

WEBSTER CITY DOWNTOWN ASSESSMENT

WEBSTER CITY, IOWA



MARKET SNAPSHOT

Webster City Iowa, located in Hamilton County is taking a proactive approach to planning for the future prosperity of the traditional downtown business district.

The efforts of the City of Webster City 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 Webster City marketing efforts to position the downtown as a local economic engine and center for commerce.

This Market Snapshot, prepared as part of a more comprehensive technical assistance service provided by the Iowa Downtown Resource Center, highlights and summarizes demographic, lifestyle and retail data, characteristics and trends in the marketplace. The information, along with market insights gained through local survey data, provides groundwork, benchmarks and a basis for important decision-making processes that will help guide future business development strategies.

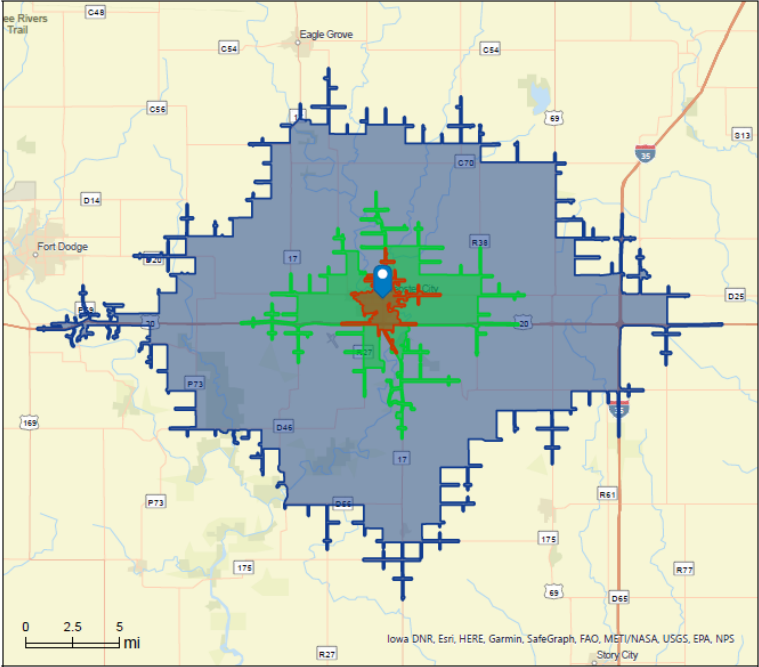


Prepared by the Iowa Downtown Resource Center
Iowa Economic Development Authority
Des Moines, Iowa

WEBSTER CITY DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS

Esri 2022



POPULATION

8,027

10 MINUTE DRIVE TIME | 2022
2022—27 GROWTH: - 0.23%

Population	5 Min	10 Min	20 Min
2022 Estimate	6,903	8,027	11,489
Growth (2022-27)	-0.18%	-0.23%	-0.32%

Est. State Pop Growth (2022-27) .19%



DAYTIME POP

8,949

10 MINUTE DRIVE TIME | 2022

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	6,925	8,949	11,307
Workers	3,686	5,084	5,959



HOUSEHOLDS

3,424

10 MINUTE DRIVE TIME | 2022
2022—27 GROWTH: -0.09%

Households	5 Min	10 Min	20 Min
2022 Estimate	2,827	3,424	4,884
HH Growth (2022-27)	-0.03%	-0.09%	-0.20%

Est. State HH Growth (2022-27) .23%



MEDIAN HH INCOME

\$57,041

10 MINUTE DRIVE TIME | 2022

Median HH Income	5 Min	10 Min	20 Min
2022 Estimate	\$58,075	\$57,041	\$60,143
2027 Estimate	\$60,425	\$59,543	\$65,131

2022 State: \$64,852 | 2022-27 Growth: 1.2%

Source: [Esri Market Profile](#) | 2.23



HOUSING UNITS

2022 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2022 Estimate	3,188	3,858	5,527
- Owner Occupied	63.3%	61.7%	63.7%
- Renter Occupied	25.3%	26.1%	24.7%
- Vacant	11.4%	11.2%	11.6%

Estimated State Percent Vacant (2022) 9.3%



TENURE AND MORTGAGE

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2010 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	69.5%	69.1%	72.5%
— With Mortgage	44.3%	43.9%	44.6%
— Free and Clear	25.2%	25.2%	27.9%
Renter Occupied	30.5%	30.9%	27.5%



DIVERSITY

2022 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2022 Diversity Index	51.8	50.7	42.2

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).



\$32,046

PER CAPITA INCOME
5 MINUTES | 2022



41.6

MEDIAN AGE
5 MINUTES | 2022



98.5%

2022 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	\$32,145	10 Minutes	42.1	10 Minutes	98.4%
20 Minutes	\$33,716	20 Minutes	44.0	20 Minutes	98.3%
State	\$36,238	State	39.5	State	97.3%



2022 EMPLOYMENT BY OCCUPATION

2022 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	3,626	4,133	6,111
- White Collar	47.8%	48.4%	50.3%
- Services	16.8%	16.1%	14.7%
- Blue Collar	35.4%	35.5%	35.0%

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



Heartland Communities (6F) | #2 in all drives

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
755	26.7%	840	24.5%	948	19.4%

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. They embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations.

Avg. HH Size: 2.39 Median Age: 42.3 Med. HH Income: \$42K

- Residents own modest single-family homes built before 1970
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- Budget-savvy consumers; they stick to brands they grew up with.



Traditional Living (12B) | #1 in all Drive Times

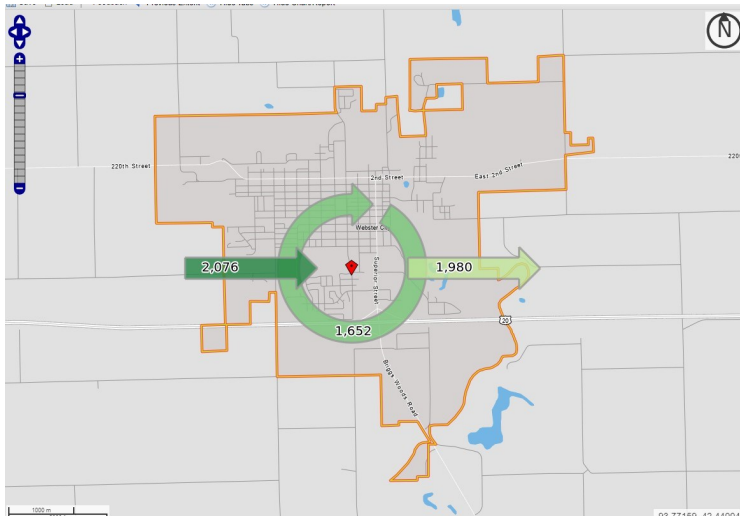
5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,021	36.1%	1,094	32.0%	1,094	22.4%

These households are a mix of married-couple families and singles. Many families encompass two generations that 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.

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

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

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



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations | Data year—2019

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.

Inflow/Outflow Job Counts (All Jobs)

2019

Count Share

<u>Employed in the Selection Area</u>	3,728	100.0%
<u>Employed in the Selection Area but Living Outside</u>	2,076	55.7%
<u>Employed and Living in the Selection Area</u>	1,652	44.3%
<u>Living in the Selection Area</u>	3,632	100.0%
<u>Living in the Selection Area but Employed Outside</u>	1,980	54.5%
<u>Living and Employed in the Selection Area</u>	1,652	45.5%

Source: US Census Bureau, Center for Economic Studies | 2019

WEBSTER CITY DRIVE TIME MARKET

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

RETAIL DEMAND OUTLOOK | WEBSTER CITY

10 MINUTE DRIVE

Category	2022 Consumer Spending	2027 Forecasted Demand	Projected Growth
Apparel and Services	\$5,965,571	\$6,412,691	\$447,120
Computer	\$540,100	\$580,782	\$40,682
Entertainment & Recreation	\$9,675,348	\$10,415,485	\$740,137
Food at Home	\$15,960,395	\$17,173,560	\$1,213,165
Food Away from Home	\$10,478,085	\$11,264,864	\$786,779
Health (drugs, eyewear)	\$1,988,446	\$2,142,886	\$154,440
Home (mortgage & basics)	\$29,177,774	\$31,372,276	\$2,194,502
Household Furnishings & Equipment	\$3,961,146	\$4,259,178	\$298,032
Housekeeping Supplies	\$2,356,162	\$2,536,378	\$180,216
Insurance	\$21,990,790	\$23,667,584	\$1,676,794
Transportation	\$18,143,169	\$19,532,157	\$1,388,988
Travel	\$5,275,880	\$5,668,417	\$392,537

Source: Esri Retail Demand Outlook | 2.23

2022 HOUSING UNITS BY VALUE

Median Home Value	5 Min	10 Min	20 Min
2022 Estimate	\$113,121	\$114,583	\$120,833
2027 Estimate	\$121,369	\$122,732	\$129,083
Average Home Value			
2022 Estimate	\$142,753	\$142,587	\$151,462
2027 Estimate	\$153,283	\$152,672	\$162,245