



Main Street News

Summer, 2013

QUICK FACTS ABOUT DOWNTOWN OTTUMWA:

- There are 56 apartments here; vacancy rates are normally under 5% (they fill up fast!)
- The total household income of this group of people is somewhere around \$2.5 million/year.

Main Street Ottumwa, Bob Untiedt, Executive Director.

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Events this summer!

July

EVERY Friday – Lunch in the Park, 11:30-1pm

July 20, 8:30pm – Central Park Cinema presents *Elf*
(sponsored by Cargill Meat Solutions)

August

2 – last Lunch in the Park for the year

10, 8:30pm – last movie: *Angels in the Outfield*
(sponsored by Wapello County Sheriff's Reserve)

29, 6-9pm – Margaritas for Main, at *Las Palmas*

31, 10am-4pm – **Walk on Art Street.** 3rd St., near Central Park

(A partial list of)

ACTIVITIES ON MAIN

Currently, the **Business Improvement** Committee is midst a market analysis. This involves research on the local economy, surveys of merchants, consumers, and more.

Our **Promotions** Committee is hard at work planning the coming *Walk on Art Street* and related events – altogether, annually bringing nearly 2000 people to downtown.

The **Design** Committee has just hung a number of flower baskets downtown, and is looking at banners and additional planting.

Other News You Should Know

According to *Roger Brooks International*:

1. 70% of FIRST-TIME sales come from how attractive your business LOOKS. Do you know about the City of Ottumwa's façade improvement grant program? Do you think about weeds in front of your building?
2. Women account for 80% of all consumer spending. How inviting is your store to women? What marketing do you do to them?
3. 70% of all consumer spending takes place after 6pm. One speaker at a Main Street Iowa workshop suggested that if you're only open 9-5, you're marketing to the homeless and to the unemployed. What can Main Street Ottumwa do to help you and other businesses to make evening hours profitable?