



At-a-Glance

2020 TOP PROSPECTS SURVEY RESULTS

1,874
Survey Sample

Mason City resident	67.2%
Live within 20 miles of Mason City	19.3%
Live 20+ miles from Mason City	13.4%

70%
Female

18%
Work Downtown

Traffic Generators

Businesses and Places Visited Most Often

1. The Quarry & Tapas Bar	17.1%
2. Fat Hill Brewery	11.3%
3. Southbridge Mall	6.0%
4. Lorados	4.5%
5. State Street Deli	4.0%

53%

Described pre-COVID trends in Downtown Mason City as, "Improving or making progress."

TRENDS

Describe pre-COVID-19 trends in Downtown:

Improving or making progress	53.0%
Steady or holding its own	27.9%
Declining or losing ground	19.1%

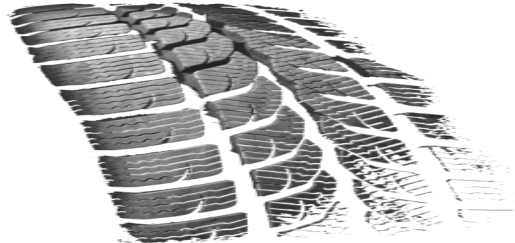
Opportunities Ahead

Eating and Drinking Establishments

Top 4 prospects for expansion and recruitment as selected by more than 1,600 respondents to the 2020 Downtown Mason City Top Prospects Survey.

Pizzeria & Grill	Bakery	Healthy Menu	Breakfast/Brunch
Top Pick: 27.0%	Top Pick: 17.9%	Top Pick: 17.1%	Top Pick: 12.1%
Top Features:	Top Features:	Top Features:	Top Features:
Fresh toppings variety	Donuts and Pastries	Grilled wraps/fajitas	Scrambles and skillet
Outdoor seating	Fresh breads	Steak, poultry, etc.	Griddle selections
Personal/By the slice	Cookies and brownies	Meal prep and to-go	Omelets and frittatas
Open for lunch	Made-to-order cakes	Soups and chilis	Outdoor seating
Specialty crusts	Coffeehouse drinks	Breakfast/Brunch items	Alcoholic beverages
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 53%	25 to 44: 42%	25 to 44: 45%	25 to 44: 40%
45 to 64: 34%	45 to 64: 40%	45 to 64: 35%	45 to 64: 35%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 37%	\$50K to \$100K: 44%	\$50K to \$100K: 40%	\$50K to \$100K: 46%
\$100K+: 47%	\$100K+: 31%	\$100K+: 37%	\$100K+: 31%

Potential Market Traction Eating and Drinking Places



Question:

How likely would you be to visit the following types of expanded or new Downtown Mason City eating and drinking establishments on a consistent basis?

Eating and Drinking Places	Avg. Weight
1. Brick Oven / Wood Fired Pizzeria	4.20
2. Bakery	3.92
3. Italian Restaurant or Bistro	3.91
4. Breakfast/Brunch Restaurant	3.84
5. Healthy Menu Café or Eatery	3.66
6. Distillery or Brewpub	3.22

Weighted Average Ranking:
1 = Definitely would not
5 = Definitely would

Opportunities: Retail Establishments [Top 4]

Specialty Foods	Bookstore	Outdoors	Women's
Top Pick: 22.2%	Top Pick: 20.1%	Top Pick: 16.9%	Top Pick: 14.6%
Top Features:	Top Features:	Top Features:	Top Features:
Locally sourced foods	New books	School/team sports	Casual wear
Artisan foods	Used books	Running gear	Athletic/Activewear
Organic foods	Cards, gifts, souvenirs	Physical fitness gear	Dress/Casual shoes
Cooking lessons	Children's programs	Hunting & fishing gear	Young/Teen fashions
Prepared foods	Lounge	Camping gear	Dress/Professional
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 50%	25 to 44: 39%	25 to 44: 65%	25 to 44: 36%
45 to 64: 34%	45 to 64: 38%	45 to 64: 23%	45 to 64: 35%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 37%	\$50K to \$100K: 43%	\$50K to \$100K: 40%	\$50K to \$100K: 39%
\$100K+: 45%	\$100K+: 30%	\$100K+: 43%	\$100K+: 41%

**Potential Market Traction
Retail Establishments**

Likelihood of visiting expanded or new retail establishments on a consistent basis

Retail Establishments	Average
1. Specialty Foods Market	3.79
2. Variety or General Store	3.79
3. Bookstore	3.68
4. Arts, Crafts and Hobby Shop	3.54
5. Outdoor Recreation, Sports & Fitness	3.51
6. Women's Clothing and Accessories	3.37

Weighted Average Ranking:
1 = Definitely would not
5 = Definitely would

Opportunities: Entertainment & Recreation [Top 4]

Family Indoor	City Market	Movie Theater	Adults Indoor
Top Pick: 26.7%	Top Pick: 24.8%	Top Pick: 23.5%	Top Pick: 12.7%
Top Features:	Top Features:	Top Features:	Top Features:
Trampoline area	Local foods	Discount movies	Alcoholic beverages
Climbing wall	Live music	Dine-in movies	Go-kart racing
Arcade games	Cheese shop	First-run movies	Arcade games
Obstacle course	Butcher shop	Classic movies	3D golf simulator
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 67%	25 to 44: 22%	25 to 44: 36%	25 to 44: 60%
45 to 64: 23%	45 to 64: 53%	45 to 64: 40%	45 to 64: 21%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 43%	\$50K to \$100K: 41%	\$50K to \$100K: 40%	\$50K to \$100K: 40%
\$100K+: 40%	\$100K+: 38%	\$100K+: 33%	\$100K+: 34%

**Potential Market Traction
Entertainment & Recreation**

Likelihood of using or visiting entertainment and recreation facilities on a consistent basis

Entertainment/Recreation Facilities	Average
1. Movie Theater or Cinema	4.06
2. "City Market" Indoor Marketplace	4.02
3. Family Entertainment Center	3.88
4. Entertainment Center for Adults	3.85
5. Children's Activity Center	3.07

Weighted Average Ranking:
1 = Definitely would not
5 = Definitely would

89 Potential Prospects

Q: Are you interested in moving your business to, or opening a new business in, Downtown Mason City?

Interested in moving a business to Downtown	21
Interested in opening a new business in Downtown	68

6.5% of Responding Survey Sample

