

SURVEY

Introduction:

In addition to the consultant team's ongoing public input, Marge Wilson, the owner of Marge's Donut Den provided the consultant team with opinions collected during an informal survey of her patrons that answered the question "what type of business would you like to see on 28th Street in the future?"

These responses were collected from a diverse cross-section of patrons from Wyoming and the surrounding metropolitan area. A total of 68 people participated in answering this question and their ages ranged from 6 to 92 years old.

This input was in response to a very directed question and provides some insight into a lack (or perceived lack) of services, businesses and entertainment opportunities along the corridor. It should be noted that while this input serves a useful purpose for insight into opinions and perceptions of consumers who use the corridor, that these respondents did not have the opportunity to hear the presentation at the ideas workshop, specifically as it related to the economic and market analysis and resulting recommendations. This lack of information as it relates to market trends and economics may have changed some of the responses, specifically in regards to the retail suggestions that are outlined below.

Business Suggestions (with number of responses):

Walmart or Super Walmart (10)
Movie theater (8)
Department store (7)
Craft shop (6)
Family clothing store (4)
Boutique and Eclectic shops with reasonable prices (4)
High end clothing store or dress shop (3)
Computer store (3)
Sam's Club (3)
High end sit-down restaurant or fine-dining establishment (3)
Restaurants (3)
Meijer (3)
Kid-friendly businesses that are reasonably priced (2)
Retail bread company / Bun Basket (2)
IKEA (2)
Antique shops (2)
Hobby store (2)
Bookstore (2)
Shoe store
Something fun for kids of all ages
Chucky Cheese
Specialty Hardware like Work Bench
Target
Big box stores that would attract more restaurants
Entertainment Center
Craig's Cruisers
Bike shop
O'Charley's restaurant
First-class hotel like Hilton or Marriot

Five and Dime store like the one on 36th Street
Jewelry store
Grocery store
Coffee shop
Locally-owned businesses / “mom and pop shops”
Music store (for high school bands)
Harley Davidson dealership
Sporting goods
Panera Bread
Casino
Bass Pro Shop
Hooters Restaurant
Steak and Shake
Quaker State Oil and Lube
Culvers
Cabelas
Kirklands

Other Suggestions:

Swimming Pool
Theme Park
Miniature golf
Big park (like Rosa Parks Circle in GR) where events could be held
Public places to gather and sit down

Comments:

The city and its businesses have not kept up with the times
Marge’s is the reason that I come to this end of town
Everything that I need is already close by
City needs to be more business friendly
Signage needs to be regulated – get rid of the big and obnoxious signs