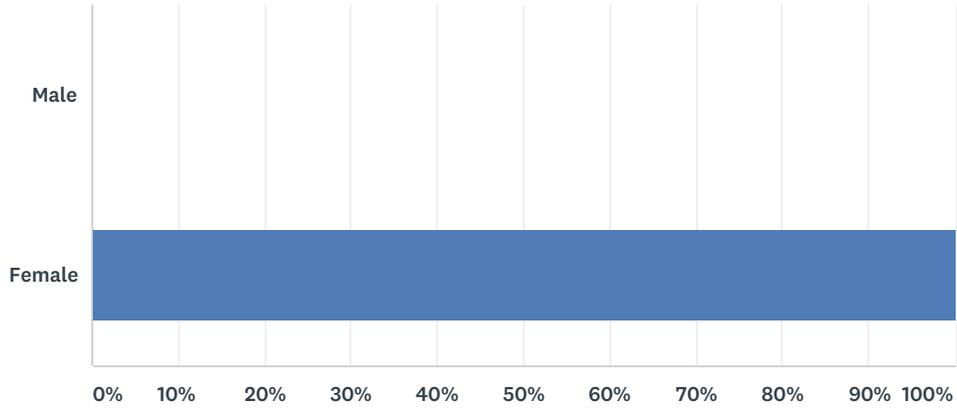


Q3 What is your gender?

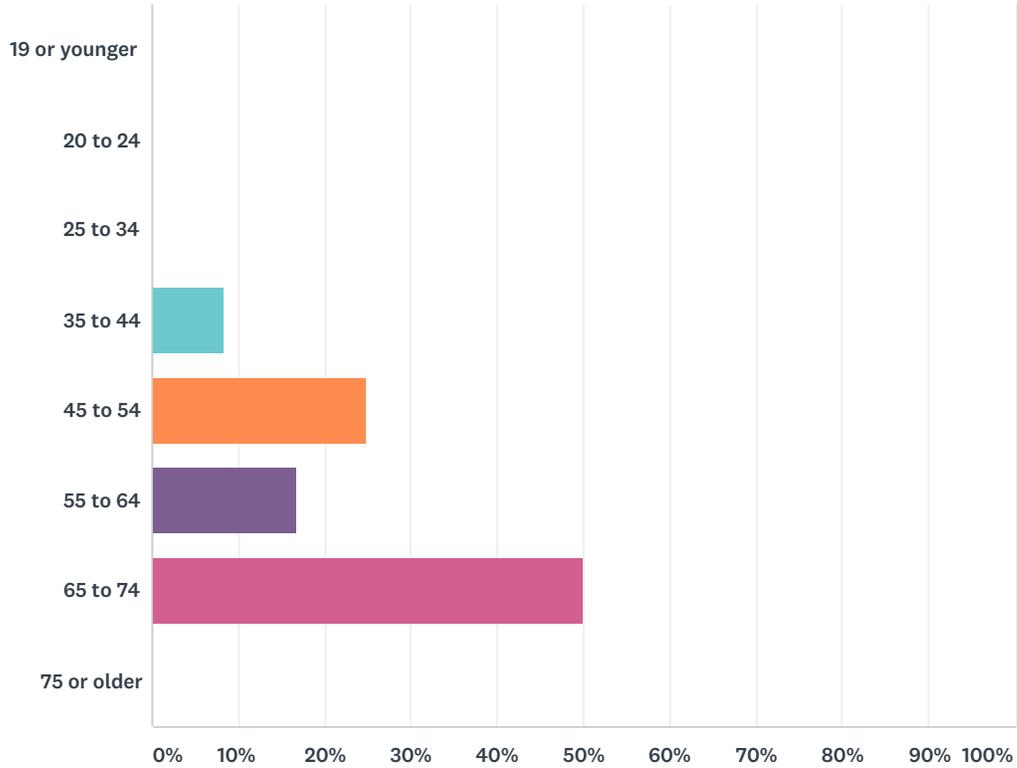
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	0.00%	0
Female	100.00%	12
TOTAL		12

Q4 What is your age?

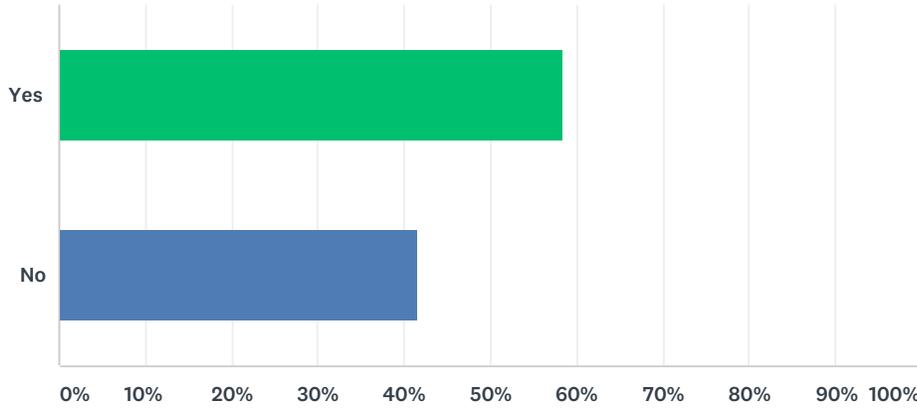
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES
19 or younger	0.00% 0
20 to 24	0.00% 0
25 to 34	0.00% 0
35 to 44	8.33% 1
45 to 54	25.00% 3
55 to 64	16.67% 2
65 to 74	50.00% 6
75 or older	0.00% 0
TOTAL	12

Q5 Did you do any online research about the community prior to the visit?

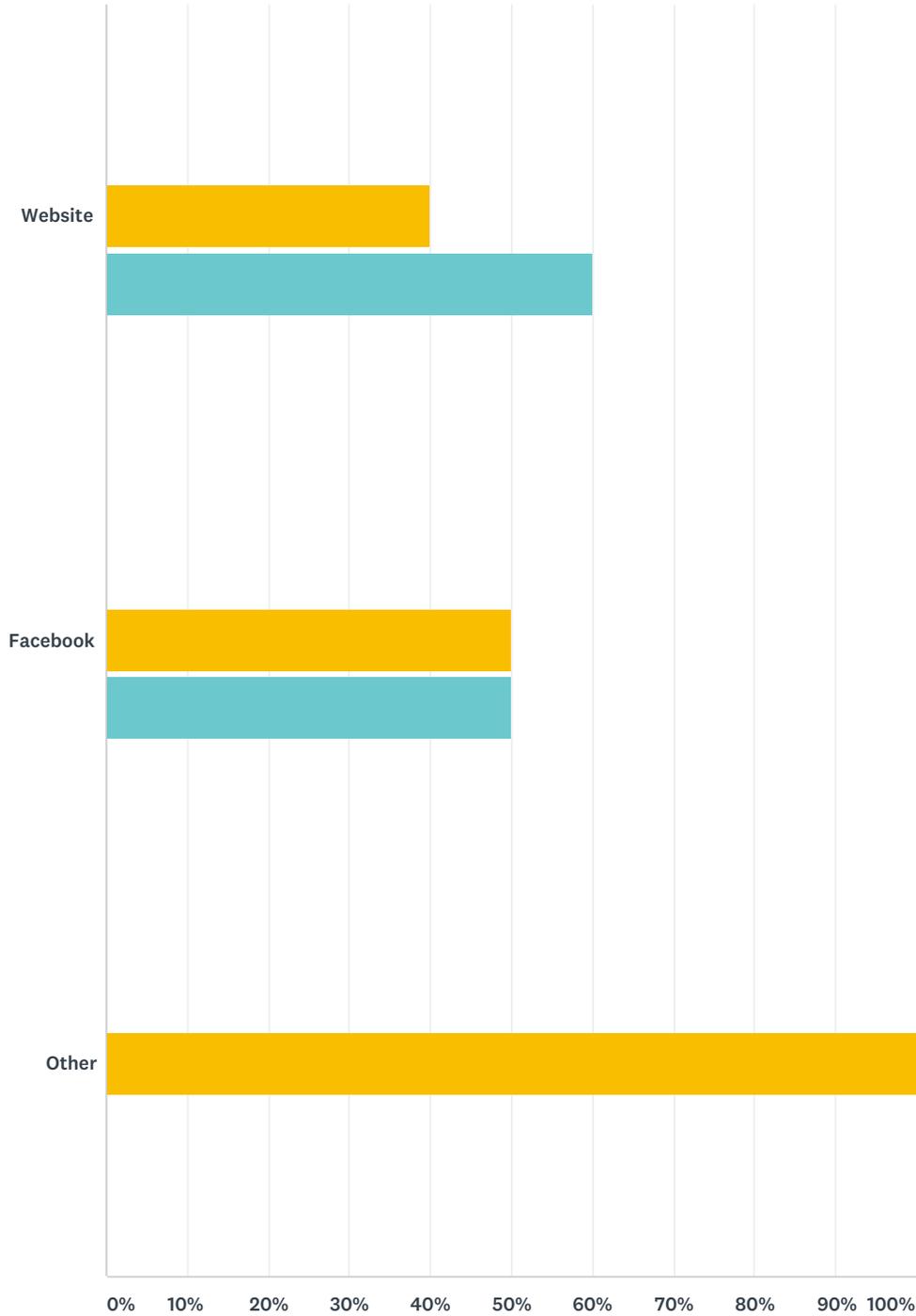
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	58.33%	7
No	41.67%	5
TOTAL		12

Q6 Rank the online presence of the community.

Answered: 5 Skipped: 7



■ Poor (1)
 ■ (2)
 ■ (3)
 ■ (4)
 ■ Excellent (5)

	POOR (1)	(2)	(3)	(4)	EXCELLENT (5)	TOTAL	WEIGHTED AVERAGE
Website	0.00% 0	0.00% 0	40.00% 2	60.00% 3	0.00% 0	5	3.60

Main Street District Exchange Survey

Facebook	0.00%	0.00%	50.00%	50.00%	0.00%		
	0	0	2	2	0	4	3.50
Other	0.00%	0.00%	100.00%	0.00%	0.00%		
	0	0	1	0	0	1	3.00

#	OTHER (PLEASE SPECIFY)	DATE
1	Wikipedia	6/3/2019 10:41 AM
2	I did not do any futher research	5/30/2019 4:38 PM

Q7 Based on your online research prior to the visit, describe the impression you formed of the Main Street District.

Answered: 5 Skipped: 7

#	RESPONSES	DATE
1	A lot of construction	6/3/2019 10:54 AM
2	A lot of comments gearing toward unfinished road pointed of driving lanes	6/3/2019 10:41 AM
3	It is an active and progressive community	6/3/2019 10:29 AM
4	It could have been more specific	5/30/2019 4:58 PM
5	Not expecting out of the ordinary	5/30/2019 4:38 PM

Q8 What additional information would have been helpful?

Answered: 2 Skipped: 10

#	RESPONSES	DATE
1	NA	6/3/2019 10:41 AM
2	Some testimonial from store owners	5/30/2019 4:38 PM

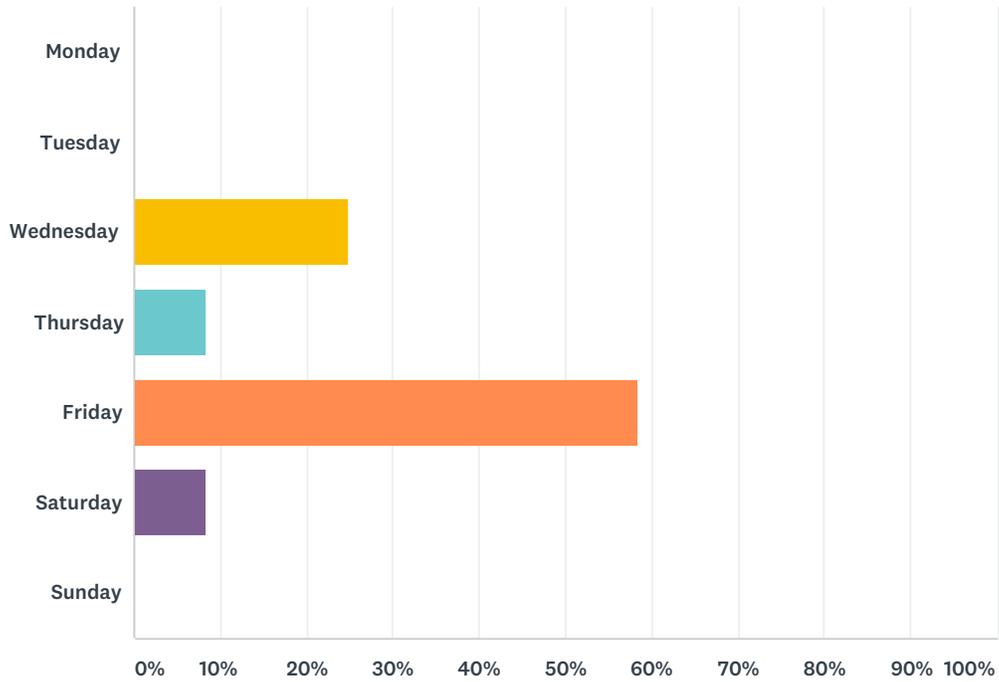
Q9 If applicable, describe any pre-conceived ideas you may have had about the community.

Answered: 6 Skipped: 6

#	RESPONSES	DATE
1	None at the time	6/3/2019 10:54 AM
2	I have been to Waverly on multiple occasions. I am very excited to see the Main Street renovations	6/3/2019 10:41 AM
3	I think of it as a larger more wealthy community probably due to Wartburg being there. When I have visited prior I have always considered the community to have growth.	6/3/2019 10:29 AM
4	College town close to Cedar Falls/Waterloo town on a river	5/30/2019 6:05 PM
5	I liked it, it felt clean and friendly	5/30/2019 4:58 PM
6	none	5/30/2019 4:38 PM

Q10 What day of the week did you visit?

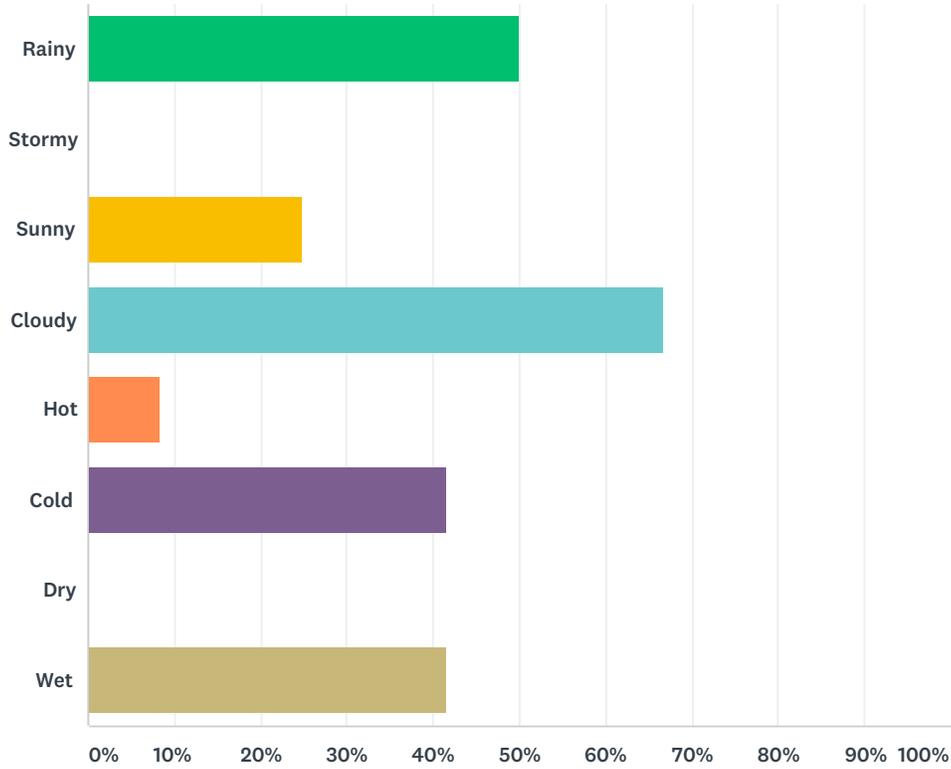
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES
Monday	0.00% 0
Tuesday	0.00% 0
Wednesday	25.00% 3
Thursday	8.33% 1
Friday	58.33% 7
Saturday	8.33% 1
Sunday	0.00% 0
TOTAL	12

Q11 Which of the following describes the weather the day of your visit.
(check all that apply)

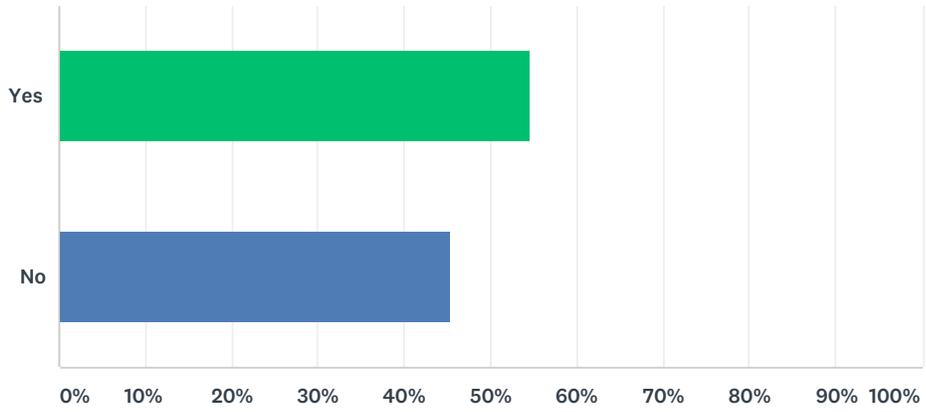
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Rainy	50.00%	6
Stormy	0.00%	0
Sunny	25.00%	3
Cloudy	66.67%	8
Hot	8.33%	1
Cold	41.67%	5
Dry	0.00%	0
Wet	41.67%	5
Total Respondents: 12		

Q12 Did you use your mobile device while onsite to explore the community/district?

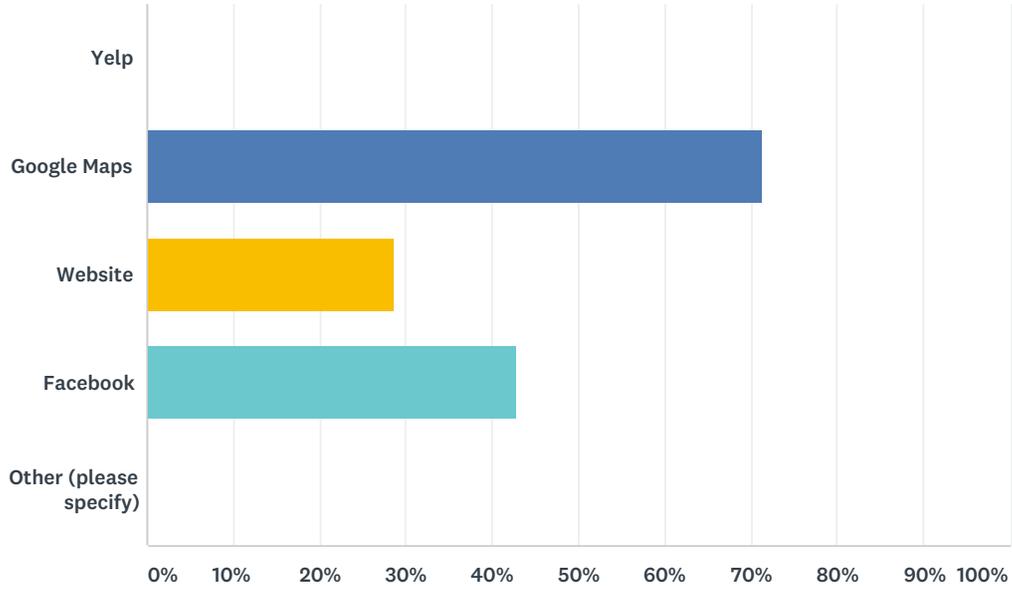
Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	54.55%	6
No	45.45%	5
TOTAL		11

Q13 Which of the following sites did you utilize while in the community.
(check all that apply)

Answered: 7 Skipped: 5



ANSWER CHOICES	RESPONSES
Yelp	0.00% 0
Google Maps	71.43% 5
Website	28.57% 2
Facebook	42.86% 3
Other (please specify)	0.00% 0
Total Respondents: 7	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

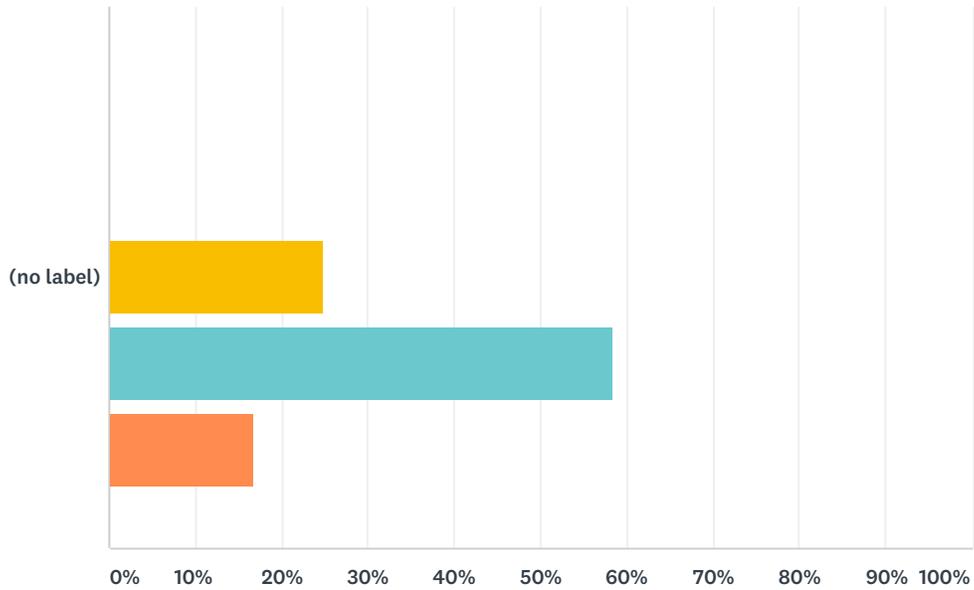
Q14 Describe the route you took into the Main Street District.

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	back side/Waverly sale barn	6/3/2019 10:55 AM
2	North west side by sale barn	6/3/2019 10:50 AM
3	Came in west and headed east on Bremer	6/3/2019 10:43 AM
4	Hwy 218 N	6/3/2019 10:31 AM
5	Traveled on Hwy 3 east	6/3/2019 10:21 AM
6	Came in on Hwy 3 from the west	5/30/2019 6:37 PM
7	Hwy 3	5/30/2019 6:27 PM
8	Hwy 20 to Hwy 218 N	5/30/2019 6:10 PM
9	From Cedar Falls-218. from the shopping center to Main Street on the 2 lanes-it shrinks the feeling of the town	5/30/2019 5:09 PM
10	218 from the south	5/30/2019 4:41 PM
11	It was so great to travel the 4 lanes into town-so pretty. When it changed to 2 lanes the roads needed work.	5/30/2019 4:30 PM
12	Coming from Red Fox Inn there isn't a great welcoming view. But we went all the way through the Main Street District and turned around past the banks and Kwik Star. Coming in that way was very nice.	5/30/2019 4:01 PM

Q15 The entryways to the community are attractive and well-defined.

Answered: 12 Skipped: 0

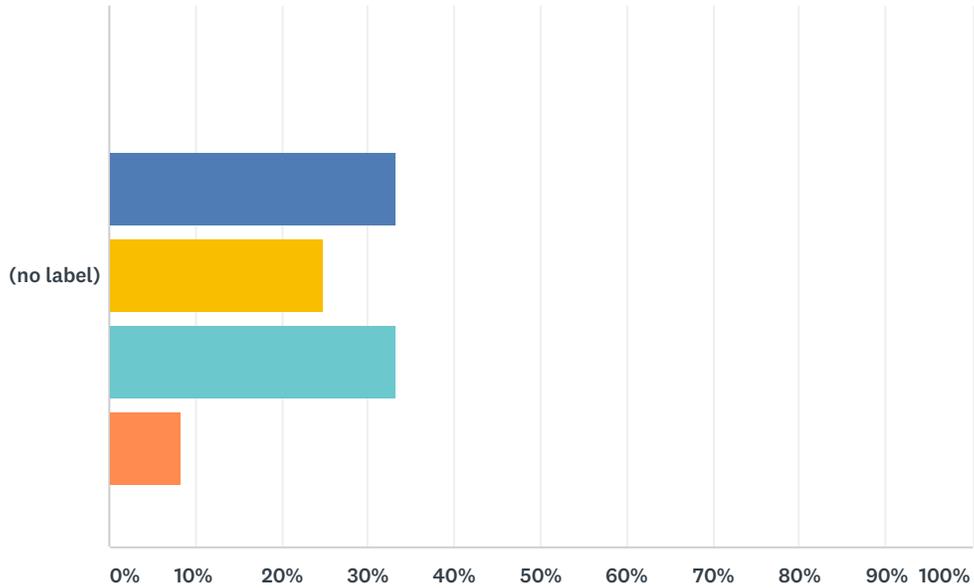


■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	25.00%	58.33%	16.67%	12	3.92
	0	0	3	7	2		

Q16 The directional / wayfinding signage to the downtown/Main Street District was easy to see, in good condition and made the district easy to locate.

Answered: 12 Skipped: 0

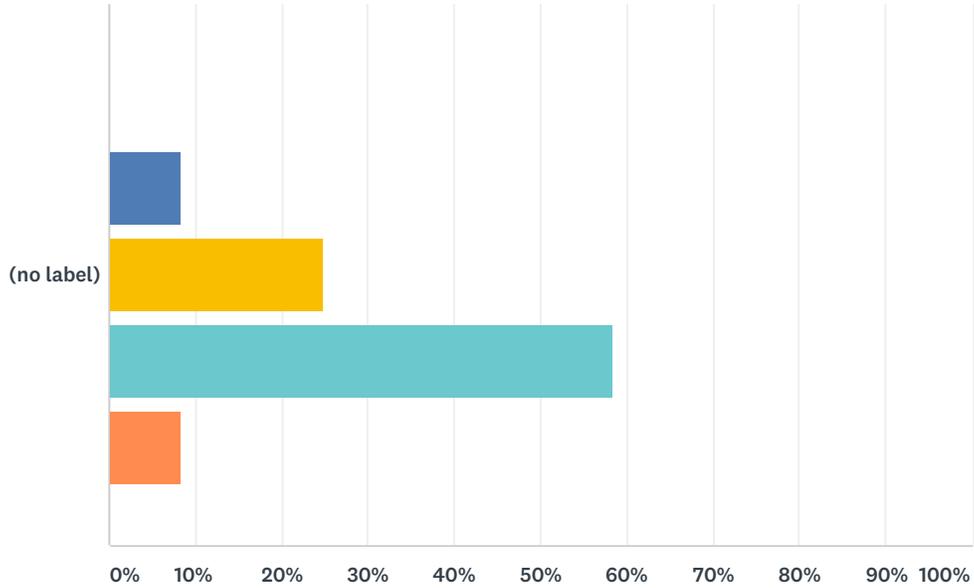


1 = Strongly Disagree 2 3 4 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	33.33% 4	25.00% 3	33.33% 4	8.33% 1	12	3.17

Q17 My overall first impression of the residential areas along the route to and surrounding the district was positive.

Answered: 12 Skipped: 0

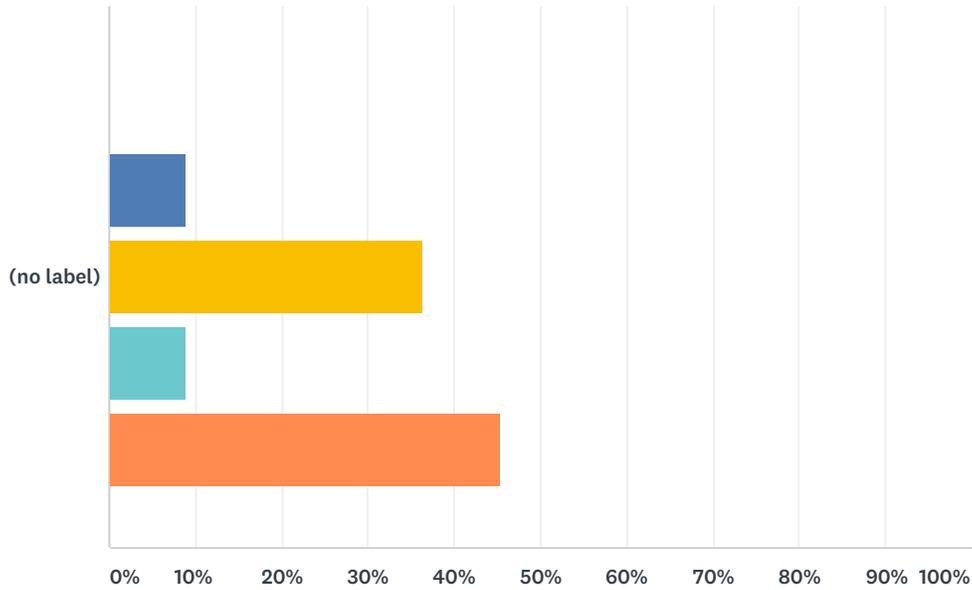


■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	8.33%	25.00%	58.33%	8.33%		
	0	1	3	7	1	12	3.67

Q18 The other commercial corridors outside of the district were largely occupied, viable, attractive and well-maintained.

Answered: 11 Skipped: 1

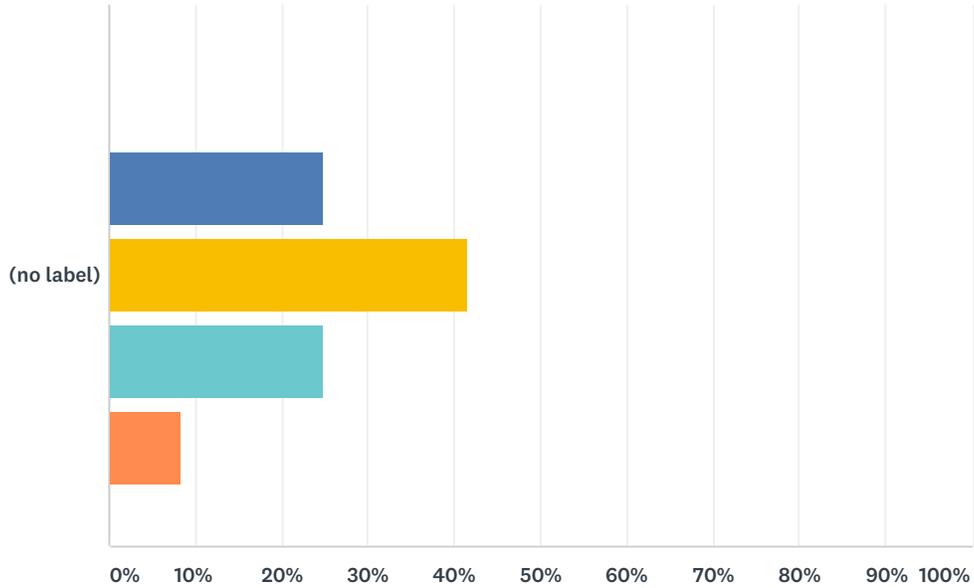


1 = Strongly Disagree 2 3 4 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	9.09%	36.36%	9.09%	45.45%	11	3.91
	0	1	4	1	5		

Q19 The gateway to the district was attractive and well-defined.

Answered: 12 Skipped: 0

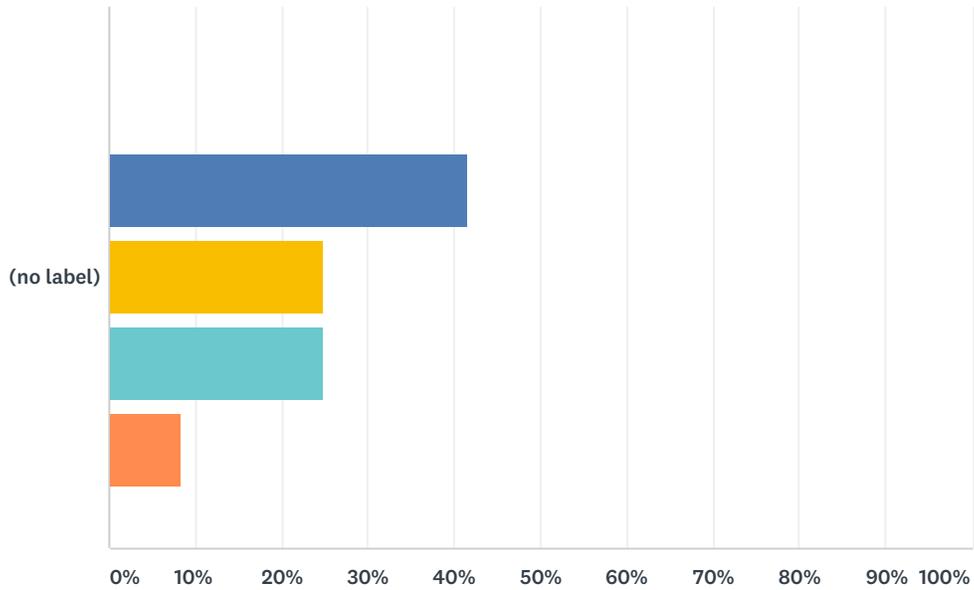


■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	25.00%	41.67%	25.00%	8.33%	12	3.17
	0	3	5	3	1		

Q20 There was an obvious branding effort for the district.

Answered: 12 Skipped: 0



■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	41.67%	25.00%	25.00%	8.33%	12	3.00
	0	5	3	3	1		

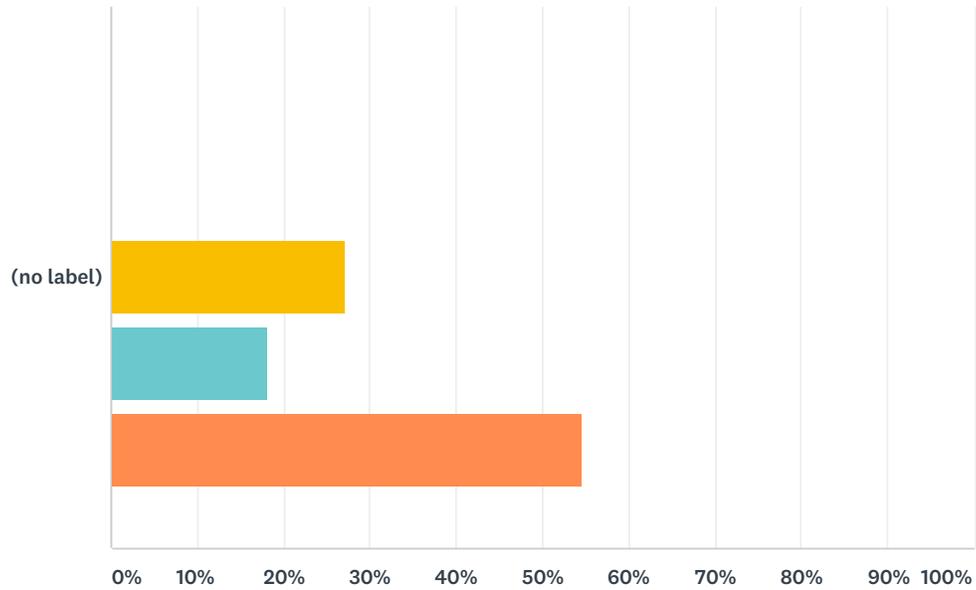
Q21 Overall comments on your positive / negative impressions and general observations as you entered the community and traveled to the Main Street district.

Answered: 10 Skipped: 2

#	RESPONSES	DATE
1	I did not notice specific branding for the city	6/3/2019 10:55 AM
2	The sidewalks & streets were in good condition.	6/3/2019 10:43 AM
3	I didn't see many open business spaces which was good	6/3/2019 10:31 AM
4	The drive was easy, weather was wonderful. Businesses were fun to see	6/3/2019 10:21 AM
5	Easy drive, well kept roads and attractive businesses	5/30/2019 6:37 PM
6	The are by Wartburg is beautiful (Wartburg has a beautiful campus) but as you drive further into downtown there was not a lot eye-catching details or anything that made it stand out. Was just like many other "small" town downtowns. Could use a bit more detail and variety downtown.	5/30/2019 6:27 PM
7	Coming in to town from the south I was impressed with the variety of stores and the 4 lines hwy. But then it turned into a 2 lane residential at a moment, I wasn't sure if I was on the correct road. Would be nice to have 4 lanes all the way to Main Street.	5/30/2019 6:10 PM
8	Not sure which direction to go off 218 chose east and that was best for us. Nice wide streets and sidewalks	5/30/2019 5:09 PM
9	Very clear, new, clean; very attractive and vibrant looking. A little awkward going from the 4 lane to 2 lanes and then being a bit confused about direction to get to the main downtown street from there.	5/30/2019 4:41 PM
10	Liked the wide streets. I didn't notice any flowers or benches. People were all very friendly and willing to visit.	5/30/2019 4:30 PM

Q22 What was your overall first impression of the district?

Answered: 11 Skipped: 1

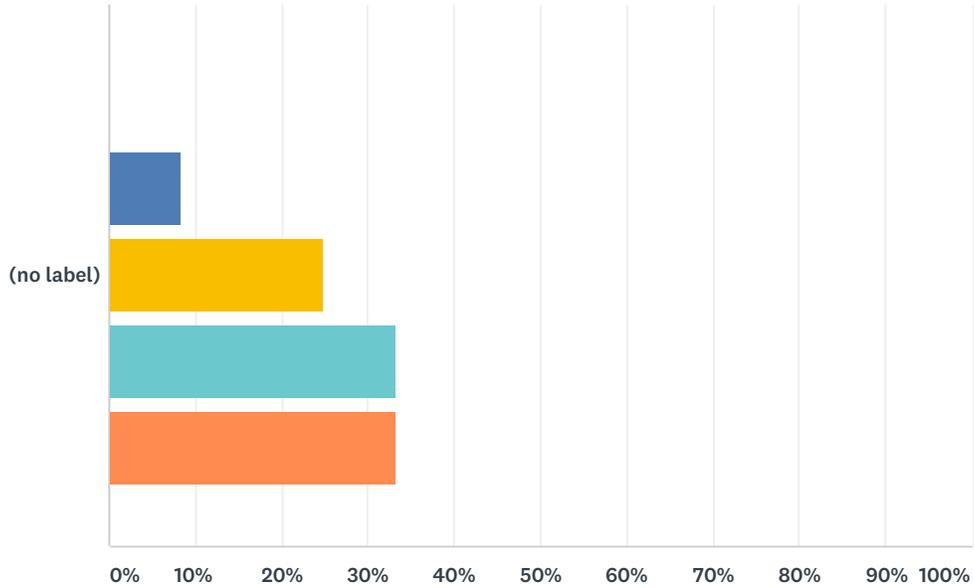


■ 1 = Negative
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Positive

	1 = NEGATIVE	2	3	4	5 = POSITIVE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	27.27%	18.18%	54.55%	11	4.27
	0	0	3	2	6		

Q23 The district appears to be vibrant and active.

Answered: 12 Skipped: 0

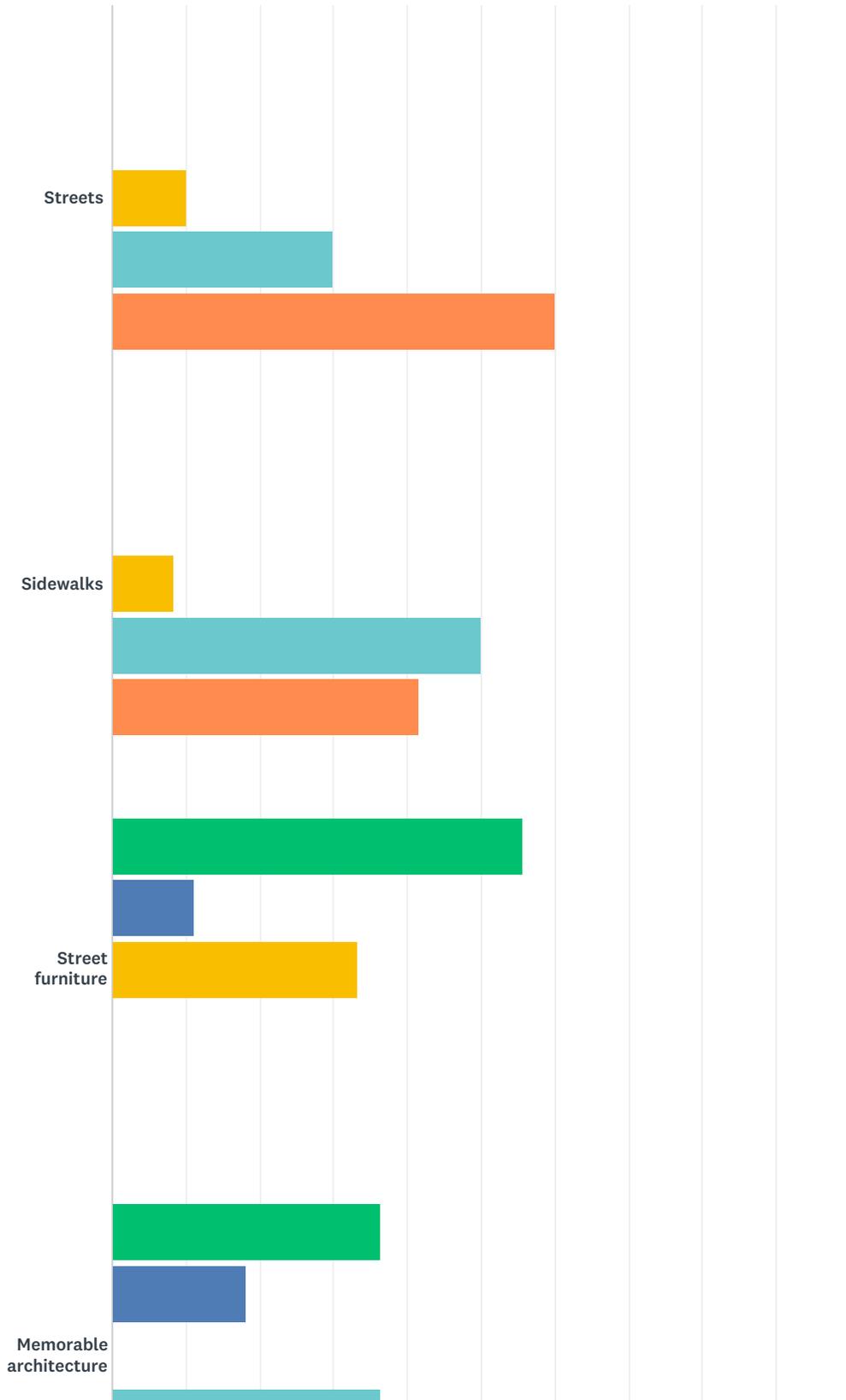


■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

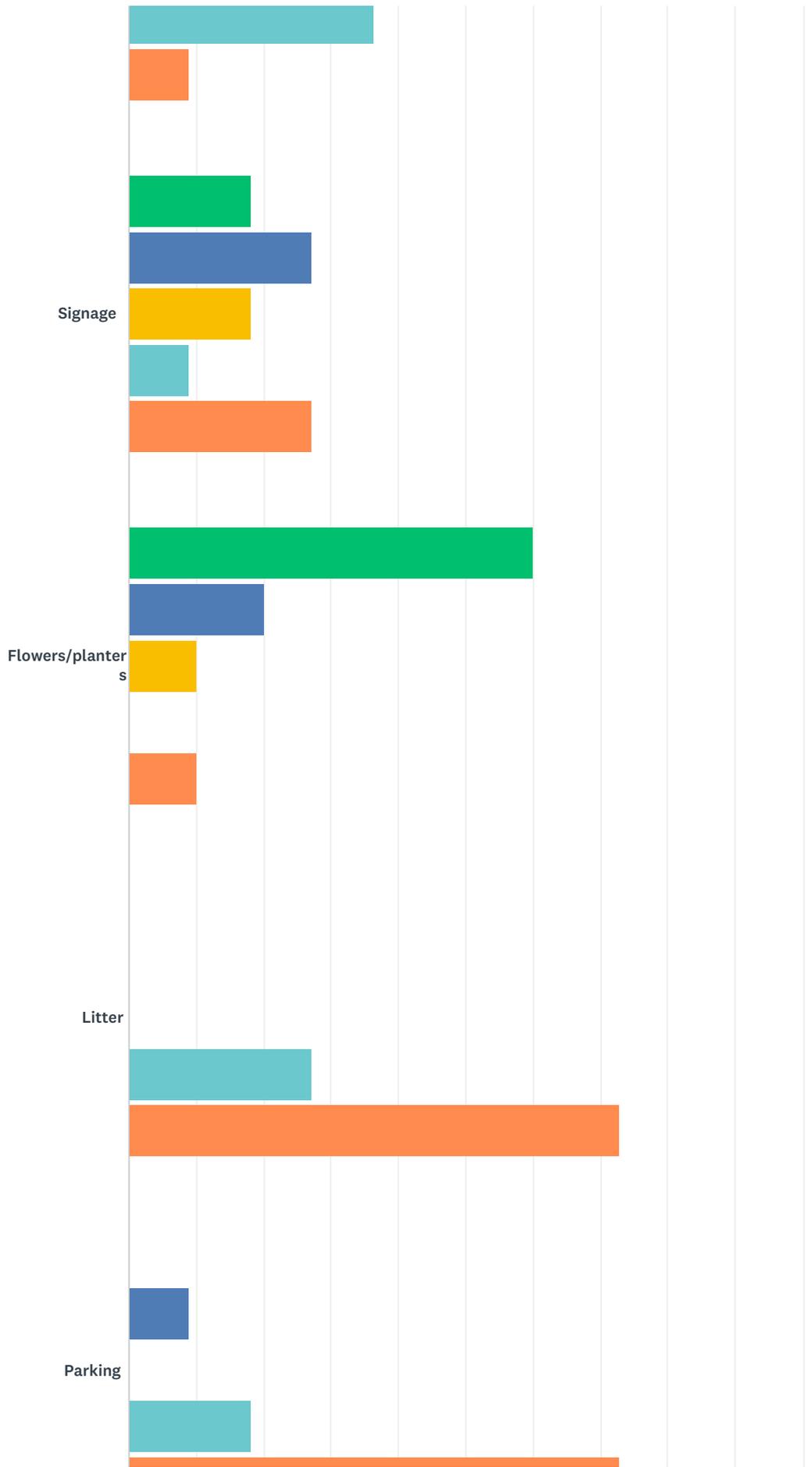
	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	8.33%	25.00%	33.33%	33.33%	12	3.92
	0	1	3	4	4		

Q24 Rank the general condition and appearance of the Main Street District.

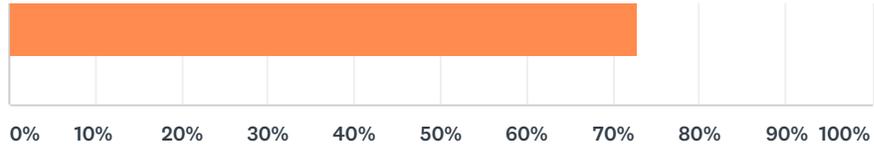
Answered: 12 Skipped: 0



Main Street District Exchange Survey



Main Street District Exchange Survey



■ 1 = Negative
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Positive

	1 = NEGATIVE	2	3	4	5 = POSITIVE	TOTAL	WEIGHTED AVERAGE
Streets	0.00% 0	0.00% 0	10.00% 1	30.00% 3	60.00% 6	10	4.50
Sidewalks	0.00% 0	0.00% 0	8.33% 1	50.00% 6	41.67% 5	12	4.33
Street furniture	55.56% 5	11.11% 1	33.33% 3	0.00% 0	0.00% 0	9	1.78
Memorable architecture	36.36% 4	18.18% 2	0.00% 0	36.36% 4	9.09% 1	11	2.64
Signage	18.18% 2	27.27% 3	18.18% 2	9.09% 1	27.27% 3	11	3.00
Flowers/planters	60.00% 6	20.00% 2	10.00% 1	0.00% 0	10.00% 1	10	1.80
Litter	0.00% 0	0.00% 0	0.00% 0	27.27% 3	72.73% 8	11	4.73
Parking	0.00% 0	9.09% 1	0.00% 0	18.18% 2	72.73% 8	11	4.55

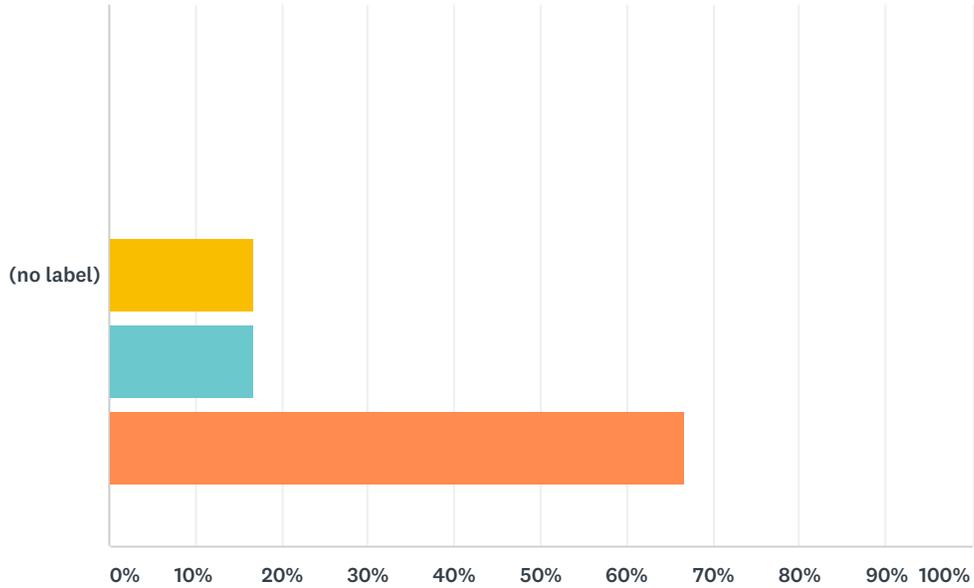
Q25 Comments regarding the general condition and appearance of the district.

Answered: 9 Skipped: 3

#	RESPONSES	DATE
1	Wasn't a lot there, but also poor time of the year	6/3/2019 10:44 AM
2	Appeared to all have been redone--sidewalks, streets etc.	6/3/2019 10:35 AM
3	A variety of businesses and the colorful sing were fun see	6/3/2019 10:22 AM
4	Flowers weren't planted yet. (neither are mine)	5/30/2019 6:38 PM
5	Please keep in mind that we went up on the crummiest day weather wise. But did not find the downtown area very eye-catching.	5/30/2019 6:29 PM
6	Stores full along main street on both sides of river. Spend most time on the east side of the river and their stores.	5/30/2019 6:11 PM
7	Loved the new storefront remodel on the north side incorporating the fronts with new windows	5/30/2019 5:10 PM
8	All looked very welcoming, in good shape and neat.	5/30/2019 4:42 PM
9	Very pretty and clean	5/30/2019 4:33 PM

Q26 Rank the overall availability and ease of locating parking areas.

Answered: 12 Skipped: 0



■ 1 = Poor
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Excellent

	1 = POOR	2	3	4	5 = EXCELLENT	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	16.67%	16.67%	66.67%	12	4.50
	0	0	2	2	8		

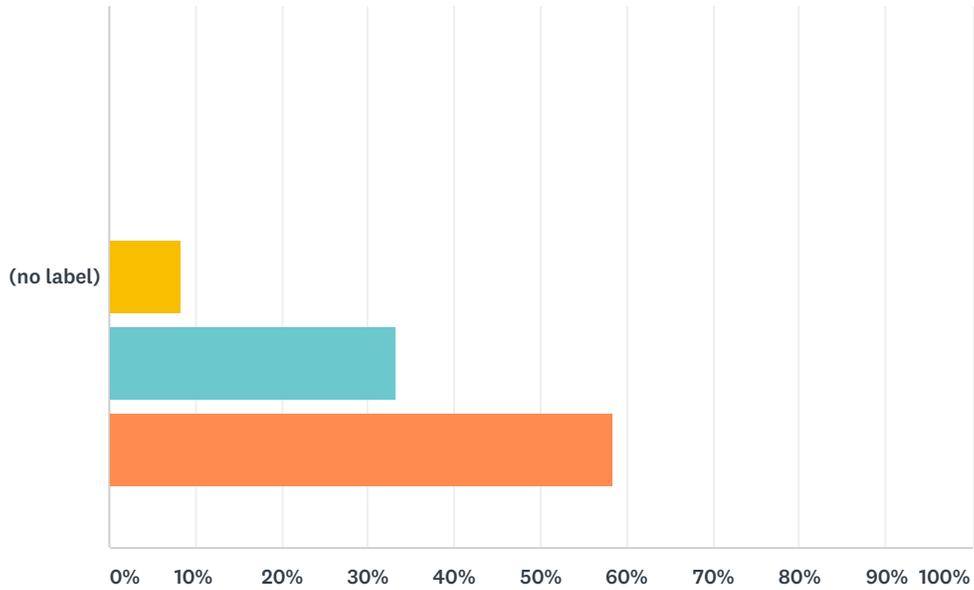
Q27 Comments regarding the availability and ease of parking in the district.

Answered: 8 Skipped: 4

#	RESPONSES	DATE
1	lots of available parking	6/3/2019 10:51 AM
2	Plenty of parking available	6/3/2019 10:44 AM
3	good parking cold	6/3/2019 10:35 AM
4	We had no problem finding a parking space	6/3/2019 10:22 AM
5	Mainly street parking. Could be an issue on busy days. it was fine the day we went. Walked the district.	5/30/2019 6:29 PM
6	Great parking	5/30/2019 6:11 PM
7	very easy	5/30/2019 4:42 PM
8	No problem at all	5/30/2019 4:33 PM

Q28 Walking in the district was a comfortable, pleasant and/or interesting experience.

Answered: 12 Skipped: 0

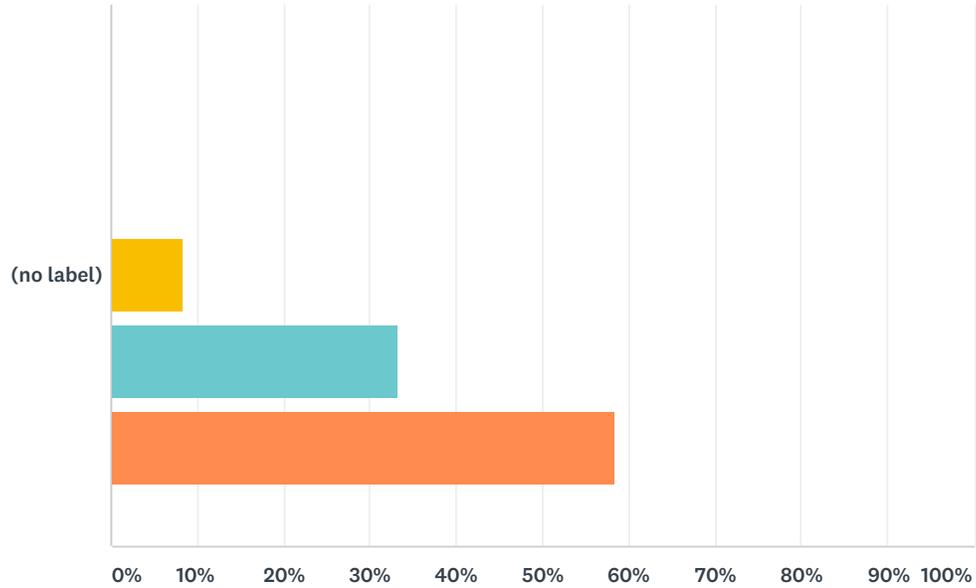


■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	8.33%	33.33%	58.33%		
	0	0	1	4	7	12	4.50

Q29 The district was pedestrian friendly.

Answered: 12 Skipped: 0

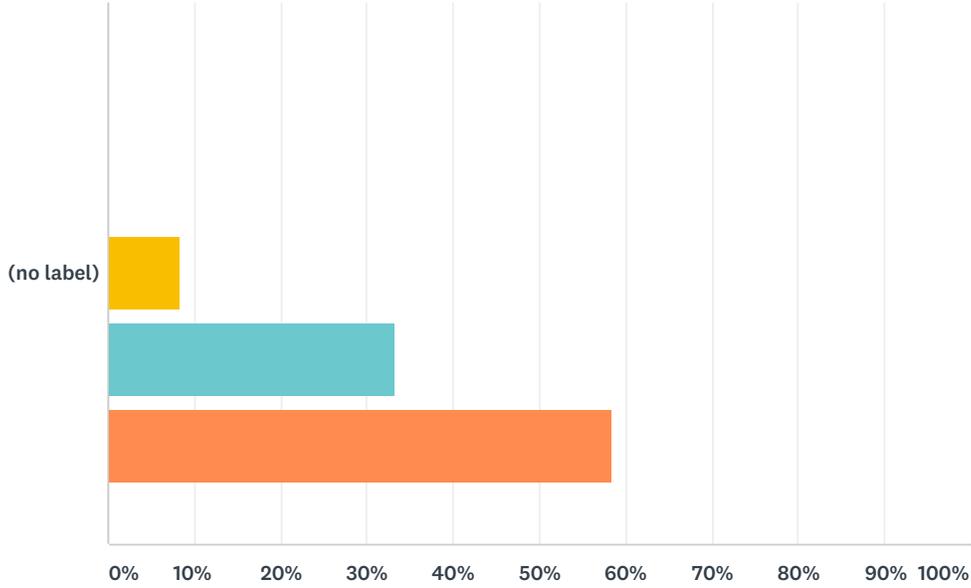


■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	8.33%	33.33%	58.33%	12	4.50
	0	0	1	4	7		

Q30 I felt safe and secure in the district area.

Answered: 12 Skipped: 0

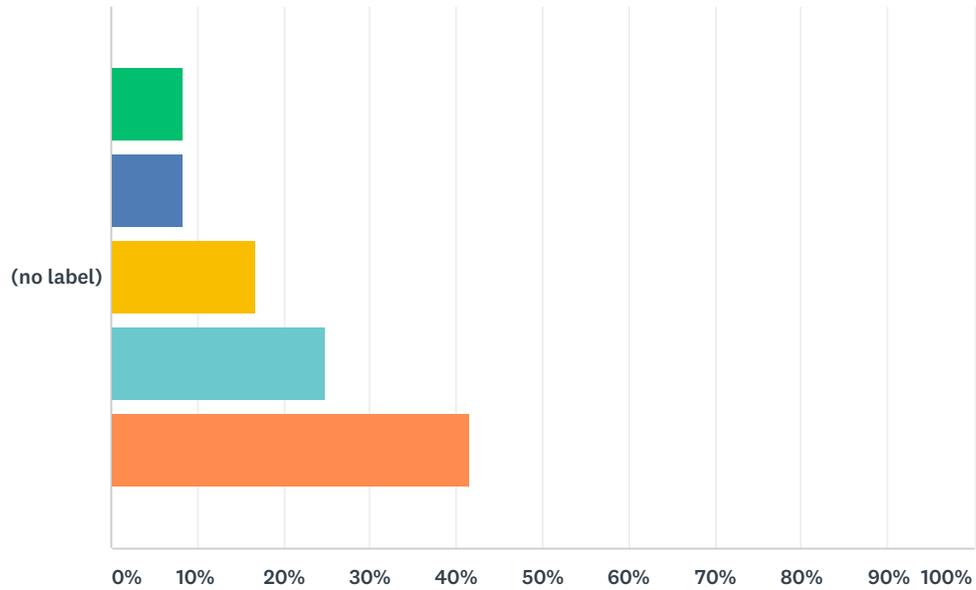


1 = Strongly Disagree 2 3 4 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	8.33%	33.33%	58.33%	12	4.50
	0	0	1	4	7		

Q31 The Main Street office was easily identified.

Answered: 12 Skipped: 0

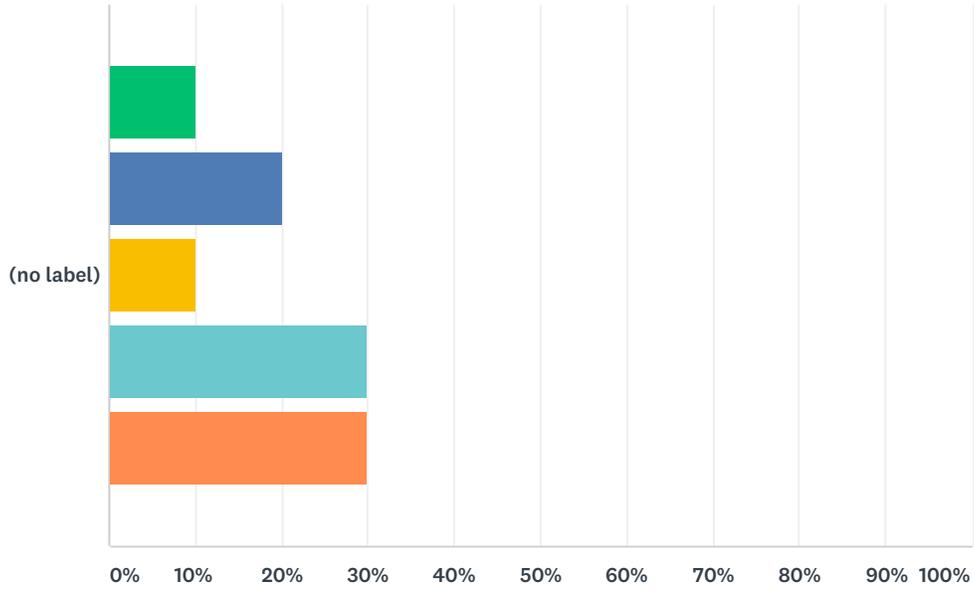


■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	8.33%	8.33%	16.67%	25.00%	41.67%	12	3.83
	1	1	2	3	5		

Q32 Visitor information was easy to find.

Answered: 10 Skipped: 2



■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	10.00%	20.00%	10.00%	30.00%	30.00%	10	3.50
	1	2	1	3	3		

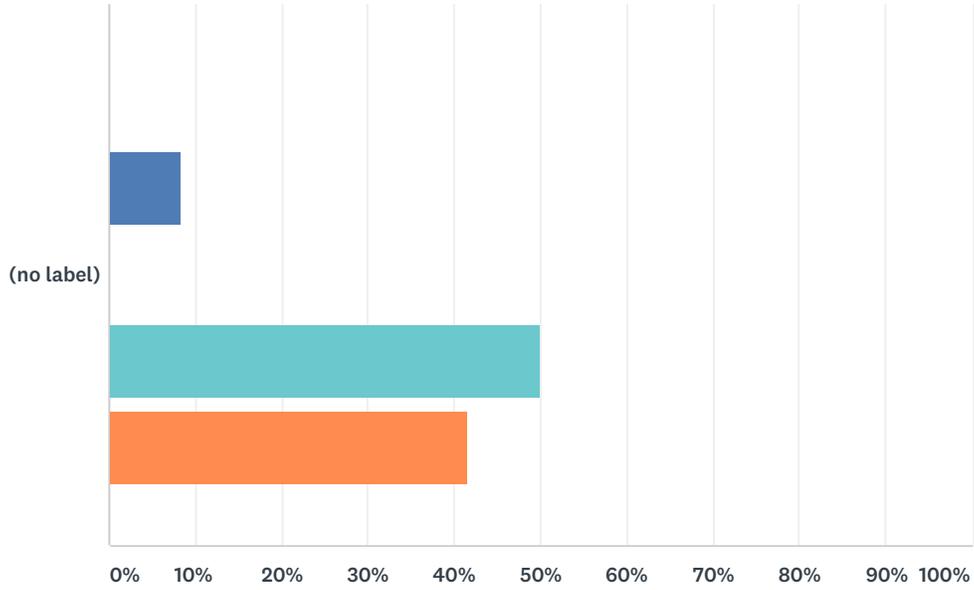
Q33 Comments regarding your first impressions of the district.

Answered: 9 Skipped: 3

#	RESPONSES	DATE
1	I wasn't really looking @ or for office	6/3/2019 10:57 AM
2	Nice boutiques- window displays were attractive	6/3/2019 10:47 AM
3	It was nice and clean. One store was closed on Wednesday. 2 stores were very helpful and friendly. 1 store did not speak to me but seemed busy.	6/3/2019 10:37 AM
4	You can see they are working on the sidewalks	6/3/2019 10:25 AM
5	Main Street office was on a side street	5/30/2019 6:40 PM
6	quaint, cute	5/30/2019 6:31 PM
7	Didn't see any visitor information. Many of the stores did not have overhangs. So this would have been nice since it was raining.	5/30/2019 6:17 PM
8	It was cold and raining. We only walked the east blocks. Never made it to the west but felt the east was more of a tourist walking area.	5/30/2019 5:53 PM
9	Fun-clean-well kept building-good stores- signage	5/30/2019 4:50 PM

Q34 Rank the overall exterior appearance of the buildings. (storefronts and upper levels)

Answered: 12 Skipped: 0

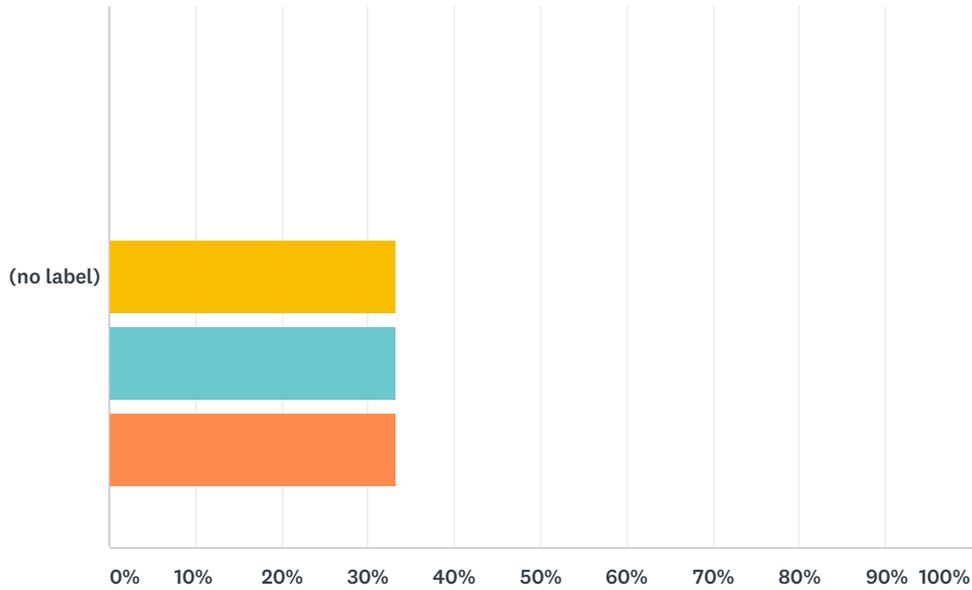


■ 1 = Poor
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Excellent

	1 = POOR	2	3	4	5 = EXCELLENT	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	8.33%	0.00%	50.00%	41.67%		
	0	1	0	6	5	12	4.25

Q35 Do the commercial spaces in the district appear to be occupied or vacant?

Answered: 12 Skipped: 0

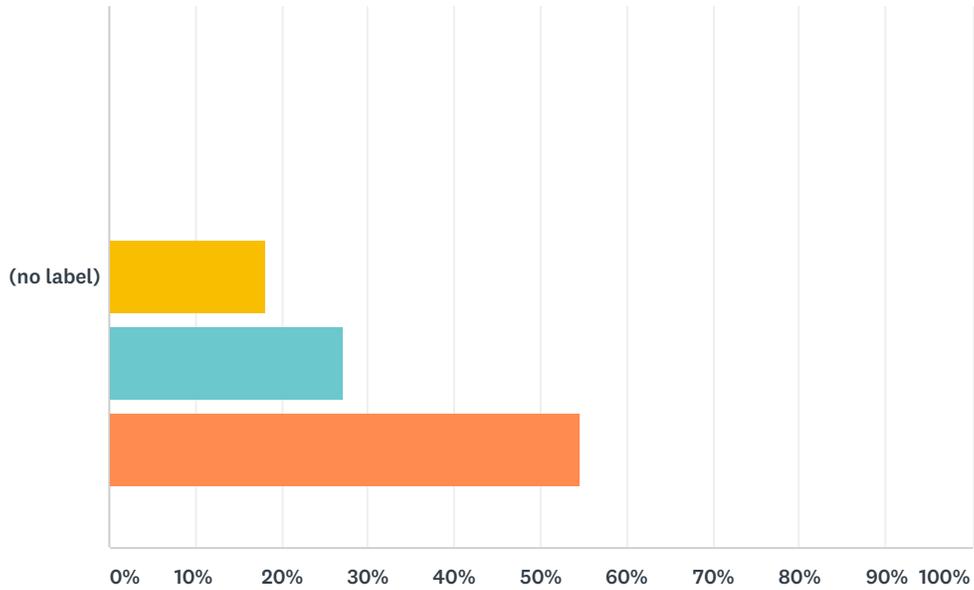


■ 1 = Vacant
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Occupied

	1 = VACANT	2	3	4	5 = OCCUPIED	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	33.33%	33.33%	33.33%	12	4.00
	0	0	4	4	4		

Q36 Rank the overall appearance of business entrances/window displays.

Answered: 11 Skipped: 1



■ 1 = Poor
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Excellent

	1 = POOR	2	3	4	5 = EXCELLENT	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	18.18%	27.27%	54.55%		
	0	0	2	3	6	11	4.36

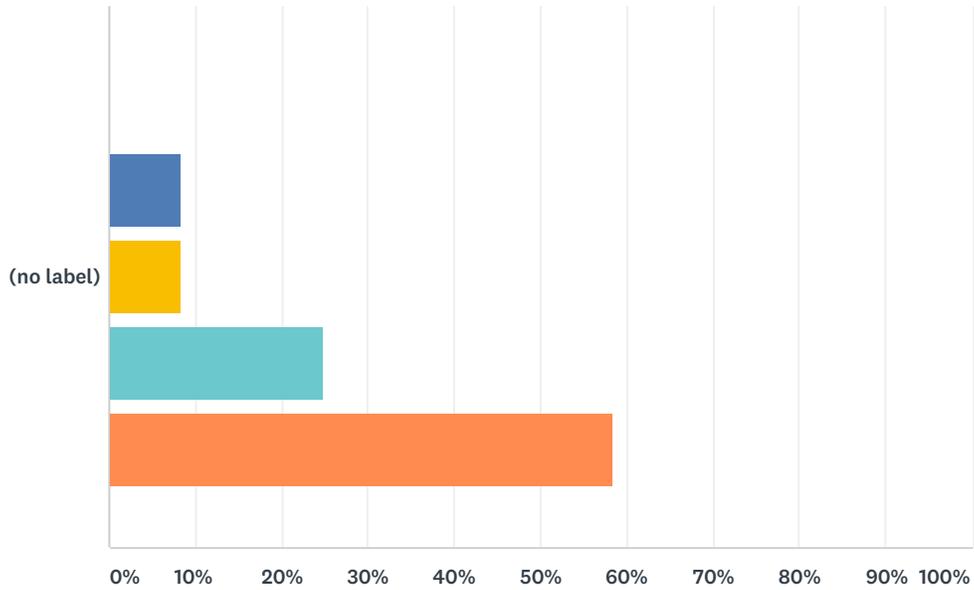
Q37 Specific observations and constructive suggestions about building conditions.

Answered: 8 Skipped: 4

#	RESPONSES	DATE
1	Appealing window displays	6/3/2019 10:52 AM
2	I thought the buildings were in good condition and attractive	6/3/2019 10:47 AM
3	I noticed a couple buildings that had colorful paint jobs	6/3/2019 10:25 AM
4	One building had a unique color scheme	5/30/2019 6:40 PM
5	Some of the older stores could use a little updating, more color	5/30/2019 6:31 PM
6	Some upper store front could use a coat of a paint. Very clean on the front of stores	5/30/2019 6:17 PM
7	All I saw were very adequate	5/30/2019 4:50 PM
8	Could use uniform exterior look down the Main Street	5/30/2019 4:04 PM

Q38 There appears to be a variety of goods and services available in the district.

Answered: 12 Skipped: 0



■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	8.33%	8.33%	25.00%	58.33%		
	0	1	1	3	7	12	4.33

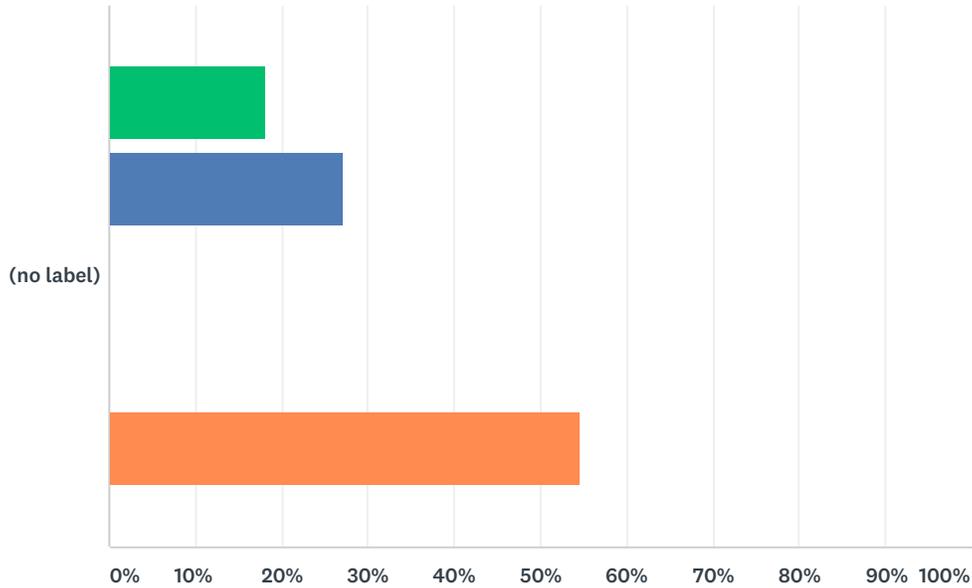
Q39 What type of business or service do you feel are missing in the district? (list up to five, separated by commas)

Answered: 10 Skipped: 2

#	RESPONSES	DATE
1	Coffee shop	6/3/2019 10:57 AM
2	coffee shop downtown	6/3/2019 10:52 AM
3	bakery, men's clothing, nail salon	6/3/2019 10:47 AM
4	men's store-women's upscale store	6/3/2019 10:25 AM
5	Men's and women's dressy clothes are missing	5/30/2019 6:40 PM
6	I feel like they are missing a home décor store/gift shop	5/30/2019 6:31 PM
7	Not much missing from downtown	5/30/2019 6:17 PM
8	The variety was amazing for a small town	5/30/2019 5:53 PM
9	children apparel, men's apparel, book store, gift store, jewelry store	5/30/2019 4:50 PM
10	clothing and gift shop	5/30/2019 4:04 PM

Q40 The owners and employees at various district businesses made recommendations for other businesses, sites or things for me to do while in town.

Answered: 11 Skipped: 1

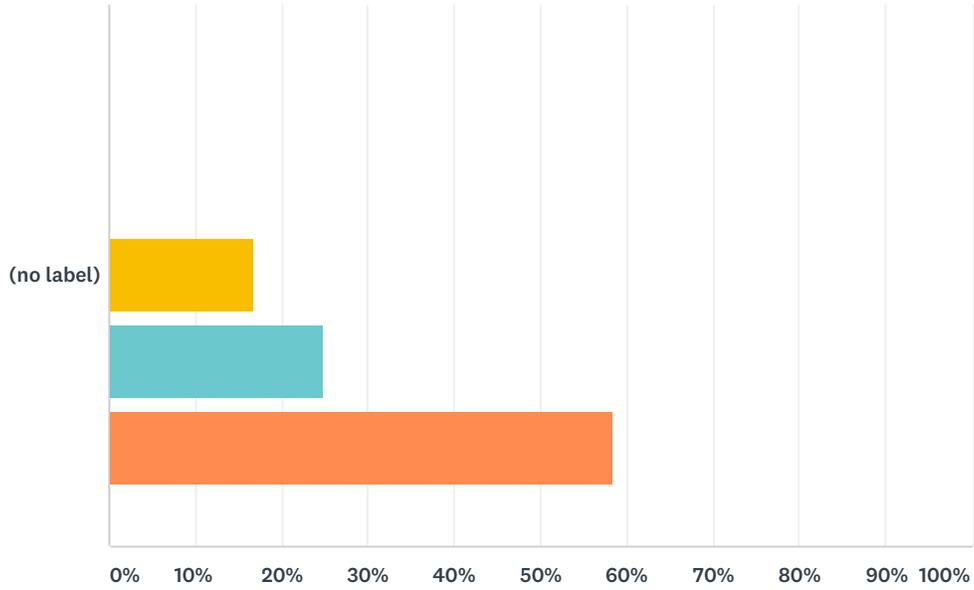


■ 1 = Strongly Disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 = Strongly Agree

	1 = STRONGLY DISAGREE	2	3	4	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	18.18%	27.27%	0.00%	0.00%	54.55%		
	2	3	0	0	6	11	3.45

Q41 Rank the overall friendliness and customer service experience.

Answered: 12 Skipped: 0



1 = Poor 2 3 4 5 = Excellent

	1 = POOR	2	3	4	5 = EXCELLENT	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	16.67%	25.00%	58.33%	12	4.42
	0	0	2	3	7		

Q42 Additional observations and constructive suggestions regarding your visitor experience in the Main Street district.

Answered: 7 Skipped: 5

#	RESPONSES	DATE
1	Didn't ask for recommendations, but all staff seemed very friendly	6/3/2019 10:25 AM
2	We didn't ask for recommendations, but all were friendly	5/30/2019 6:40 PM
3	More color. There were many older store that have not updated signage and store front curb appeal	5/30/2019 6:31 PM
4	Store owners were young and very enthusiastic about their business and town. Very helpful on telling us about town, their celebration how long they have been in business and showing us their Goal Wall in their business	5/30/2019 6:17 PM
5	Workers in the stores were helpful, friendly and knowledgeable.	5/30/2019 5:53 PM
6	Very impressed with ALL store employees/owners; they were enthusiastic about their town, other businesses, their histories, their products.	5/30/2019 4:50 PM
7	Not much interaction when in stores	5/30/2019 4:04 PM

Q43 List issues in need of immediate repair or maintenance that need to be addressed in the Main Street District. (list up to five, separated by commas)

Answered: 3 Skipped: 9

#	RESPONSES	DATE
1	Sidewalk care in two places that they are addressing	5/30/2019 6:42 PM
2	Didn't notice any benches along Main Street	5/30/2019 6:21 PM
3	Some wastebaskets on street location. Some outside seating occasionally in each block, some street décor to tie all together	5/30/2019 4:55 PM

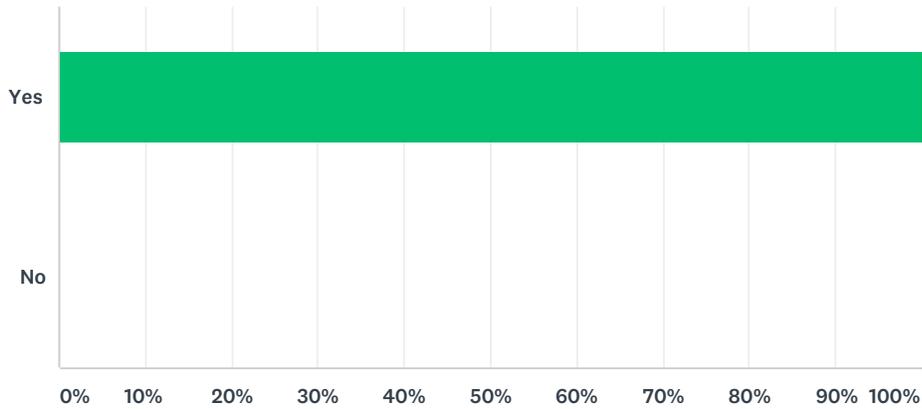
Q44 List memorable characteristics, features or experiences of the district. (list up to five, separated by commas)

Answered: 9 Skipped: 3

#	RESPONSES	DATE
1	Window displays	6/3/2019 10:47 AM
2	Nice lunch, good shopping easy parking, friendly clerks	6/3/2019 10:26 AM
3	Nice lunch, easy parking, good shopping (2 pair of shoes) friendly clerks	5/30/2019 6:42 PM
4	Sub City, The Bremer Diner, exceptional Customer Service, cute boutiques	5/30/2019 6:35 PM
5	Took home baker items bough shoes to top there. Great lunch, friendly store owners. Vibrant town!	5/30/2019 6:21 PM
6	The variety and quality of the stores. The friendliness of the workers.	5/30/2019 6:03 PM
7	Each store visited was very positive experience. One block had outside of building with matching exteriors brick pavers tied are together.	5/30/2019 4:55 PM
8	My favorite was the Golden Thistle	5/30/2019 4:35 PM
9	Loved the Wild Carrot, needs to be larger it was adorable. The war display and flags on corner were awesome and well maintained	5/30/2019 4:08 PM

Q45 Is there enough about the district that would intrigue you to return?

Answered: 11 Skipped: 1

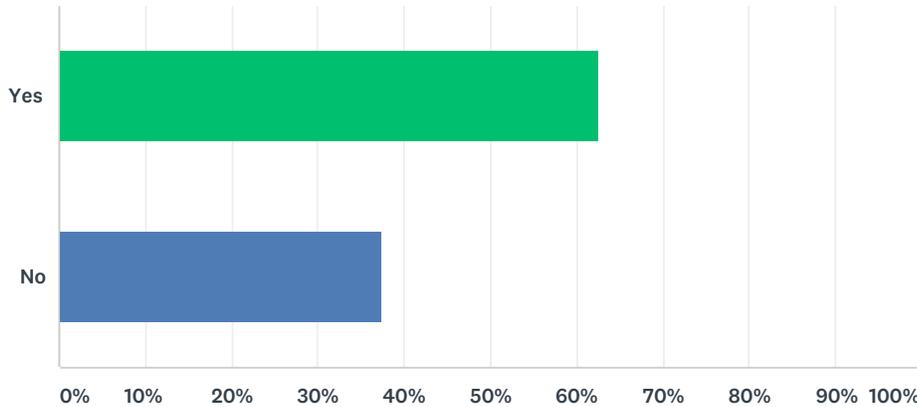


ANSWER CHOICES	RESPONSES	
Yes	100.00%	11
No	0.00%	0
TOTAL		11

#	IF YES, WHAT MAKES YOU WANT TO RETURN?	DATE
1	My friend and I have fun anywhere	6/3/2019 10:58 AM
2	boutiques were all very nice	6/3/2019 10:53 AM
3	It was a fun district for girls day & close to home	6/3/2019 10:47 AM
4	Their shoe store	6/3/2019 10:26 AM
5	Their shoe store	5/30/2019 6:42 PM
6	Maybe---Would like to go again when it is not so cold and be able to browse a little more	5/30/2019 6:35 PM
7	Would take more time to visit more of thier stores and try another resturant. Which was recommended to us	5/30/2019 6:21 PM
8	The unique shopping. I have a trip planned with friends	5/30/2019 6:03 PM
9	The friendiness/helpfulness, quality of variety of womens wear. The Diner experience.	5/30/2019 4:55 PM
10	Park	5/30/2019 4:35 PM
11	Larger community and lots of options in Waverly	5/30/2019 4:08 PM

Q46 After your experience in the community, did your preconceived ideas about the district change?

Answered: 8 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	62.50%	5
No	37.50%	3
TOTAL		8

#	IF YES, HOW DID YOUR IDEAS ABOUT THE DISTRICT CHANGE?	DATE
1	safe environment	6/3/2019 10:53 AM
2	none	6/3/2019 10:26 AM
3	Didnt have any	5/30/2019 6:42 PM
4	More impressed with their town than i thought	5/30/2019 6:21 PM
5	Had not been there in a long time and it has changed dramatically	5/30/2019 6:03 PM
6	I had never been to Waverly, so I had no preconceived ideas	5/30/2019 4:55 PM
7	Uniform planters, pole signs, benches. It might add more welcoming feel	5/30/2019 4:08 PM

Q47 Additional comments or observations on your overall experience in the Main Street District.

Answered: 9 Skipped: 3

#	RESPONSES	DATE
1	Was an enjoyable afternoon!	6/3/2019 10:38 AM
2	Fun Day	6/3/2019 10:26 AM
3	Fun Day!! I would go again	5/30/2019 6:42 PM
4	We ate lunch at Sub City, FANTASTIC. Great food, great service. Coffee shop across from Wartburg was cute and inviting, awesome coffee, knowledgeable staff. Despite the weather, we had a good afternoon exploring. Again would like to go back when its better weather.	5/30/2019 6:35 PM
5	Had lunch at East Bremer Diner. Talked with owner saw their Goal Wall enjoyed reading about business commitments to community which was on their menu.	5/30/2019 6:21 PM
6	Loved it	5/30/2019 6:03 PM
7	Very, very impressed with the community. Diner Goal Board- what a cohesive, innovative and motivational concept! Congrats on that!!	5/30/2019 4:55 PM
8	Had so much fun	5/30/2019 4:35 PM
9	Great staff at Dirty Dog Rest. Wide Main Street and parking was easy	5/30/2019 4:08 PM