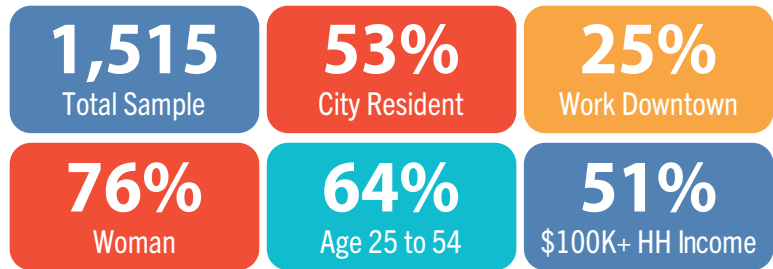


# At a Glance

## 2022 TOP PROSPECTS SURVEY RESULTS

### SURVEY SAMPLE CHARACTERISTICS



Q: What is the name of the business or place in Downtown Jasper you visit most often?

### POPULAR PLACES | TOP FIVE

|                          |       |
|--------------------------|-------|
| Los Reyes                | 27.3% |
| Lavish/Lavish Coffee Bar | 6.8%  |
| Pie Factory              | 6.8%  |
| Johnny Brusco's          | 6.1%  |
| Talullah Brewing Company | 6.1%  |

### DOWNTOWN TRENDS

# SEVENTY-ONE PERCENT

Describe recent trends in Downtown Jasper as **“Improving or making progress.”**

Question: Which of the following best describes recent trends in Downtown Jasper?

|                              |       |
|------------------------------|-------|
| Improving or making progress | 70.9% |
| Steady or holding its own    | 25.6% |
| Declining or losing ground   | 3.5%  |

### OPPORTUNITIES AHEAD

## EATING & DRINKING PLACES

Top 4 prospects for expansion and recruitment as selected and profiled by survey respondents.

| Steakhouse                    | Family Fun Café               | Ethnic Restaurant             | Wine Bar                      |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Top Choice: <b>34.3%</b>      | Top Choice: <b>34.2%</b>      | Top Choice: <b>10.9%</b>      | Top Choice: <b>6.5%</b>       |
| <b>Top Features:</b>          | <b>Top Features:</b>          | <b>Top Features:</b>          | <b>Top Features:</b>          |
| Quality-cut steaks            | Arcade games                  | Mediterranean cuisine         | Wine by the glass             |
| Soup and salad bar            | Indoor putt-putt golf         | Greek cuisine                 | Wine tasting events           |
| Fish and seafood entrees      | Space for parties / events    | Asian cuisine                 | Fine cheese / charcuterie     |
| Lunch hours and menu          | Full-service family café      | Indian cuisine                | Live music                    |
| Outdoor seating / service     | Obstacle course               | Outdoor seating / service     | Wines for sampling            |
| <b>Survey Demo: Age</b>       | <b>Survey Demo: Age</b>       | <b>Survey Demo: Age</b>       | <b>Survey Demo: Age</b>       |
| 25 to 44: <b>32%</b>          | 25 to 44: <b>62%</b>          | 25 to 44: <b>44%</b>          | 25 to 44: <b>52%</b>          |
| 45 to 64: <b>42%</b>          | 45 to 64: <b>21%</b>          | 45 to 64: <b>32%</b>          | 45 to 64: <b>22%</b>          |
| <b>Survey Demo: HH \$\$</b>   | <b>Survey Demo: HH \$\$</b>   | <b>Survey Demo: HH \$\$</b>   | <b>Survey Demo: HH \$\$</b>   |
| \$50K to \$100K: <b>30%</b>   | \$50K to \$100K: <b>37%</b>   | \$50K to \$100K: <b>28%</b>   | \$50K to \$100K: <b>21%</b>   |
| \$100K to \$150K: <b>25%</b>  | \$100K to \$150K: <b>26%</b>  | \$100K to \$150K: <b>17%</b>  | \$100K to \$150K: <b>25%</b>  |
| \$150K or greater: <b>30%</b> | \$150K or greater: <b>20%</b> | \$150K or greater: <b>33%</b> | \$150K or greater: <b>45%</b> |

### POTENTIAL MARKET TRACTION



### EATING & DRINKING ESTABLISHMENTS

Question:

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

|                      |      |
|----------------------|------|
| 1. Steakhouse        | 4.41 |
| 2. Family Fun Café   | 4.05 |
| 3. Ethnic Restaurant | 3.85 |
| 4. Wine Bar          | 2.98 |
| 5. Distillery        | 2.93 |
| 6. Dog Bar           | 2.73 |

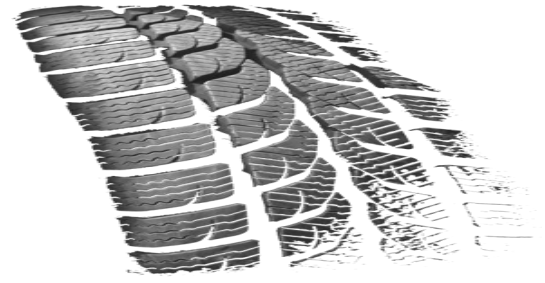
Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

## OPPORTUNITIES AHEAD RETAIL ESTABLISHMENTS

Top 4 prospects for expansion and recruitment as selected and profiled by survey respondents.

| Specialty Foods               | Kitchen & Home                | Vintage Store                 | Outdoor Rec                   |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Top Choice: <b>36.4%</b>      | Top Choice: <b>19.1%</b>      | Top Choice: <b>13.7%</b>      | Top Choice: <b>12.5%</b>      |
| <b>Top Features:</b>          | <b>Top Features:</b>          | <b>Top Features:</b>          | <b>Top Features:</b>          |
| Artisan foods                 | Home furnishings & décor      | Vintage T-shirts / apparel    | Running apparel and gear      |
| Locally sourced foods         | Made in Jasper / AL items     | Used and rare books           | Hiking apparel and gear       |
| Prepared foods                | Vintage/Repurposed items      | Vinyl albums and records      | Physical fitness equipment    |
| Butcher/Meat counter          | DIY home décor classes        | In-store music events         | Team sports apparel/gear      |
| Bakery                        | Gourmet kitchen gadgets       | Vintage consoles & games      | School sports apparel/gear    |
| <b>Survey Demo: Age</b>       | <b>Survey Demo: Age</b>       | <b>Survey Demo: Age</b>       | <b>Survey Demo: Age</b>       |
| 25 to 44: <b>38%</b>          | 25 to 44: <b>42%</b>          | 25 to 44: <b>53%</b>          | 25 to 44: <b>32%</b>          |
| 45 to 64: <b>40%</b>          | 45 to 64: <b>41%</b>          | 45 to 64: <b>31%</b>          | 45 to 64: <b>48%</b>          |
| <b>Survey Demo: HH \$\$</b>   | <b>Survey Demo: HH \$\$</b>   | <b>Survey Demo: HH \$\$</b>   | <b>Survey Demo: HH \$\$</b>   |
| \$50K to \$100K: <b>29%</b>   | \$50K to \$100K: <b>30%</b>   | \$50K to \$100K: <b>34%</b>   | \$50K to \$100K: <b>28%</b>   |
| \$100K to \$150K: <b>26%</b>  | \$100K to \$150K: <b>24%</b>  | \$100K to \$150K: <b>23%</b>  | \$100K to \$150K: <b>28%</b>  |
| \$150K or greater: <b>30%</b> | \$150K or greater: <b>35%</b> | \$150K or greater: <b>31%</b> | \$150K or greater: <b>33%</b> |

## POTENTIAL MARKET TRACTION



### RETAIL ESTABLISHMENTS

**Question:**

How likely would you be to patronize the following types of expanded or new Downtown Jasper retail establishments on a consistent basis?

|                                           |      |
|-------------------------------------------|------|
| 1. Specialty Foods Market                 | 4.01 |
| 2. Kitchen, Home Décor & Gifts Store      | 3.91 |
| 3. Arts, Crafts and Hobby Shop            | 3.73 |
| 4. Outdoor Recreation, Sports and Fitness | 3.62 |
| 5. Vintage Music, Books and Games Store   | 3.54 |
| 6. Metaphysical Supply Store              | 2.56 |

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

## GROWTH OPPORTUNITIES

**144** POTENTIAL PROSPECTS



**Q:** Are you interested in expanding your existing Downtown Jasper business, in moving your business to Downtown Jasper, or in opening a new business in Downtown Jasper?

|                                                           |           |
|-----------------------------------------------------------|-----------|
| — Interested in <b>expanding my downtown business</b>     | <b>50</b> |
| — Interested in <b>moving my business to downtown</b>     | <b>13</b> |
| — Interested in <b>opening a new business in downtown</b> | <b>81</b> |

## DOWNTOWN HOUSING OPPORTUNITIES



**41%**

Would or might be interested in living in Downtown Jasper.

### BUYERS: PREFERRED HOUSING STYLES MORE LIKELY TO BUY

|                                 |     |
|---------------------------------|-----|
| 2 Bedroom Condominium           | 33% |
| 3+ Bedroom Condominium          | 32% |
| Loft                            | 24% |
| Studio or 1 Bedroom Condominium | 6%  |

### RENTERS: PREFERRED HOUSING STYLES MORE LIKELY TO RENT

|                      |     |
|----------------------|-----|
| 2 Bedroom Apartment  | 34% |
| 3+ Bedroom Apartment | 20% |
| Loft                 | 19% |
| 1 Bedroom Apartment  | 16% |



Jasper  
Main Street  
Flourish with us!



Jasper is a Main Street Alabama community.

Main Street Alabama is focused on bringing jobs, dollars and people back to Alabama's historic communities. Economic development is at the heart of this statewide organization's efforts to revitalize downtowns and neighborhoods across the state.

## DOWNTOWN HOUSING INTERESTS

**Q:** Would you be interested in living in Downtown Jasper if new or redeveloped apartments, lofts, or condominiums were available?

|                                   |       |
|-----------------------------------|-------|
| Yes                               | 20.2% |
| Maybe                             | 20.9% |
| No                                | 51.7% |
| I already live in Downtown Jasper | 7.1%  |

## POTENTIAL RESIDENT CHARACTERISTICS

For respondents who are or may be interested in living downtown

### More Likely to Buy or Rent?

|     |       |      |       |
|-----|-------|------|-------|
| Buy | 63.8% | Rent | 36.2% |
|-----|-------|------|-------|

### Buyers: Preferred Housing Styles

|                       |       |
|-----------------------|-------|
| 2 Bedroom Condominium | 33.3% |
| 3+ Bedroom Condo      | 31.6% |
| Loft                  | 24.3% |
| 1 Bedroom Condo       | 3.2%  |
| Studio Condo          | 3.2%  |

### Renters: Preferred Housing Styles

|                      |       |
|----------------------|-------|
| 2 Bedroom Apartment  | 33.7% |
| 3+ Bedroom Apartment | 19.6% |
| Loft                 | 19.1% |
| 2 Bedroom Apartment  | 33.7% |
| 1 Bedroom Apartment  | 15.6% |

### Buyers: Likely Price Range

|                  |       |
|------------------|-------|
| Less than \$100K | 9.5%  |
| \$100K to \$199K | 49.7% |
| \$200K to \$299K | 29.9% |
| \$300K or more   | 10.9% |

### Renters: Monthly Rent (Willing/Able to Pay)

|                 |       |
|-----------------|-------|
| Less than \$600 | 20.0% |
| \$600 to \$799  | 41.0% |
| \$800 to \$999  | 20.0% |
| \$1,000 or more | 19.0% |

### Buyers: Household Income

|                    |       |
|--------------------|-------|
| Less than \$50K    | 13.6% |
| \$50K to \$99.9K   | 26.5% |
| \$100K to \$149.9K | 28.1% |
| \$150K or more     | 31.8% |

### Renters: Household Income

|                    |       |
|--------------------|-------|
| Less than \$50K    | 37.3% |
| \$50K to \$99.9K   | 35.7% |
| \$100K to \$149.9K | 15.1% |
| \$150K or more     | 11.9% |

## REASONS NOT INTERESTED IN LIVING DOWNTOWN

|                                                               |       |
|---------------------------------------------------------------|-------|
| I like my current living situation and have no desire to move | 66.2% |
| I prefer to have my own yard or outdoor space                 | 26.8% |
| I need more space for family/children                         | 17.6% |
| I prefer a neighborhood, suburban, or rural setting           | 13.9% |
| I prefer a single-family detached home                        | 12.9% |
| The area does not match my lifestyle                          | 5.8%  |
| The area does not feel safe                                   | 2.1%  |

Most frequent responses shown. Up to two selections allowed.

## DOWNTOWN ATTRIBUTES

**Q:** To what extent do you agree or disagree with the following statements about Downtown Jasper?

| Statement                                                         | Avg. Weight |
|-------------------------------------------------------------------|-------------|
| I like the historic buildings, character, and vibe in downtown.   | 4.44        |
| Downtown Jasper presents a positive image to visitors.            | 4.21        |
| Downtown Jasper is a good place to invest.                        | 4.04        |
| I like the outdoor recreation opportunities that downtown offers. | 3.37        |

Average Weight based on cumulative responses for frequency range. Scale:

- 1 = Strongly Disagree
- 2 = Somewhat Disagree
- 3 = Neither Agree nor Disagree
- 4 = Somewhat Agree
- 5 = Strongly Agree

## PRIORITIES: NEW AND ONGOING EFFORTS

**Q:** On a scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Jasper enhancement efforts.

### PRIORITY FOR NEW AND ONGOING ENHANCEMENT EFFORTS

| Enhancement Efforts                                    | Avg. Weight |
|--------------------------------------------------------|-------------|
| Improve downtown parks and trails                      | 4.24        |
| Develop more downtown outdoor recreational amenities   | 4.24        |
| Restore and preserve the downtown's historic character | 3.96        |
| Improve downtown streets, sidewalks, lighting, etc.    | 3.90        |

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High

**Q:** On a scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Jasper business development efforts.

### PRIORITY FOR NEW AND ONGOING BUSINESS DEVELOPMENT EFFORTS

| Business Development Efforts                              | Avg. Weight |
|-----------------------------------------------------------|-------------|
| Redevelop vacant and underutilized buildings and sites    | 4.59        |
| Attract new retail businesses to expand shopping options  | 4.35        |
| Attract new eating and drinking places to expand options  | 4.27        |
| Support existing downtown businesses and help them expand | 4.19        |

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High