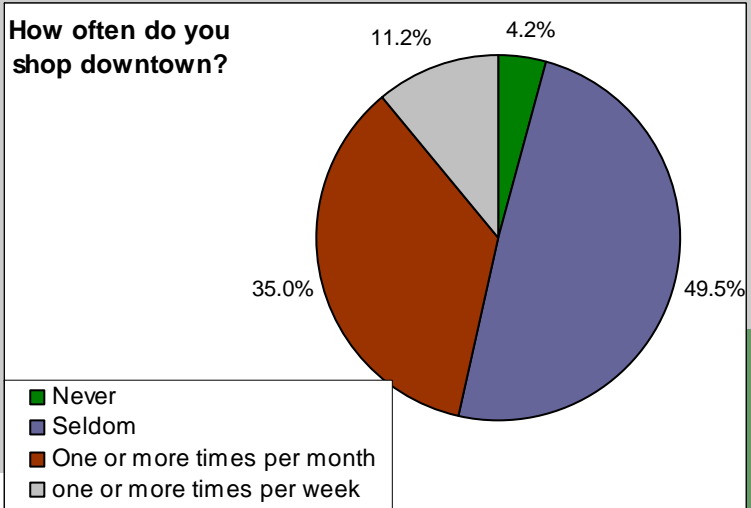
The MCBBD Business Improvement Committee approved a work plan for 2009 that focused on surveying individuals who worked downtown to identify areas of opportunities for local businesses and areas of improvement for the downtown area. Mark Rohde and the business improvement committee prepared the survey along with and Michelle Spohnheimer compiled the results.

Surveys were provided on paper to employees at Fisher Controls and were made available online through Survey Monkey to other major employers in the downtown as well as smaller businesses. A total of 214 people participated in the survey although answers were not provided to all questions by all individuals.

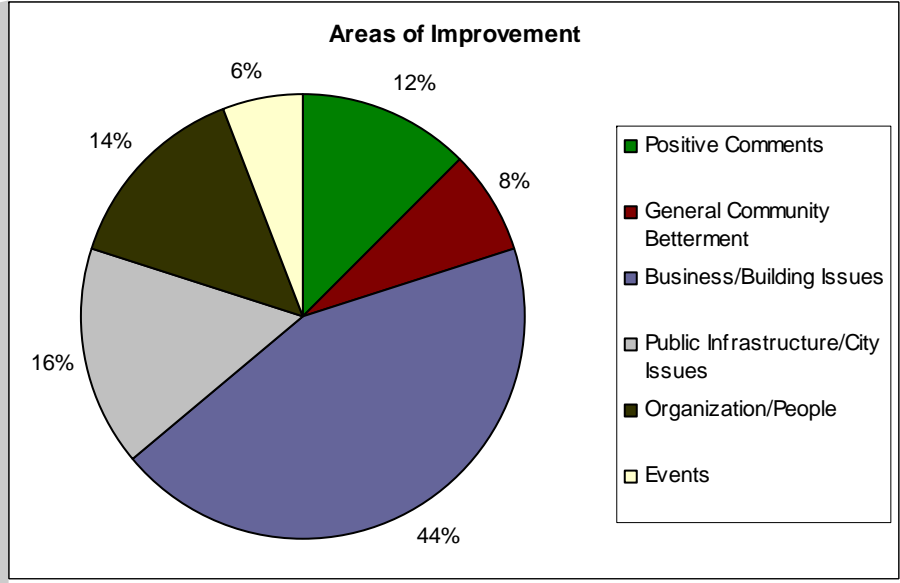
If you have questions regarding the survey or this summary please contact:

MCBD office at 641-844-2001 or director@marshalltownmainstreet.com

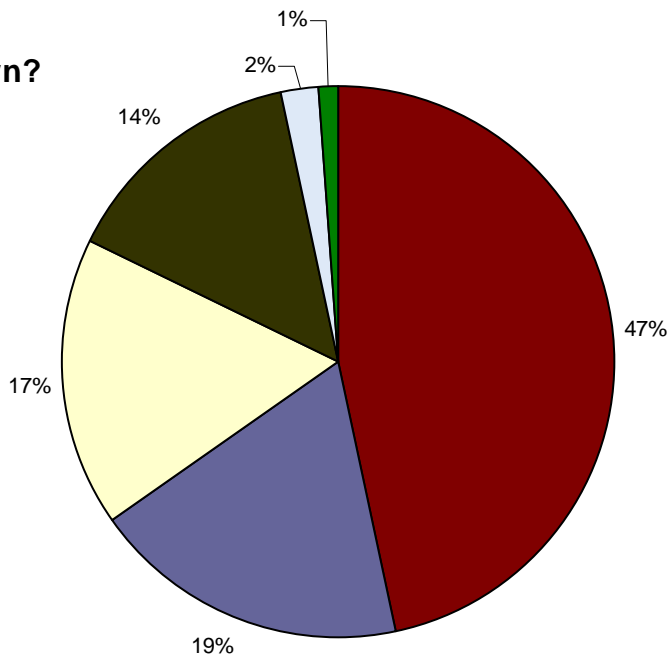
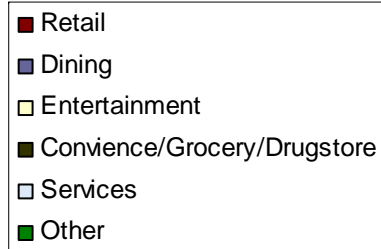
Michelle Spohnheimer at 641-754-5756 or mospohnheimer@ci.marshalltown.ia.us



- *Detailed selection of top responses to areas of improvement. (match color to chart)**
- Longer store hours
 - Fill vacancies
 - New/more retail stores
 - Safety (pedestrian & bicycle)
 - Enforcement (litter, bikes on sidewalks)
 - Business attitudes/not welcoming



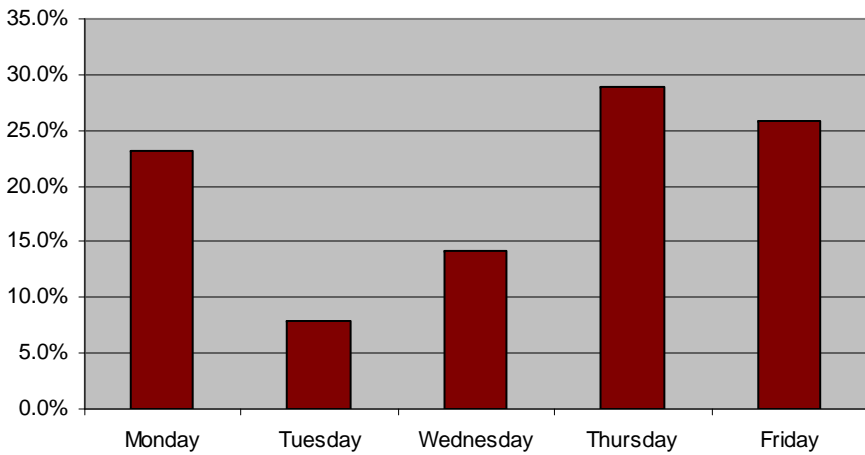
What businesses do you want to see downtown?



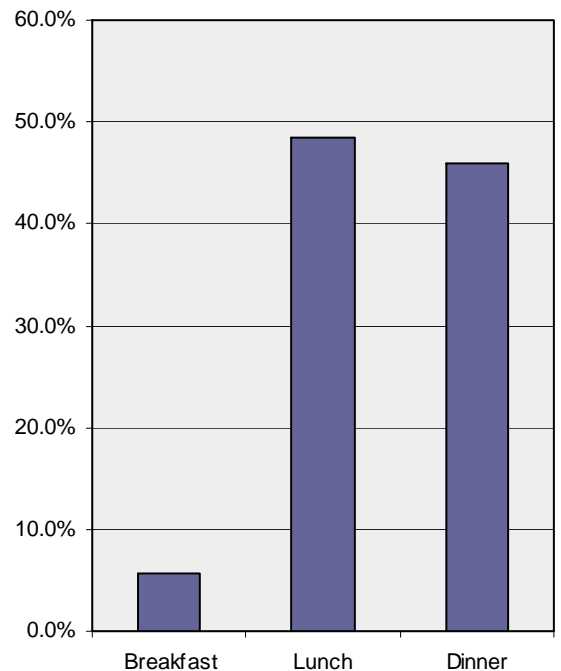
*Detailed examples of business suggestions based on category. (match color to chart)

- Dinner variety (steak/sports bar/seafood/pizza/BBQ/microbrew)
- Coffee shop (early hours/drive thru)
- Fast food (McD/Fazolis)
- Deli/Café/Heathy option/soup & salad
- Family dining
- Bakery/bagel
- Ethnic (Thai, Indian, European, Italian)
- Affordable/Quick
- Breakfast
- Outdoor dining/bar
- Clothing, department store
- Bookstore (regular and Christian)
- Gift shop
- Fabric/craft store/scrapbook
- Movie theater
- Drug/store/pharmacy

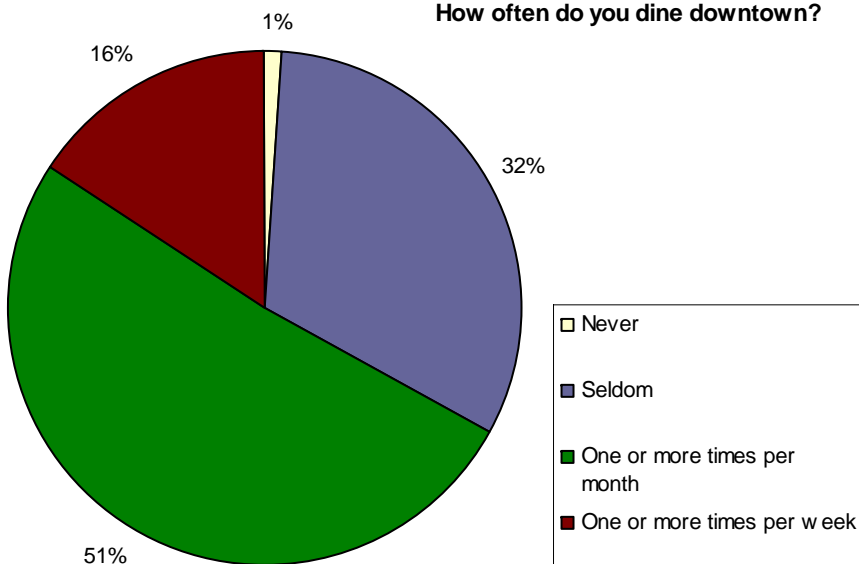
If retail stores were open one evening during the week which would you prefer?



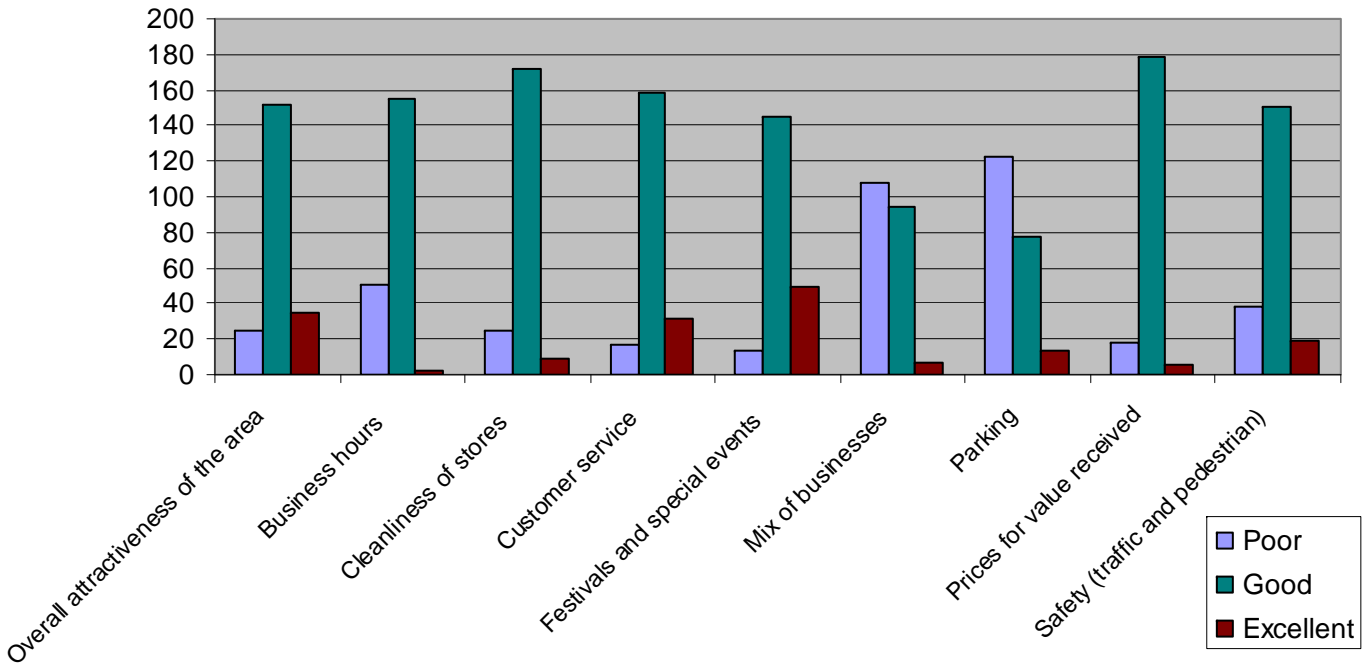
When are you most likely to dine downtown?



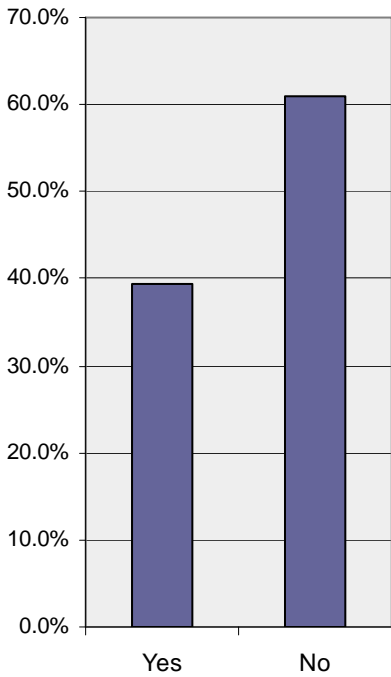
How often do you dine downtown?



Rating of downtown characteristics



Is downtown parking adequate?



How can parking be improved?

