

Fairfield Downtown Strategy Meeting

Sponsored by the Fairfield Area Chamber of Commerce

29 May 2008



Is Retail the Answer?

- Historically, retail pays higher rents than office and residential uses in downtown buildings
- Retail may increase downtown foot traffic when paired with service, other sectors
- Some US communities have created first floor ordinances which **require** retail on the first floor.
 - In Iowa: 0
 - Why?

1980 – Today: Saturation

- Between 1980 and 1990:
 - Iowa's population: **-5%**
 - Available commercial retail space: **DOUBLED**
 - Twice as many places per citizen to spend retail dollars with 150,000 less Iowans.

1980 – Today: Saturation

- Between 1990 and 2000:
 - Iowa's population: **+5%** (rebound)
 - Available commercial space: **Doubled** (again)
 - 2000: 4X more commercial retail space to serve needs of same population from 1980
 - Growth in retail space has not abated since 2000

Fairfield

2008 Fairfield population estimate:

9,500

Jefferson County: 15,900

Fairfield

1920 Fairfield population estimate:

10,000

Survival Story? Clustering.

Iowa Dept. of Economic Development

Downtown Resource Center:

- Successful downtowns serve niches & produce clusters
 - We're clustered
 - We don't have a coherent niche
 - i.e. Bavarian

Fairfield Downtown Square

Map Key:

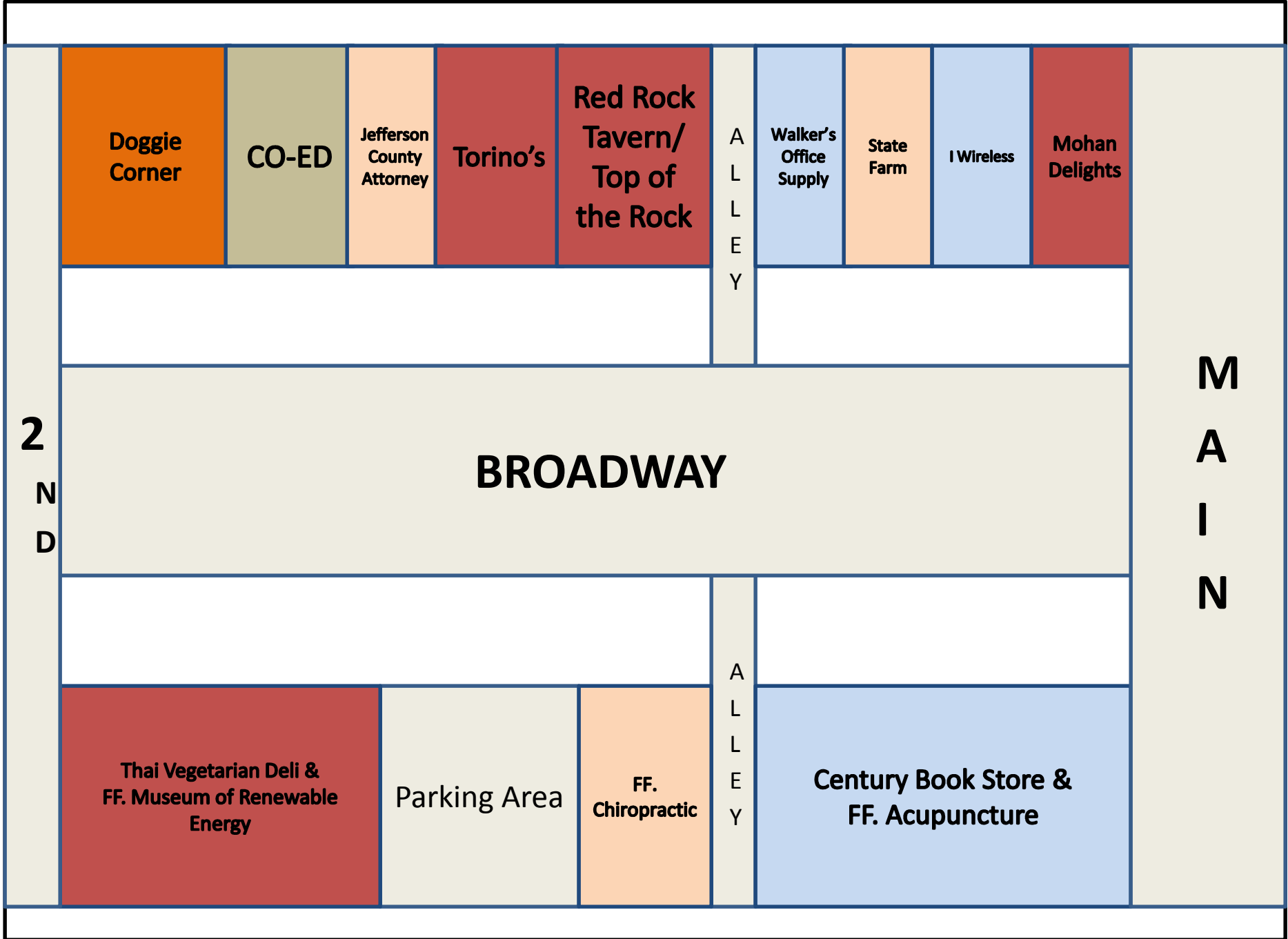
Retail

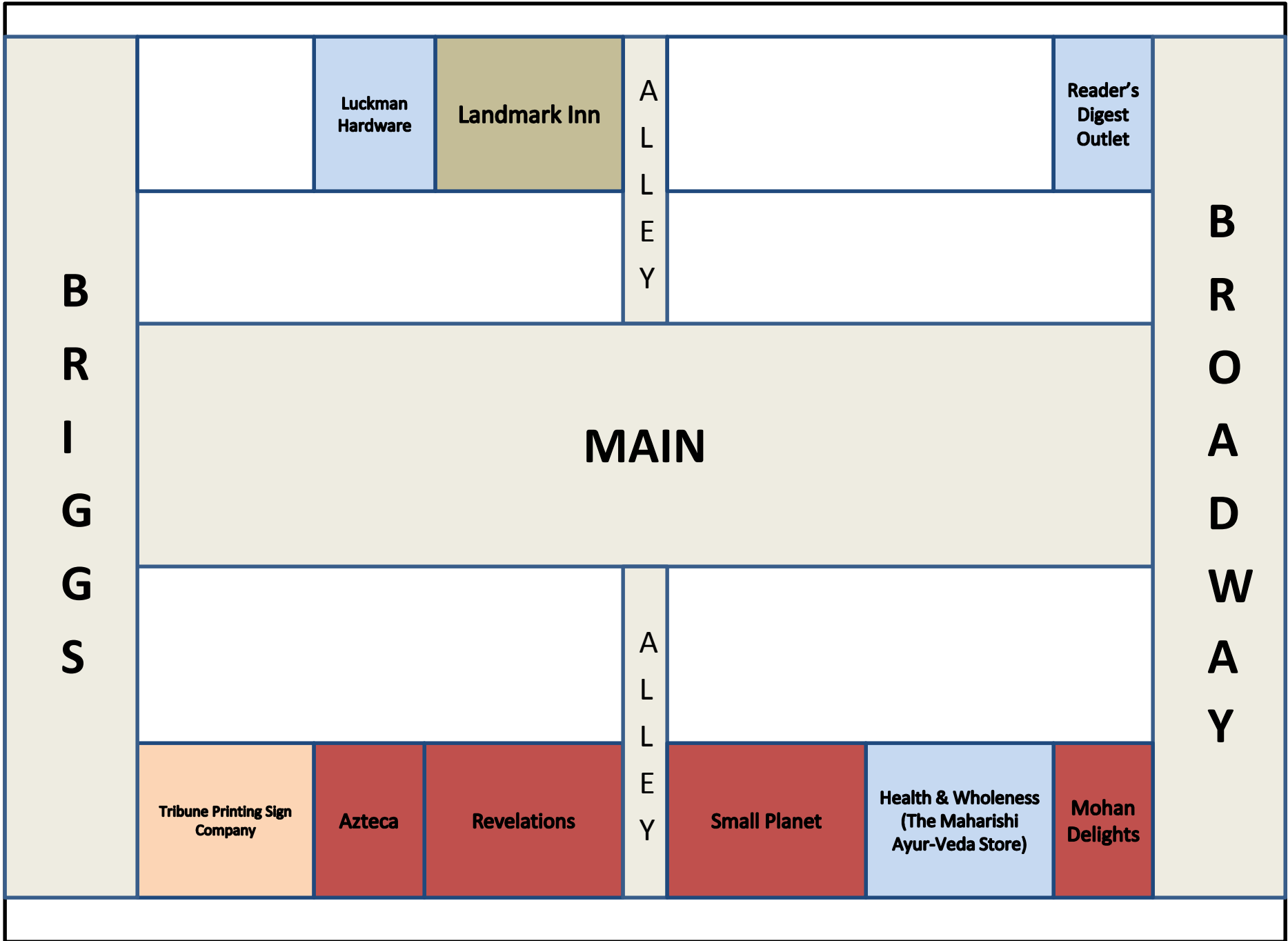
Services

Other/Art Gallery

Restaurant

Office





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**Luckman
Hardware**

Landmark Inn

**Reader's
Digest
Outlet**

**Tribune Printing Sign
Company**

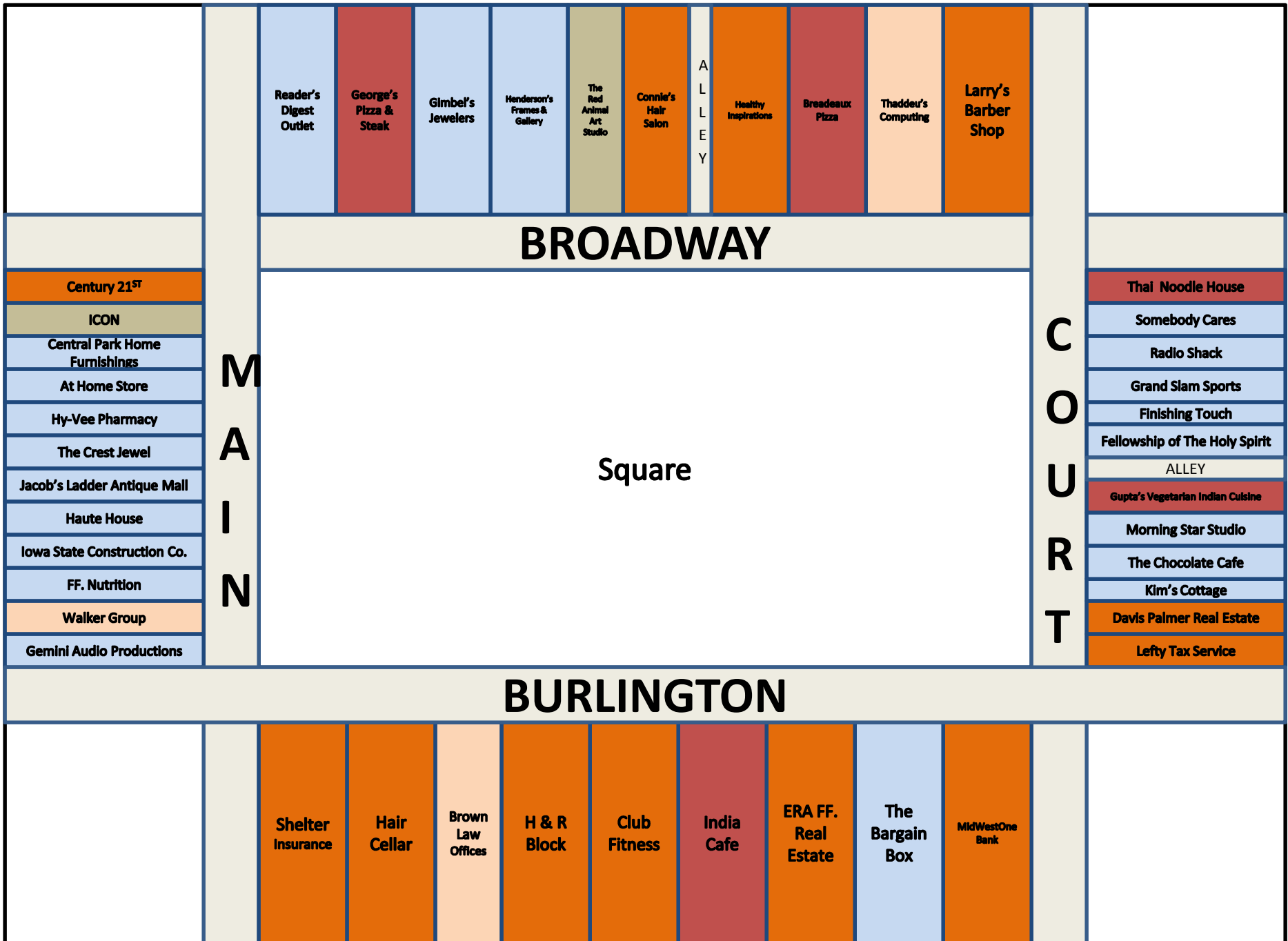
Azteca

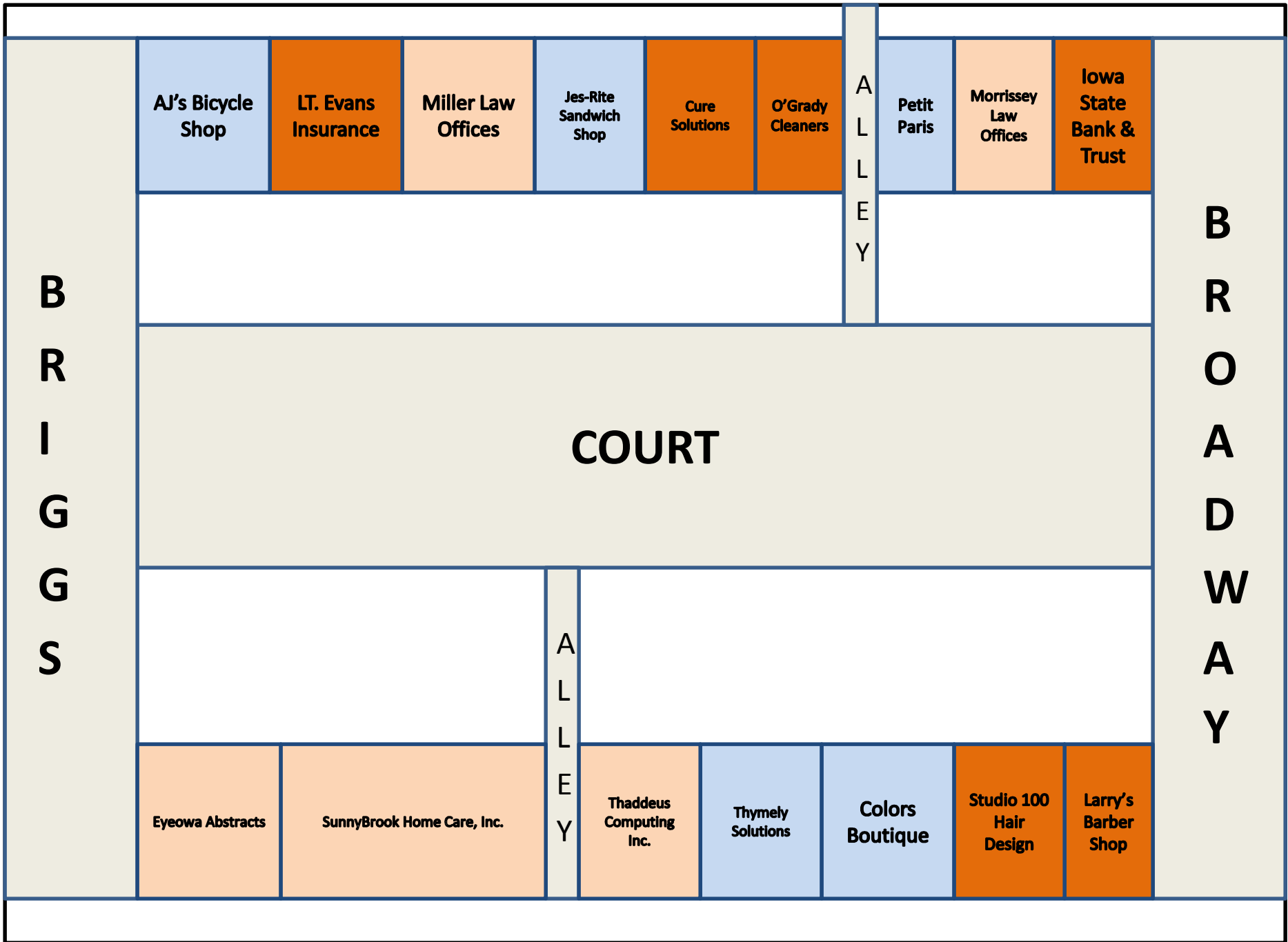
Revelations

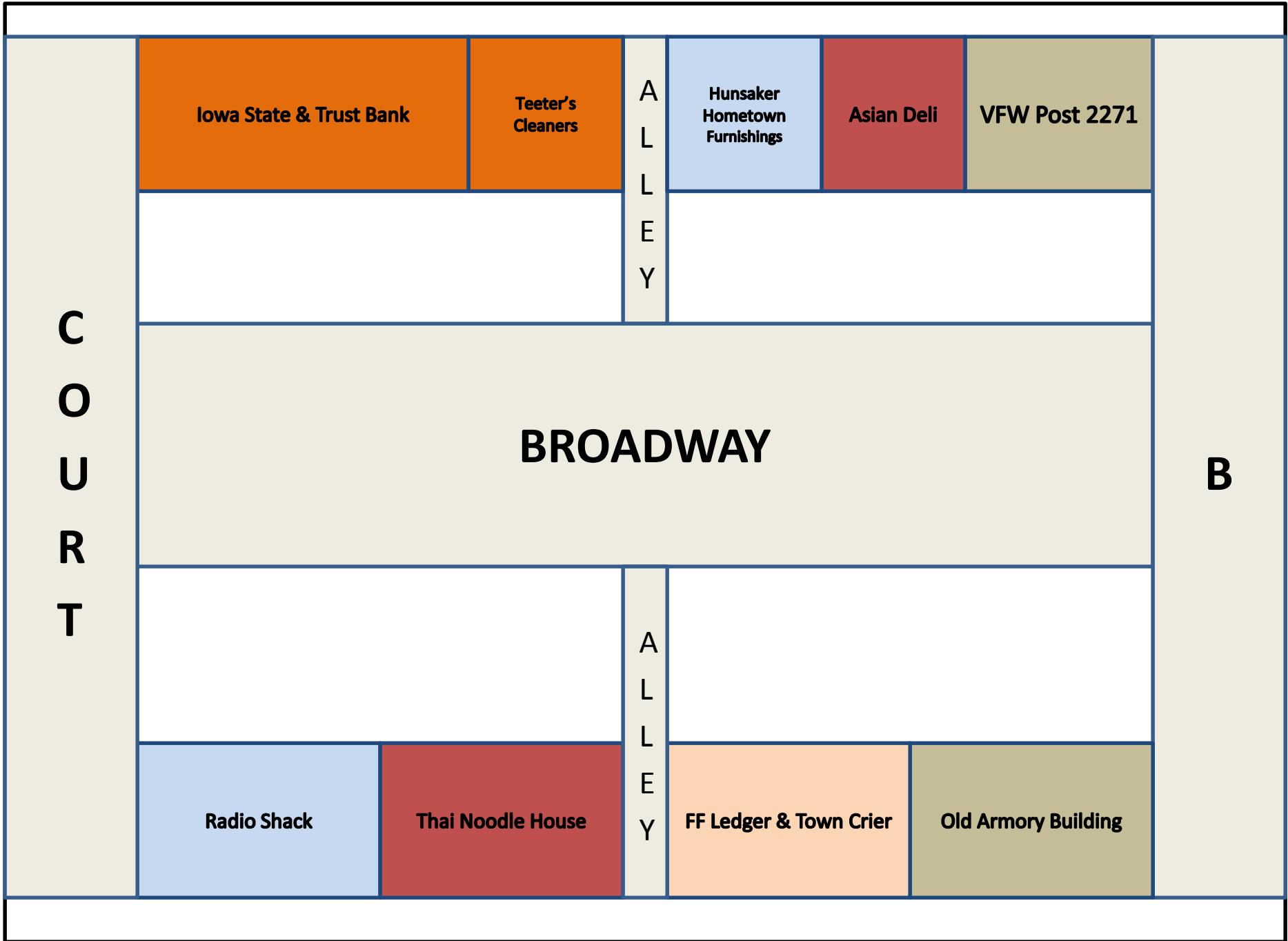
Small Planet

**Health & Wholeness
(The Maharishi
Ayur-Veda Store)**

**Mohan
Delights**







Iowa State & Trust Bank

Teeter's Cleaners

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Hunsaker
Hometown
Furnishings

Asian Deli

VFW Post 2271

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BROADWAY

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Radio Shack

Thai Noodle House

FF Ledger & Town Crier

Old Armory Building

Fairfield Downtown Square

The Statistics

Total Businesses as of 2008.05.29: 94

Retailers: 30/32%

Restaurants: 15/16%

Services: 24/26%

Office: 9/9%

Other/Art Galleries: 5/5%

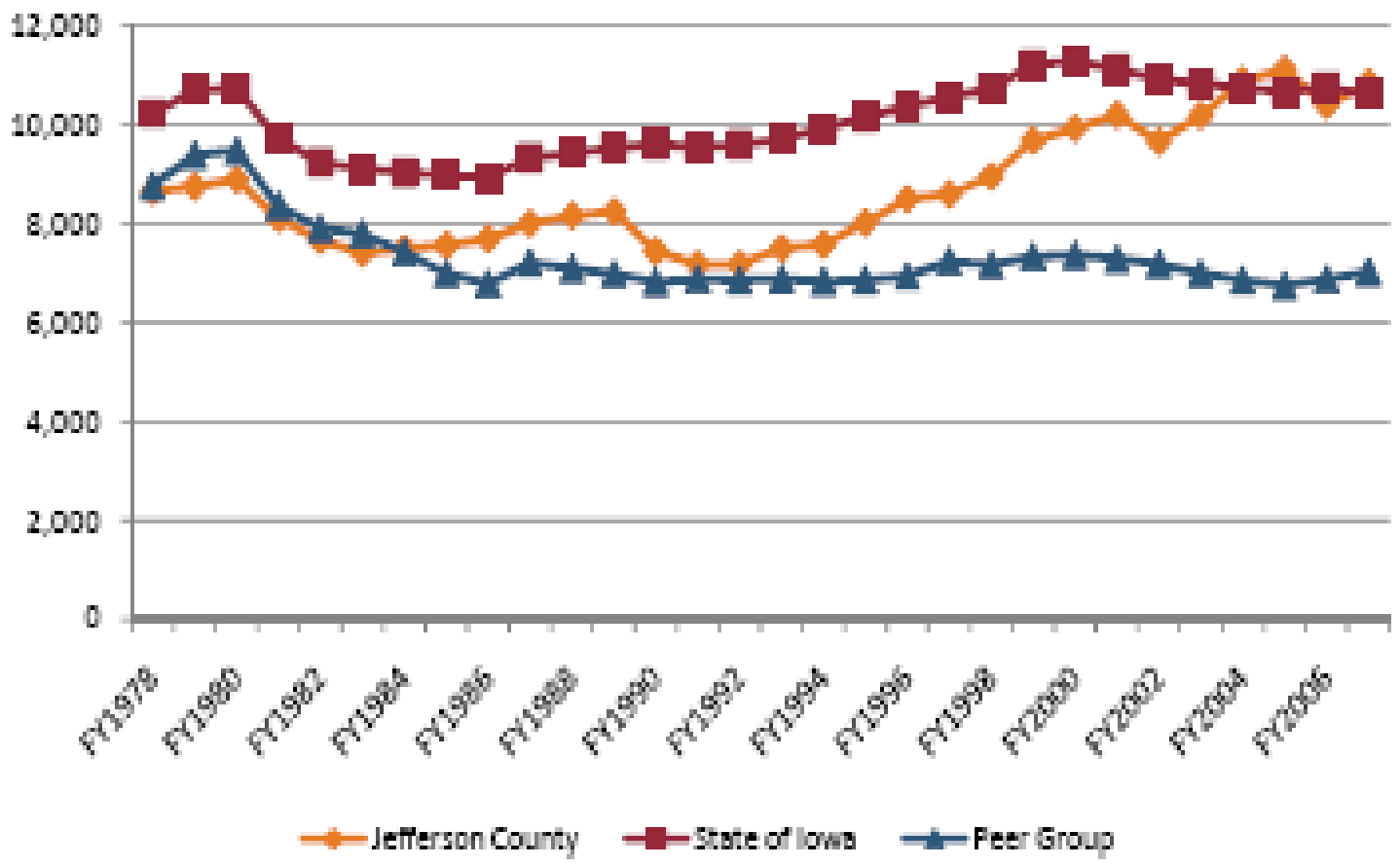
How We Stack Up

45 COUNTIES Total Population this group: 668,041

Allamakee, Clay, Hamilton, Lucas, Plymouth, Appanoose, Crawford, Hancock, Mitchell, Poweshiek, Buchanan, Delaware, Hardin, Monona, Shelby, Carroll, Emmet, Henry, Monroe, Sioux, Cass, Fayette, Howard, Montgomery, Tama, Cedar, Floyd, Humboldt, O'Brien, Union, Cherokee, Franklin, Jackson, Osceola, Winnebago, Chickasaw, Greene, Jefferson, Page, Winneshiek, Clarke, Guthrie, Kossuth, Palo Alto, Wright

- **Median number of employees per retail establishment (employer firms): 9.37**
- **Median per capita income: \$28,407**
- **Average population growth 2000-2005: -2.24%**
- **Median county population: 14,161**
- **Median daytime population change: -4.3%**
- **Average % of population 25 and older with at least college degree: 15.07%**

Real Sales per Capita 1978-2007



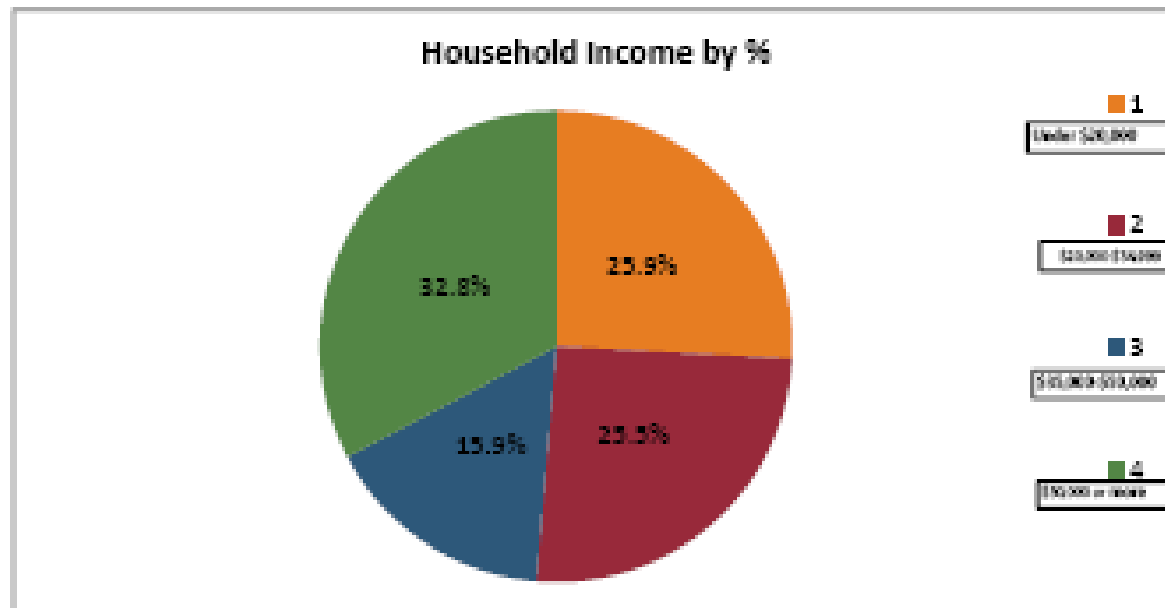
Personal Income level

Per Capita Income	2006	2005	% Change 2005-2006
Jefferson County	28,649	27,939	2.5%
State of Iowa	31,670	30,887	2.5%
Peer Group: C	28,389	28,222	0.6%

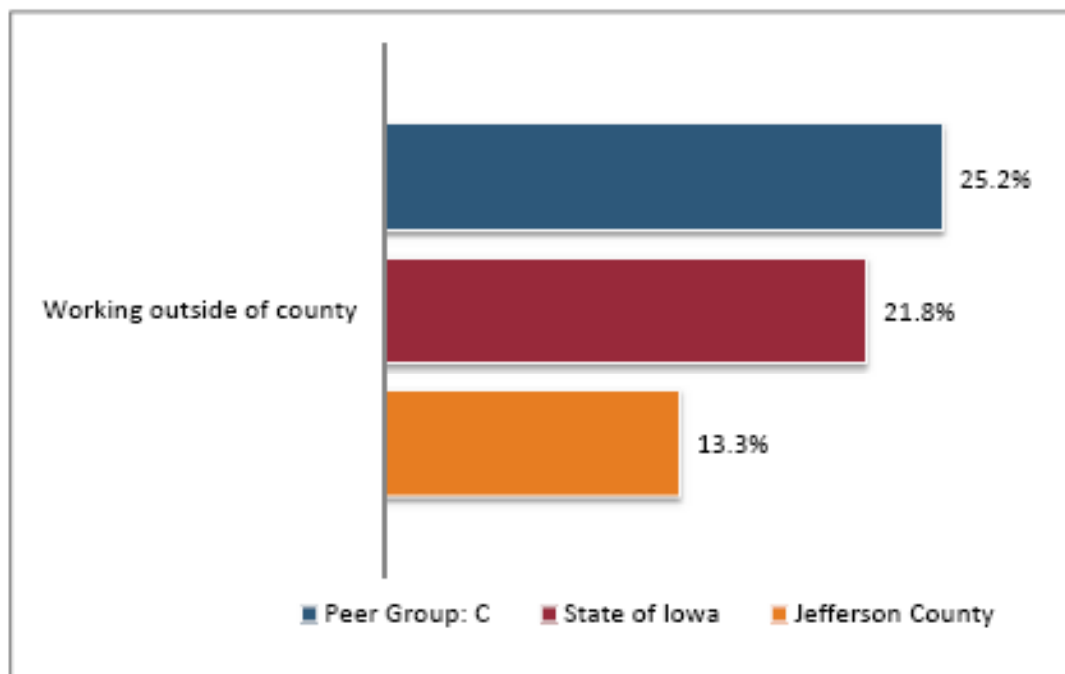
Jefferson County State Income Index	0.90	0.90
Jefferson County Peer Income Index	1.01	0.99

The state income index is used in the calculation of the pull factor.

Household Income 2000 Census	Median Income	Under \$20,000 (1)	\$20,000 to \$34,999 (2)	\$35,000 to \$50,000 (3)	\$50,000 or more (4)
Jefferson County	33,851	25.9%	25.5%	15.9%	32.8%
State of Iowa	39,469	21.8%	22.1%	19.0%	37.1%



Out Commuting	Working outside of county	Working outside of city
Jefferson County	13.3%	27.8%
State of Iowa	21.8%	44.9%
Peer Group: C	25.2%	43.5%



Commuting Flow Ratio

Jefferson County
State of Iowa (avg.)

2.0
0.92

Daytime Population Change

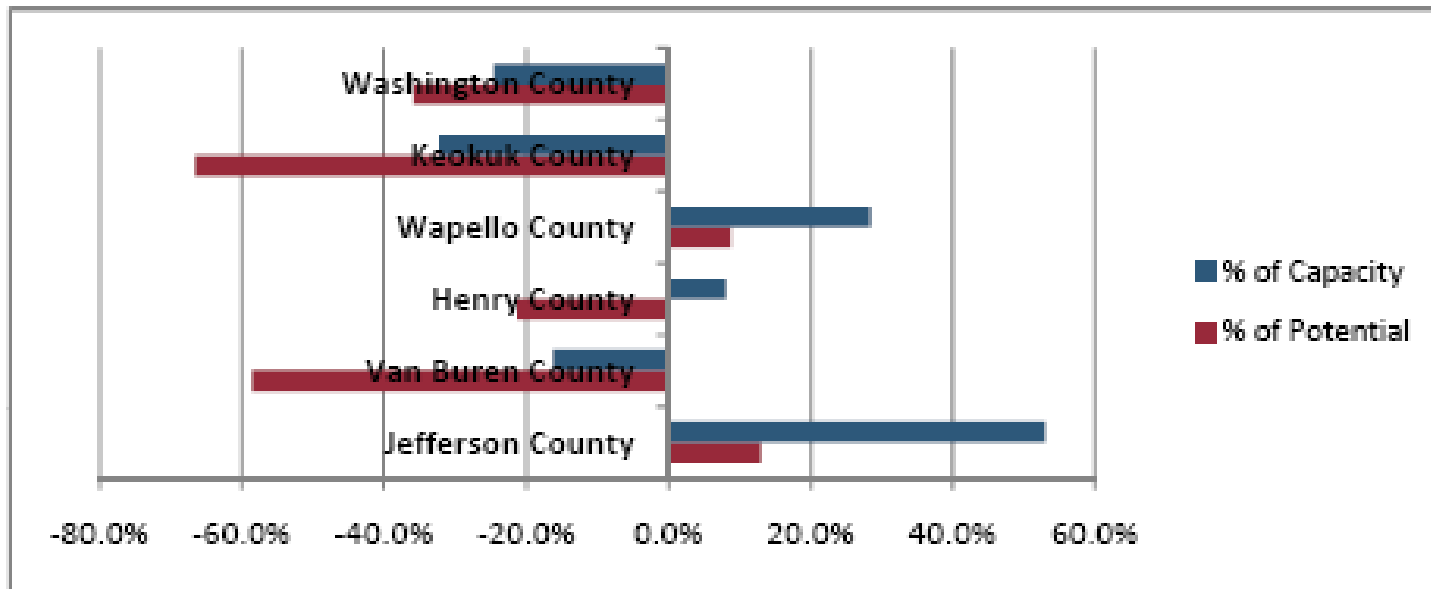
Jefferson County
State of Iowa (avg.)

7.0 %
-4.6 %

Ratio represents how many workers come into the county for every one that commutes out.

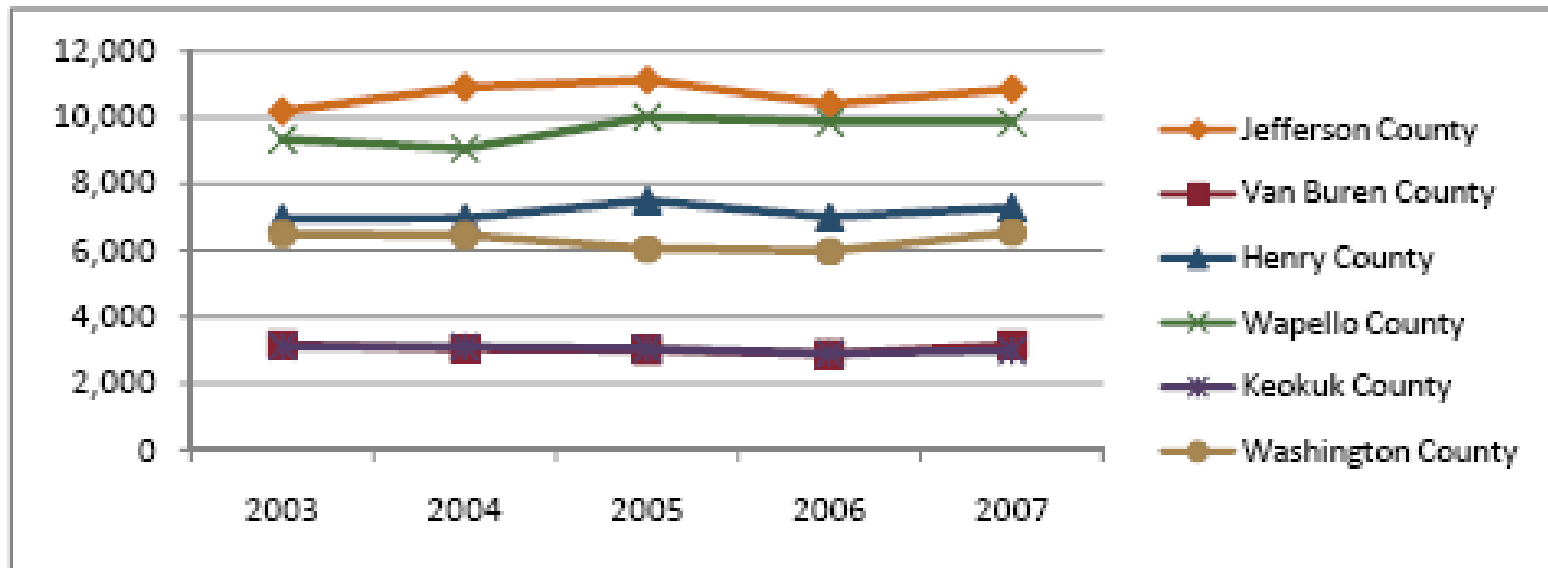
Year	Actual Sales	Potential Sales	Surplus (Leakage)	% Potential	Sales Capacity	Over (under) Capacity	% Capacity
FY1978	137,621,517	151,900,584	(14,279,067)	-9.4%	138,803,440	(1,181,923)	-0.9%
FY1979	141,717,130	151,974,034	(10,256,903)	-6.7%	142,338,927	(621,796)	-0.4%
FY1980	144,964,848	151,025,019	(6,060,170)	-4.0%	138,258,341	6,706,507	4.9%
FY1981	132,245,044	138,400,256	(6,155,212)	-4.4%	129,040,429	3,204,615	2.5%
FY1982	123,274,000	123,059,274	214,726	0.2%	117,254,833	6,019,167	5.1%
FY1983	120,888,395	126,153,564	(5,265,169)	-4.2%	115,777,840	5,110,555	4.4%
FY1984	120,993,845	117,029,021	3,964,824	3.4%	104,967,538	16,026,307	15.3%
FY1985	123,941,361	119,321,566	4,619,795	3.9%	103,462,125	20,479,235	19.8%
FY1986	125,658,834	129,744,851	(4,086,018)	-3.1%	105,620,484	20,038,350	19.0%
FY1987	130,244,132	135,213,719	(4,969,587)	-3.7%	112,019,642	18,224,491	16.3%
FY1988	133,069,308	143,597,441	(10,528,133)	-7.3%	114,114,228	18,955,080	16.6%
FY1989	134,787,585	144,062,813	(9,275,228)	-6.4%	111,878,538	22,909,047	20.5%
FY1990	121,923,894	143,654,824	(21,730,929)	-15.1%	110,958,991	10,964,903	9.9%
FY1991	117,136,347	141,056,579	(23,920,232)	-17.0%	109,290,743	7,845,604	7.2%
FY1992	117,625,793	143,618,025	(25,992,232)	-18.1%	111,940,493	5,685,300	5.1%
FY1993	123,623,932	144,372,049	(20,748,117)	-14.4%	113,065,906	10,558,026	9.3%
FY1994	126,854,844	157,801,899	(30,947,055)	-19.6%	117,861,244	8,993,600	7.6%
FY1995	134,799,205	158,623,528	(23,824,323)	-15.0%	121,940,981	12,858,224	10.5%
FY1996	142,622,224	165,445,778	(22,823,554)	-13.8%	120,191,639	22,430,584	18.7%
FY1997	145,131,674	166,301,347	(21,169,673)	-12.7%	126,687,424	18,444,250	14.6%
FY1998	152,828,815	175,190,590	(22,361,775)	-12.8%	124,674,227	28,154,588	22.6%
FY1999	165,033,615	195,732,028	(30,698,413)	-15.7%	136,713,076	28,320,539	20.7%
FY2000	166,370,515	193,624,365	(27,253,849)	-14.1%	138,337,226	28,033,289	20.3%
FY2001	164,909,590	177,862,506	(12,952,916)	-7.3%	130,657,696	34,251,895	26.2%
FY2002	155,656,383	178,095,206	(22,438,823)	-12.6%	130,297,992	25,358,392	19.5%
FY2003	162,555,117	166,428,766	(3,873,649)	-2.3%	120,573,078	41,982,039	34.8%
FY2004	174,284,720	158,007,145	16,277,575	10.3%	113,096,430	61,188,290	54.1%
FY2005	178,234,449	154,246,073	23,988,377	15.6%	109,814,135	68,420,314	62.3%
FY2006	166,415,524	155,754,724	10,660,800	6.8%	108,941,035	57,474,489	52.8%
FY2007	172,876,079	153,066,754	19,809,325	12.9%	112,961,571	59,914,508	53.0%

Subject	Actual Sales	Potential Sales	Sales Capacity	% of Potential	% of Capacity
Jefferson County	172,876,079	153,066,754	112,961,571	12.9%	53.0%
Van Buren County	24,838,460	60,007,224	29,667,895	-58.6%	-16.3%
Henry County	148,606,438	188,702,141	137,390,535	-21.2%	8.2%
Wapello County	354,455,035	325,714,616	276,129,400	8.8%	28.4%
Keokuk County	33,099,651	98,944,226	48,918,559	-66.5%	-32.3%
Washington County	140,694,658	219,800,634	186,339,250	-36.0%	-24.5%



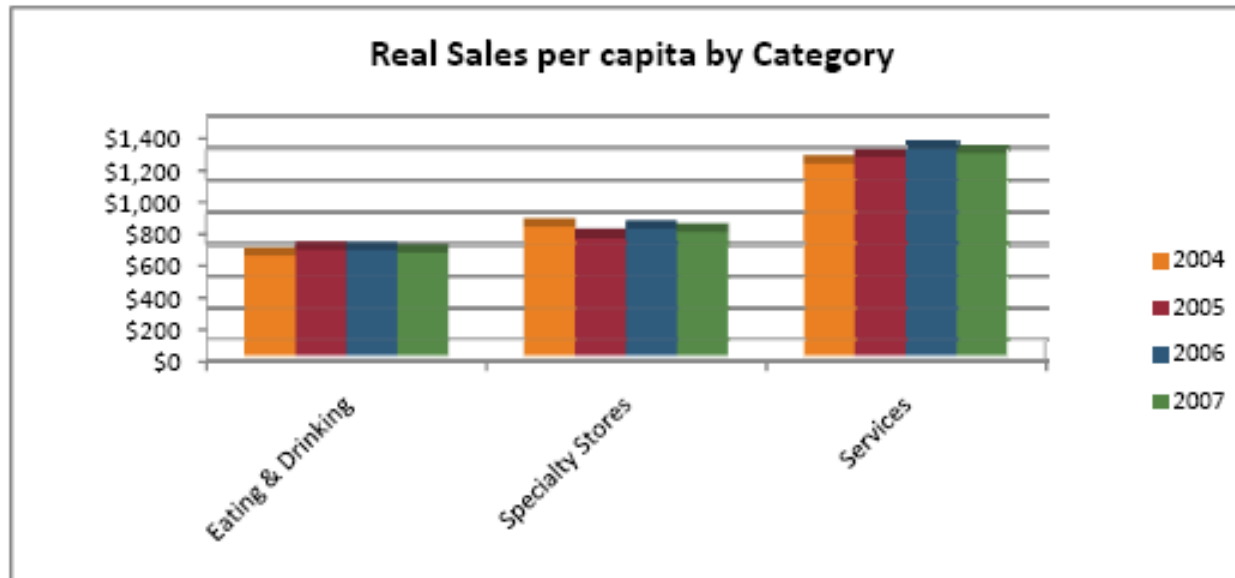
Real Per Capita Sales

(2007 \$)	2003	2004	2005	2006	2007
Jefferson County	10,183	10,893	11,113	10,401	10,842
Van Buren County	3,172	3,048	3,011	2,886	3,170
Henry County	6,948	6,959	7,487	6,984	7,283
Wapello County	9,332	9,057	9,996	9,848	9,843
Keokuk County	3,113	3,104	3,049	2,901	2,987
Washington County	6,497	6,447	6,052	5,971	6,535



Real Sales by category (\$)	2004	2005	2006	2007
Eating & Drinking	9,860,470	10,440,211	10,406,255	10,143,420
Specialty Stores	12,936,003	11,779,342	12,636,198	12,317,040
Services	19,076,375	19,809,199	20,625,322	20,104,380

Per Capita Real Sales by category (\$)	2004	2005	2006	2007
Jefferson County				
Eating & Drinking	\$616	\$651	\$650	\$636
Specialty Stores	\$809	\$734	\$790	\$772
Services	\$1,192	\$1,235	\$1,289	\$1,261
State of Iowa				
Eating & Drinking	\$951	\$970	\$1,002	\$1,034
Specialty Stores	\$813	\$799	\$813	\$811
Services	\$1,349	\$1,351	\$1,391	\$1,434
Jefferson County % of State per capita sales				
Eating & Drinking	64.8%	67.1%	64.9%	61.5%
Specialty Stores	99.4%	91.9%	97.1%	95.2%
Services	88.4%	91.4%	92.7%	87.9%



Jefferson County Pull Factor: 1.13

33. Ringgold County	0.81
32. Marshall County	0.83
31. Winneshiek County	0.83
30. Jones County	0.85
29. Muscatine County	0.86
28. Lee County	0.86
27. Palo Alto County	0.88
26. Cass County	0.88
25. Iowa County	0.88
24. Sioux County	0.89
23. Hardin County	0.93
22. Jasper County	0.94
21. Buena Vista County	0.95
20. Story County	0.96
19. Clinton County	1.05
18. Wapello County	1.09
17. Union County	1.10
16. Pottawattamie Count	1.12
15. Carroll County	1.13
14. Jefferson County	1.13
13. Des Moines County	1.16
12. Dallas County	1.16
11. Dubuque County	1.17
10. Johnson County	1.18
9. Polk County	1.20
8. Scott County	1.21
7. Black Hawk County	1.22
6. Linn County	1.27
5. Webster County	1.29
4. Cerro Gordo County	1.29
3. Dickinson County	1.30
2. Woodbury County	1.30
1. Clay County	1.50

Jefferson County Per Capita Sales

State of Iowa	10,612
16. Jefferson County	10,842
15. Pottawattamie Count	11,371
14. Carroll County	11,495
13. Des Moines County	11,729
12. Dubuque County	12,009
11. Webster County	12,378
10. Black Hawk County	12,478
9. Woodbury County	12,600
8. Johnson County	13,688
7. Dallas County	13,704
6. Cerro Gordo County	14,147
5. Scott County	14,252
4. Dickinson County	14,825
3. Linn County	14,940
2. Clay County	15,034
1. Polk County	15,832

Change in Retail Sales 2000-2007

State of Iowa	-2.7%
32. Woodbury County	-2.7%
31. O'Brien County	-2.6%
30. Linn County	-2.3%
29. Carroll County	-1.6%
28. Decatur County	-0.2%
27. Muscatine County	0.1%
26. Clayton County	0.3%
25. Buena Vista County	0.3%
24. Wapello County	0.4%
23. Black Hawk County	1.7%
22. Plymouth County	2.4%
21. Henry County	2.5%
20. Dubuque County	2.7%
19. Warren County	2.7%
18. Dickinson County	3.3%
17. Scott County	3.3%
16. Louisa County	3.7%
15. Winneshiek County	4.4%
14. Jefferson County	4.6%
13. Buchanan County	5.4%
12. Lyon County	6.3%
11. Pottawattamie County	7.2%
10. Clay County	8.7%
9. Kossuth County	8.7%
8. Tama County	8.8%
7. Sioux County	16.7%
6. Johnson County	17.4%
5. Clinton County	19.3%
4. Jasper County	32.0%
3. Palo Alto County	38.9%
2. Ringgold County	52.7%
1. Dallas County	222.5%

The Blessing & the Curse

Fairfield's very low downtown vacancy rate

Cost of an Empty Storefront

- \$250,000 lost sales
- \$16,250 lost employee payroll
- \$15,000 lost rents
- \$24,750 lost business profit
- \$1,500 lost property taxes
- \$5,100 lost bank deposits
- \$51,000 lost business loan demand
- \$12,500 lost sales tax
- \$18,900 lost household income
- \$5,500 lost utilities
- \$3,500 lost advertising

Let's Start Talking