

MAIN STREET OTTUMWA

OTTUMWA, IOWA



MARKET SNAPSHOT

Esri 2024

Main Street Ottumwa is taking a pro-active approach to planning for the future prosperity of Ottumwa’s historic downtown district.

The efforts of the Main Street Ottumwa organization and its partners, along with investments made by the public and private sectors, are working to heighten the appeal of the downtown district among consumers, investors and entrepreneurs. Moving forward, it will be critical for the community to capitalize upon and leverage these investments and ongoing Ottumwa marketing efforts to position the district as a local economic engine and center for commerce.

This Market Snapshot, prepared by Main Street Iowa, offers a comprehensive overview of demographic, lifestyle, and retail data, as well as market characteristics and trends. The insights, combined with data from local surveys and community input, establish a foundation, benchmarks, and a basis for critical decision-making processes that will guide future business development strategies for the Ottumwa downtown district.

Main Street Iowa is a downtown revitalization program through the Iowa Downtown Resource Center at the Iowa Economic Development Authority. Ottumwa has participated in this program since 2006.



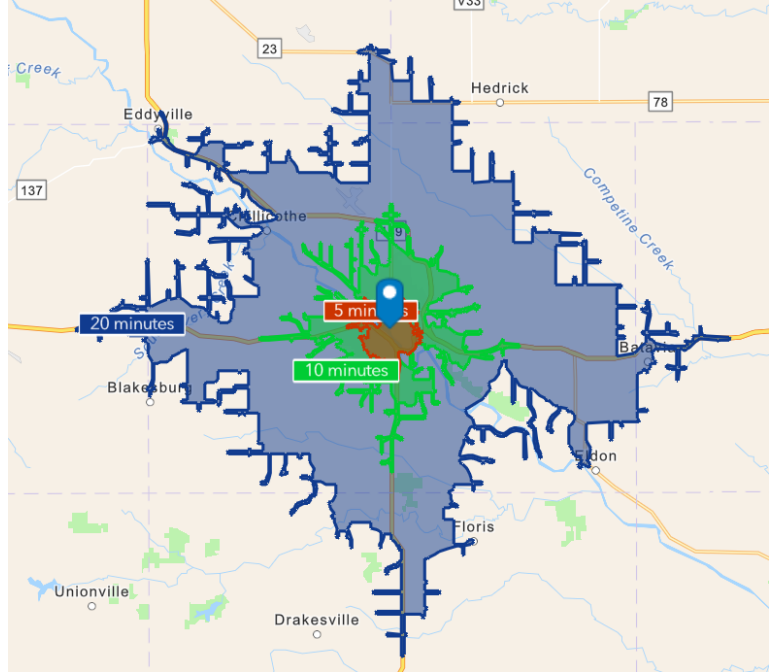
Ottumwa is a Main Street Iowa community.

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 their unique identity, assets and character of their historic commercial district.

OTTUMWA DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS

Esri 2024



POPULATION

26,010

10 MINUTE DRIVE TIME | 2024
2024—29 GROWTH: -0.12%

Population	5 Min	10 Min	20 Min
2024 Estimate	13,507	26,010	32,871
Growth (2024-29)	-0.19%	-0.12%	-0.13%

i Est. State Pop Growth (2024-29) | 0.24%



DAYTIME POP

29,114

10 MINUTE DRIVE TIME | 2024

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	17,823	29,114	34,429
Workers	10,538	14,619	16,235



HOUSEHOLDS

10,293

10 MINUTE DRIVE TIME | 2024
2024—29 GROWTH: -0.20%

Households	5 Min	10 Min	20 Min
2024 Estimate	5,210	10,293	13,091
HH Growth (2024-29)	-0.25%	-0.20%	-0.19%

i Est. State HH Growth (2024-29) | 0.40%



MEDIAN HH INCOME

\$57,105

10 MINUTE DRIVE TIME | 2024
2024—29 GROWTH: 2.97%

Median HH Income	5 Min	10 Min	20 Min
2024 Estimate	\$52,476	\$57,105	\$60,249
Growth (2024-29)	3.01%	2.97%	3.22%

i 2024 State: \$74,738 | 2024-29 Growth: 2.3%

OTTUMWA DRIVE TIME MARKET



HOUSING UNITS

2024 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2024 Estimate	5,976	11,650	14,671
- Owner Occupied	48.7%	57.2%	61.5%
- Renter Occupied	38.5%	31.1%	27.7%
- Vacant	12.8%	11.6%	10.8%
Estimated State Percent Vacant (2024)			9.4%



TENURE AND MORTGAGE

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2020 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	55.8%	64.6%	68.7%
— With Mortgage	32.3%	37.9%	39.8%
— Free and Clear	23.5%	26.7%	28.9%
Renter Occupied	44.2%	35.4%	31.3%



DIVERSITY

2024 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2024 Diversity Index	69.1	61.2	55.3

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



\$27,633

PER CAPITA INCOME
5 MINUTES | 2024



35.4

MEDIAN AGE
5 MINUTES | 2024



96.2%

2024 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	\$30,112	10 Minutes	37.7	10 Minutes	96.1%
20 Minutes	\$31,667	20 Minutes	39.2	20 Minutes	96.2%
State	\$40,369	State	38.9	State	97.2%



2024 EMPLOYMENT BY OCCUPATION

2024 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	6,229	11,555	14,721
- White Collar	40.4%	43.3%	45.0%
- Services	17.8%	17.4%	16.4%
- Blue Collar	41.8%	39.3%	38.5%

Source: Esri Market Profile | 1.25

Prepared by MSI for Main Street Ottumwa

OTTUMWA | IOWA

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments).

Top Drive Time Area Esri Tapestry Segments



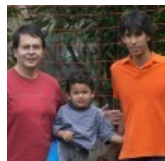
Traditional Living (12B) | #1 in 5 & 10

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
2,155	41.4%	2,647	25.7%	2,647	20.2%

These households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun. Manufacturing, retail trade, and health-care are the primary sources of employment.

Avg. HH Size: 2.51 Median Age: 35.5 Med. HH Income: \$39K

- ▶ Married couples are the dominant household type.
- ▶ Almost 3/4 of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance.
- ▶ Over 70% have completed high school or some college.
- ▶ Cost-conscious consumers that are comfortable with brand loyalty.
- ▶ Connected and comfortable with the internet.



Hometown Heritage (8G) | #2 in 5 min drive

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,899	36.4%	2,284	22.2%	2,321	17.7%

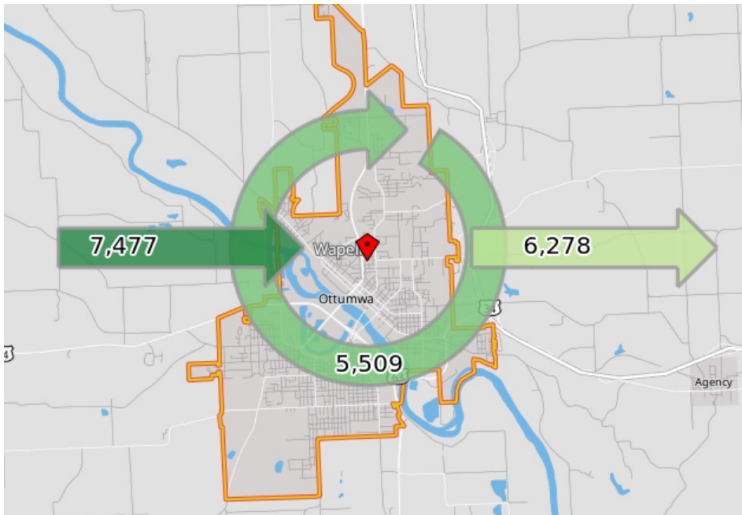
Hometown Heritage neighborhoods are located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings.

Avg. HH Size: 2.66 Median Age: 32.4 Med. HH Income: \$28K

- ▶ Older housing built before 1960, with a higher proportion built in the 1940s or earlier.
- ▶ Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income and public assistance.
- ▶ 38% with a high school diploma only. 28% with some college or associate's degree.
- ▶ Cost-conscious consumers purchase sale items in bulk and buy generic over name brands.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website.

Source: Esri Community Tapestry Segmentation | 1.25



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations | Data year—2022

Workforce issues have risen to the top of the list as a major concern for businesses all across Iowa. Finding the right people with the proper skills to fill the positions available is a challenge every community is facing, no matter your size or location in the state. Understanding where your workforce comes from, who lives and works in your community, and who travels outside your community for employment can have a direct economic impact on your downtown commercial district.

The US Census Bureau’s On The Map feature is a resource to help communities better understand this data.

Esri’s Retail Demand Outlook compares consumer spending and calculates forecasted demand for goods and services in several categories of consumer spending. The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in the area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

RETAIL DEMAND OUTLOOK | OTTUMWA (10 MINUTE DRIVE)

Category	2024 Consumer Spending	2029 Forecasted Demand	Projected Growth
Apparel and Services	\$16,928,910	\$19,461,274	\$2,532,364
Computer	\$2,102,236	\$2,416,742	\$314,506
Entertainment & Recreation	\$29,314,242	\$33,697,306	\$4,383,064
Food at Home	\$53,012,006	\$60,929,983	\$7,917,977
Food Away from Home	\$26,946,925	\$30,981,564	\$4,034,639
Health (drugs, eyewear)	\$6,306,154	\$7,247,032	\$940,878
Home (mortgage & basics)	\$89,876,389	\$103,389,739	\$13,513,350
Household Furnishings & Equipment	\$15,110,698	\$17,370,559	\$2,259,861
Housekeeping Supplies	\$6,636,401	\$7,627,972	\$991,571
Insurance	\$66,799,204	\$76,776,933	\$9,977,729
Transportation	\$61,452,257	\$70,615,830	\$9,163,573
Travel	\$16,201,414	\$18,630,227	\$2,428,813

Source: Esri Retail Demand Outlook | 1.25

Inflow/Outflow Job Counts (All Jobs)

2022

	Count	Share
Employed in the Selection Area	12,986	100.0%
Employed in the Selection Area but Living Outside	7,477	57.6%
Employed and Living in the Selection Area	5,509	42.4%
Living in the Selection Area	11,787	100.0%
Living in the Selection Area but Employed Outside	6,278	53.3%
Living and Employed in the Selection Area	5,509	46.7%

Source: US Census Bureau, Center for Economic Studies | 2022

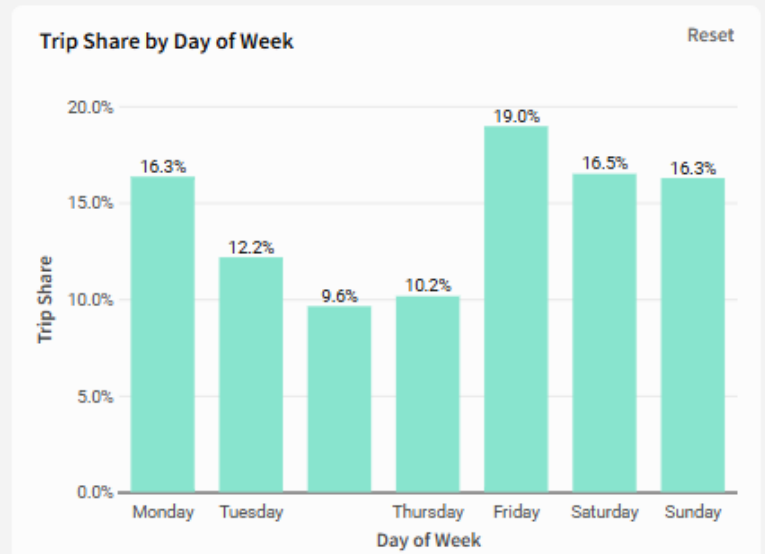
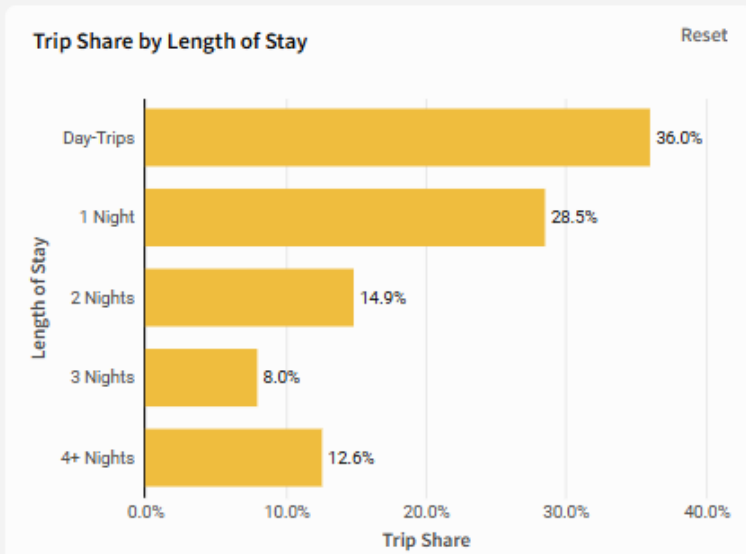
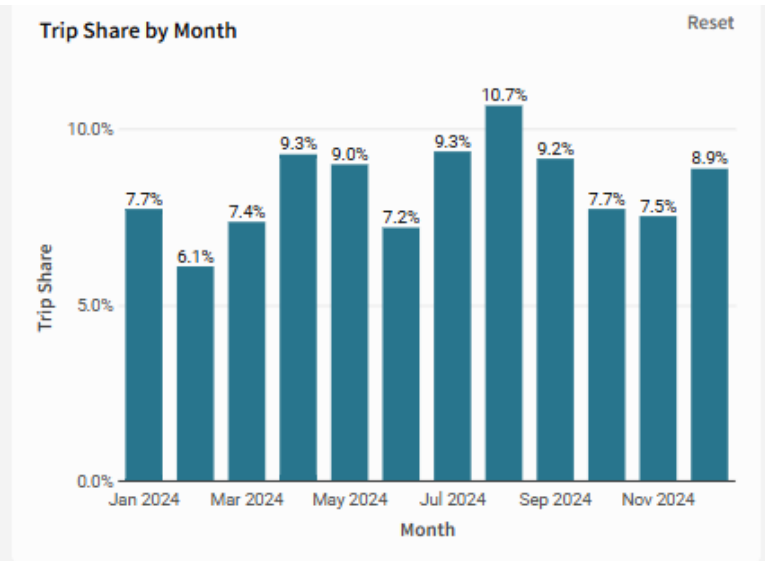
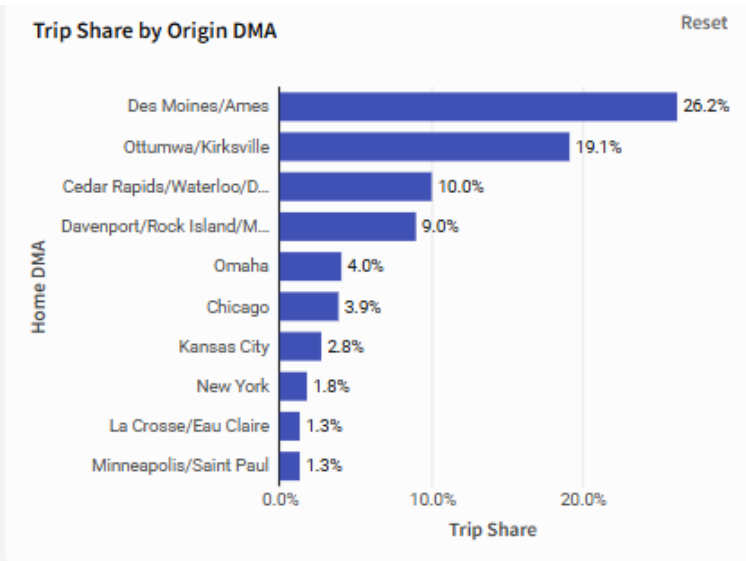
2024 HOUSING UNITS BY VALUE

Median Home Value	5 Min	10 Min	20 Min
2024 Estimate	\$90,500	\$117,105	\$142,939
2029 Estimate	\$93,669	\$125,199	\$154,283
Average Home Value			
2024 Estimate	\$141,372	\$159,898	\$190,583
2029 Estimate	\$152,466	\$171,978	\$204,390

OTTUMWA TOURISM DATA

This report provides an analysis of tourism data collected by Arrivalist, focusing on four key aspects: the origin of travelers, the duration of their stay, the months they visit, and the days of the week they visit. For a trip to be considered in this analysis, travelers must come from at least 50 miles away and spend more than 2 hours in the community.

The Arrivalist data provides valuable insights into a community's tourism patterns. By understanding where visitors come from, how long they stay, and when they prefer to visit, communities can tailor their marketing efforts and develop targeted strategies to enhance the visitor experience and increase tourism throughout the year.



UTILIZING TOURISM DATA

- ▶ **Targeted Marketing:** Understanding where visitors come from allows the community to tailor marketing efforts to those regions, optimizing advertising spend and outreach.
- ▶ **Event Planning:** Knowing the peak months and days for tourism helps in planning events and activities that can attract even more visitors during those times or balancing the flow of tourists throughout the year.
- ▶ **Business Considerations:** Insights into stays can guide downtown business decisions such as staffing, hours of operation, days open, or promotional events.
- ▶ **Infrastructure Development:** Data can inform city planning, such as parking, construction schedules, and transportation ensuring the community can handle the influx of tourists.

Interested in more visitation data? The Iowa Tourism Office also provides complimentary travel area quarterly reports by request, perfect for viewing your community's data with a competitive set. Direct access to the Arrivalist visitation dashboard with county and city level visitation data, ability to set date parameters and view data back to January 2022 is also available for a fee.

If you are interested in additional free reports or in purchasing access to the dashboard, please contact:

Matthew Kodis
(matthew.kodis@iowaeda.com)

