



NOTICE OF PUBLIC MEETING

Economic Development Commission

The City of Adel's Economic Development Commission will meet in the **Adel Public Library**, 303 South 10th Street, Adel, Iowa, in the **2nd Floor Conference Room** on **Monday, April 3, 2017** at **5:00 p.m.**

AGENDA

1. Call to Order
2. March 6, 2017 Minutes
3. Community Visioning Update – Deb Bengtson
4. Gap Survey
5. Iowa SMART Conference – Thursday, May 4, 2017
6. Any Other Business
7. Adjournment

3/31/2017 3:48:31 PM

Please Note: Members or a quorum of members of other City Boards, Commissions, Committees, and / or the Council may be in attendance. Only items on the agenda may be acted upon and / or discussed.



March 6, 2017 Economic Development Commission - Minutes

The City of Adel's Economic Development Commission met in the 2nd Floor Conference Room at the Adel Public Library, 303 South 10th Street, Adel, Iowa, on Monday, March 6, 2017 at 5:00 p.m.

The Economic Development Commission meeting was called to order at 5:00 p.m. by Chair Bill Spencer.

Members present: Book, Burdick, McAdon, Spencer, Standley, Sutton, and West. Members absent: Merryman and McAvoy. Others in attendance: City Administrator Brown and Chamber Director Bengtson.

Standley motioned, seconded by West, to approve minutes of the February 6, 2017 meeting. Motion carried unanimously.

Brown began by providing information and background on a proposed 1,000 acre annexation south of town that the City has been considering. While the annexation includes several properties that are currently non-petitioned, it is still considered voluntary because over 80% of the properties are petitioned. Parts of the annexation have been under review since the fall of 2015. Late last year, the Adel City Council hired an attorney and engaged McClure Engineering to assist with the annexation. Brown stated that the annexation's consultation meeting has been held and that a public hearing would be considered for next month.

West asked about the annexation's benefits. Brown noted that most property owners in the annexation would pay slightly lower taxes. In addition, Brown stated that the annexation could open up new ground for commercial development. Sutton asked about utilities. Brown stated that McClure Engineering was studying this issue and will have a plan for the next 10-20 years. McAdon noted that McClure's information will help the council make a decision on this annexation.

Brown stated that the City may offer concessions or make agreements with the non-petitioned property owners to secure their voluntary petition. These agreements could include a phase-in of taxes, hunting rights, or other issues. However, some issues may be more challenging to resolve than others. The commission asked whether the City will need to maintain HWY 169 if this annexation is approved. Because this highway is a State highway, the City will not take it over.

The commission asked whether this annexation is prudent given the recent discussions on modifying or ending the residential tax abatement program, including as it relates to school growth. Brown noted that the annexation fits within the City's Future Land Use Plan. Spencer noted that the abatement program could change or end at any time, and that 1,000 acres of land will take 20-30 years to develop. The City annexed roughly 800 acres east of the Raccoon River in 2007, and that area has seen only a few developments in the past ten years. Standley noted that the opportunity to annex this much land voluntarily will not come around often. McAdon noted that, if this annexation occurs, City specifications for development would have to be met. Metro-area cities have rejected annexations of rural developments because of inadequate specifications.

Discussion moved to the demographer's report for ADM Schools. Burdick asked whether the City and ADM have talked about the need/location for a new elementary school. McAdon noted that the report recommends that the school district close off open-enrollment, use more classrooms, and slightly increase class sizes. The housing market and the economy will also be factors.

The commission discussed the City's role with the school's need for new facilities. McAdon stated that City staff are in close contact with ADM staff regarding new developments. The school board has not taken an official position on the City's abatement program. Standley noted that ADM has been paying down their bonds faster to allow for more debt capacity, which would help with a bond for a new building. McAdon noted that, in addition to property taxes, the school also has sales tax revenue and revenue from a physical plant levy that can be used. Brown noted that ADM has contacted the City to learn more about projected property tax revenue from the abated homes after 2020.

Bengtson noted that the report shows that some of the major growth of students is actually coming from outside the City limits. In addition, the report noted that growth will continue regardless of whether the abatement is in place.

The Iowa SMART Economic Development conference will be held May 4. Book and West noted that they would like to attend.

With no other business, the meeting was adjourned at approximately 6:03 p.m.

Respectfully submitted,
Anthony Brown
City Administrator



Adel Industry Gap Survey Results

February 21, 2017

GDCDA
9325 Bishop Drive, Suite 105
West Des Moines, IA 50266

p. 515-987-2020
ivoss@dallascounty-ia.org
dallascounty-ia.org

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Executive Summary

From January 20th to February 21st, 2017, Adel Iowa residents were asked to participate in an anonymous survey to help identify gaps in the products offered, entertainment options, and services provided in Adel Iowa. The survey asked questions about citizen's wants and needs and included questions about the residents' most recent purchases both in and outside of Adel. A total of 459 responses were received, and with a population of 4,171 (U.S. Census, 2014), this represents 10.9% of total possible Adel residents.

The survey was split into four distinct parts:

- Demographics
- Products
- Entertainment
- Services

Note: The complete survey questionnaire is included later in this document for reference.

Methodology

The survey form was developed by Greater Dallas County Development Alliance and preliminary draft of the survey was then sent to the Adel Partners Executive Director, Deb Bengston, and several of the Adel Partners board members who were asked to respond to the questions and make suggestions for possible changes, additions, or deletions.

The final survey form asked respondents about their satisfaction level of products available, entertainment options, and services provided in Adel Iowa based on their experiences with the most recent purchases of all three. Citizens were asked to complete the questionnaire online using Webform.com as a platform.

Questionnaire topics included:

- Number of years as Adel resident
- Ages of family members
- Radio stations and publications most frequently listened to/read
- Items, entertainment, and services last purchased
- Where Items, entertainment, and services purchased in Adel, why or why not
- Products, services, and entertainment they as citizens would most like to see in Adel.

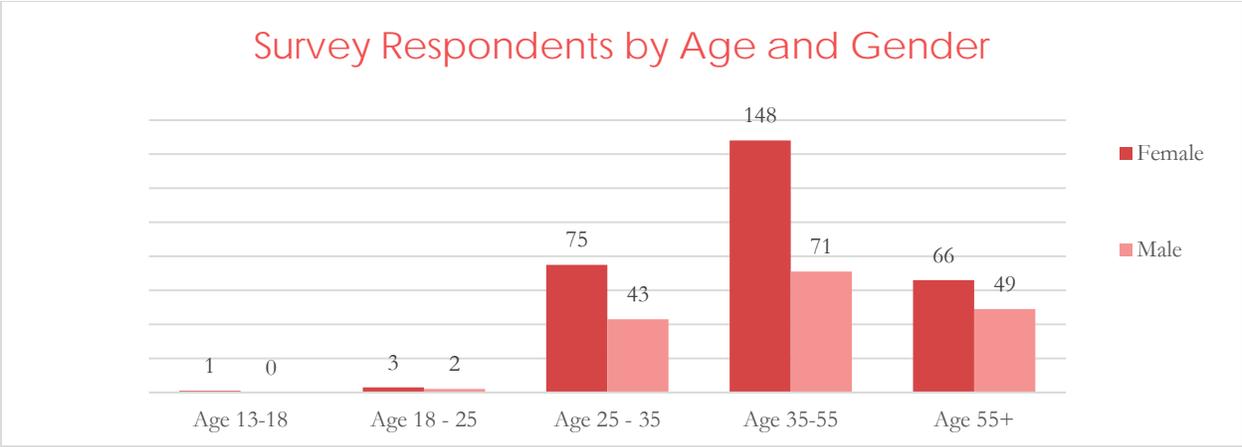
The survey administrator checked returned surveys for missing information and responses that would cause false data. After removing the surveys submitted twice and those submitted without being filled out, the responses were imported into Microsoft® Excel and errors were checked against the individual forms. Data analysis was completed using Excel and Webform.

Note: The results reported can only be considered the opinions of the survey participants. They cannot be generalized to represent the entire population. However, the survey administrator, witnessing the cross sectioning of the respondents, is confident that these survey results are sufficient in addressing the initial goals of the survey, guiding Adel Partners in the identification of target industries for recruitment to Adel Iowa.

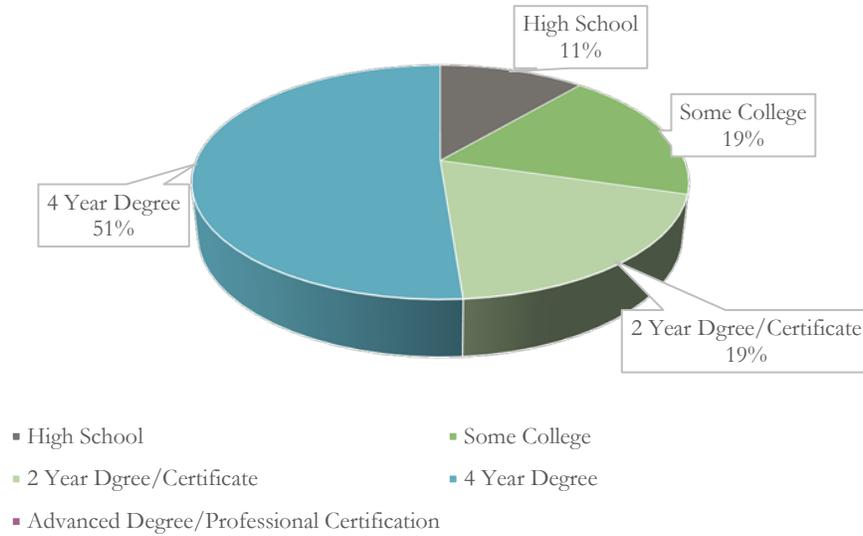
Demographics

Survey responses are broken out by several demographic categories, as follows:

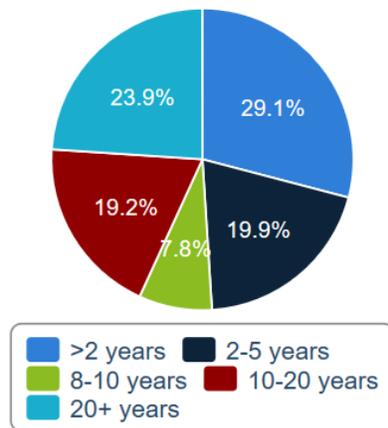
- The percentage of respondents are broken out by:
 - Age 13 to 18
 - Age 18 to 25
 - Age 25 to 35
 - Age 35 to 55
 - Age 55 and above
- Gender
- Education level
- Number of years as an Adel resident



Education Level



Length of Time as an Adel Resident



>2 years	130
2-5 years	89
8-10 years	35
10-20 years	86
20+ years	107

First Impressions

The overall first impression from the Adel Industry Gap Survey are as follows:

ADEL INDUSTRY GAP SURVEY
2017

QUICK RESULTS

459 RESULTS
This represents 11% of the population. Typical general public surveys garner 10%-20% return, so this is enough data to make assumptions on the wants and needs of the citizens of Adel

GREAT CROSSECTIONS
Both long time and new residents were represented, with 24% calling Adel home for more than 20 years and 29% for less than two years. Both 2-5 year and 10-20 year residents accounted for 19% respectively.

PRODUCTS
80% of respondents did not shop in Adel the last time they purchased an item and of those, a majority assumed, correctly or incorrectly, they would have been unable to find the item locally.

ENTERTAINMENT
The most requested item for entertainment in Adel was a YMCA type facility. Elevated dining options, film screenings, either outdoor or a theater, and live concerts all were also highly requested.

SERVICES
The respondents generally seemed satisfied with the services provided in Adel. Advanced medical care, child care, and automotive repair were noted as needed, but only a small percentage each.

Thank you to all those who took the time to respond to the survey.

For more results or how to fill these needs, please contact Adel Partners at chamber@adelpartners.org

The Survey



Adel Industry/Market Gap Questionnaire

To help us provide Industries and Businesses that meet your needs, please complete this survey and return it to (WHOM) at (ORGNAIZATION) by (ENTER DATE)

Please tell us a little about yourself...			
Gender <input type="checkbox"/> Male <input type="checkbox"/> Female	Age Group <input type="checkbox"/> 13-18 <input type="checkbox"/> 18-25 <input type="checkbox"/> 25-35 <input type="checkbox"/> 35-55 <input type="checkbox"/> 55+	Household Income <input type="checkbox"/> < \$30K <input type="checkbox"/> \$30K-\$50K <input type="checkbox"/> \$50K-\$80K <input type="checkbox"/> \$80K-\$100K <input type="checkbox"/> >\$100K	Marital Status <input type="checkbox"/> Single <input type="checkbox"/> Married
Highest Level of Education <input type="checkbox"/> High School <input type="checkbox"/> Some College <input type="checkbox"/> Two Year Degree <input type="checkbox"/> Four Year Degree <input type="checkbox"/> Advanced Degree		Length of time as an Adel Resident <input type="checkbox"/> <2 years <input type="checkbox"/> 2-5 years <input type="checkbox"/> 5-10 years <input type="checkbox"/> 10-20years <input type="checkbox"/> 20+ years	
Number and ages of household residents: Under 5: _____ 5-13: _____ 13-18: _____ 18-25: _____ 25-35: _____ 35-55: _____ 55+: _____			
Where do you get most of your news? <input type="checkbox"/> Internet Sources <input type="checkbox"/> Cable News Network <input type="checkbox"/> Local Television Newscasts <input type="checkbox"/> Publications <input type="checkbox"/> Radio		What radio station do you most often listen to?	
Which of these publications do you regularly read? (please mark all that apply) If marking "Other," please note which paper		<u>Local Papers</u> <input type="checkbox"/> Dallas County News <input type="checkbox"/> Perry Chief <input type="checkbox"/> Business Record <input type="checkbox"/> Des Moines Register <input type="checkbox"/> Other Local/State papers	<u>National Papers</u> <input type="checkbox"/> USA Today <input type="checkbox"/> New York Times <input type="checkbox"/> Wall Street Journal <input type="checkbox"/> Other national papers Adel Advisor Adel Living



Adel Industry/Market Gap Questionnaire

Products: Tangible items purchased from a store or vendor. Gasoline, clothing, tools, and electronics are all examples. Food, in regards to this survey, will be addressed in the Entertainment Section.

Please tell us a little about some purchases you have recently made...		
What was the last product you made a <i>specific</i> trip out of Adel to purchase?		
Did you attempt to find the product in Adel first?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If No, why not?		
If Yes, what was the determining factor in choosing to purchase the product out of city?		
What is one product that an Adel business does not sell that you would like purchase here?		
What is one product/store that your specific community is missing?		
What was the last major product you purchased out of Adel?		
Did you attempt to find the product in Adel first?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If No, why not?		
If Yes, what was the determining factor in choosing to purchase the product out of city?		

Additional Comments: _____

Adel Industry/Market Gap Questionnaire

Entertainment: Non-essential purchases focused on diversion. Movies, restaurants, and sporting events are all included in this category. Hunting, fishing, and other hobbies are also considered entertainment.

Please tell us a little about some of thing you enjoy doing...		
What was the last form of entertainment you paid for outside the city?		
Did you attempt to find a source of entertainment in Adel first?		
<input type="checkbox"/> Yes <input type="checkbox"/> No		
If No, why not?		
If available in Adel, would you have gone to the Adel option instead of the out-of-town option?		
<input type="checkbox"/> Yes <input type="checkbox"/> No		
What 3 entertainment activities do you most enjoy?		
What is one entertainment business that Adel is missing?		
If all the items listed below were to be in Adel, which would you be most likely to enjoy the most?		
<input type="checkbox"/> Miniature Golf	<input type="checkbox"/> YMCA Type facility	<input type="checkbox"/> Community Art Shows
<input type="checkbox"/> Pizza Delivery	<input type="checkbox"/> Outdoor/Sporting Goods Store	<input type="checkbox"/> Live Concerts
<input type="checkbox"/> Wine Tasting	<input type="checkbox"/> River Floating Trips	<input type="checkbox"/> Chili/Food Cook-off
	<input type="checkbox"/> Outdoor Movie Screenings	

Additional Comments: _____



Adel Industry/Market Gap Questionnaire

Services: Companies or individuals that provide aid rather than products. Examples include skilled labor like electricians, mechanics, and plumbers. Other, less obvious examples of services are technology assistance, banking, and medical aid. These are businesses provide not a tangible good, rather aid in using, installing, or administering goods.

Please tell us a little about some services you have recently used...
What service did you last hire a NON-Adel based company/individual to provide?
Did you attempt to find a company/individual in Adel who could fulfill the need first? <input type="checkbox"/> Yes <input type="checkbox"/> No
If No, why not?
If Yes, what was the determining factor in choosing an out of city business?
Living in Adel, what is one service you <i>need</i> that is not available in Adel?
What is one service you would <i>like</i> to have in Adel?
What is one service you would like to see <u>more</u> of in Adel?

Additional Comments: _____

Survey Results- Demographics

Gender

Response	Count	Percentage
Male	160	35.8%
Female	287	64.2%

Age

Response	Count	Percentage
13-18	1	0.2%
18-25	5	1.1%
25-35	117	25.9%
35-55	215	47.7%
55+	113	25.1%

Household Income

Response	Count	Percentage
<\$30K	17	3.8%
\$30k-\$50K	38	8.6%
\$50k-\$80k	70	15.8%
\$80k-\$100k	83	18.7%
\$100K+	236	53.2%

Marital Status

Response	Count	Percentage
Married	388	86.8%
Single	59	13.2%

Highest Level of Education

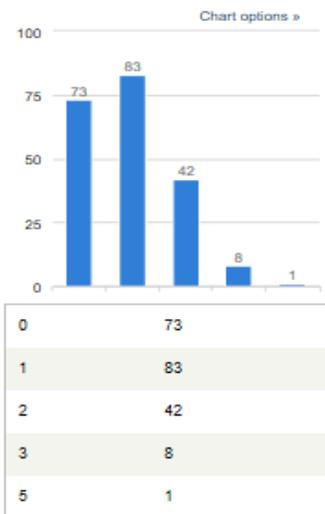
Response	Count	Percentage
High School	37	8.3%
Some College	60	13.5%
Two Year Degree/Certificate	63	14.2%
Four Year Degree	168	37.8%
Advanced Degree/Professional Cert.	117	26.3%

Length of Time as an Adel Resident

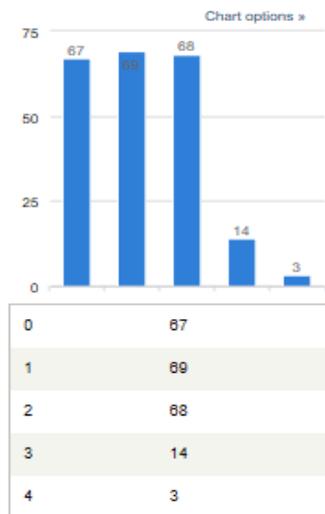
Response	Count	Percentage
Less than 2 years	130	29.1%
2 to 5 years	89	19.9%
5 to 8 years	0	0.0%
8 to 10 years	35	7.8%
10 to 20 years	86	19.2%
20+ years	107	23.9%

Household Residents

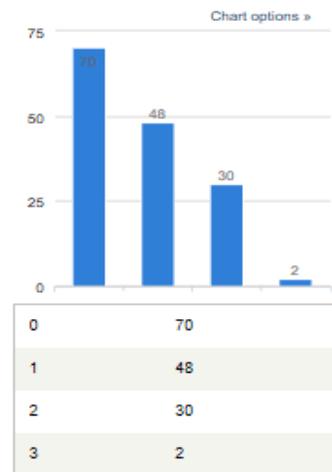
Number of Household Residents Under 5 years of age



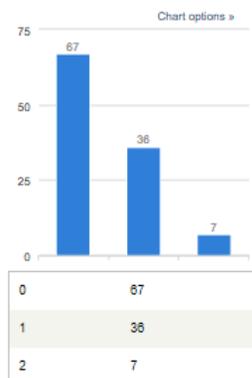
Number of Household Residents Between 5 and 13 years of age



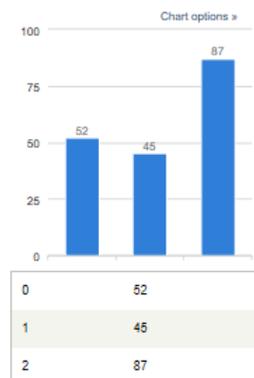
Number of Household Residents Between 13 and 18 years of age



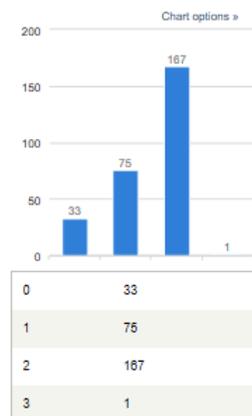
Number of Household Residents Between 18 and 25 years of age



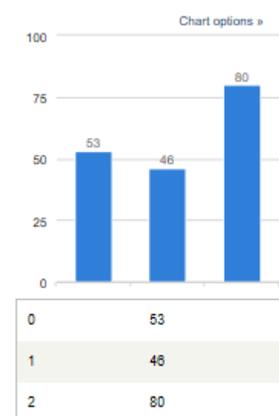
Number of Household Residents Between 25 and 35 years of age



Number of Household Residents Between 35 and 55 years of age



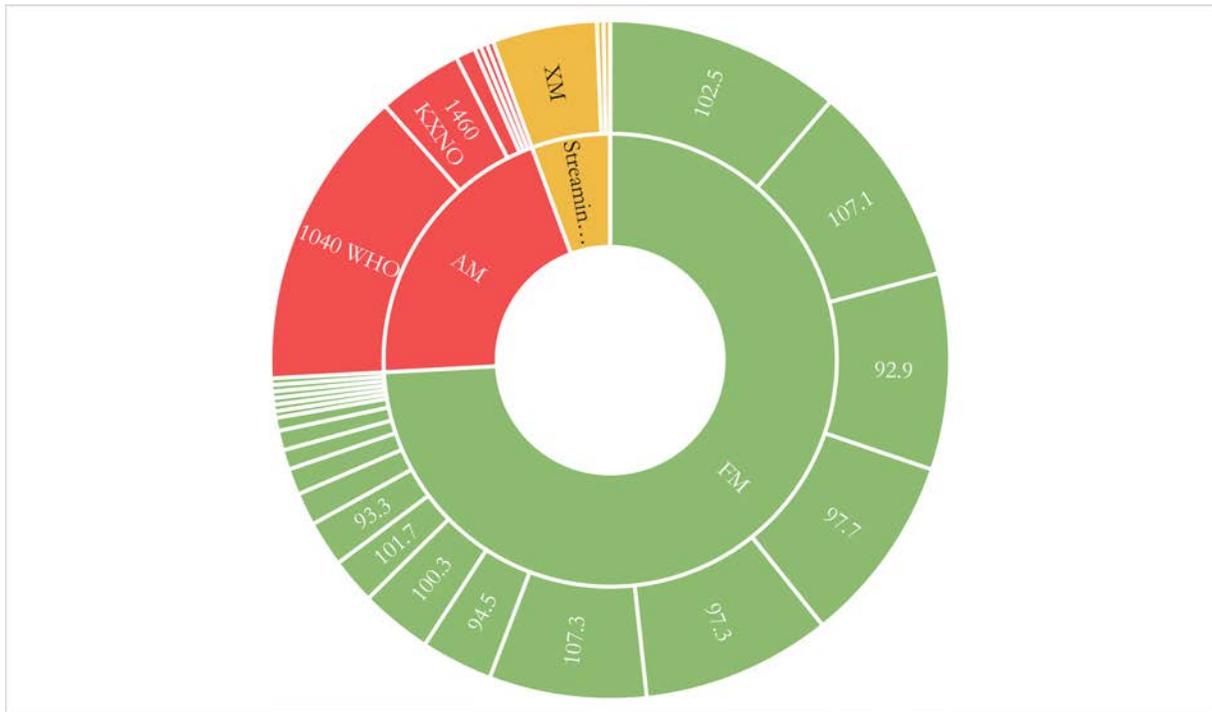
Number of Household Residents over 55 years of age



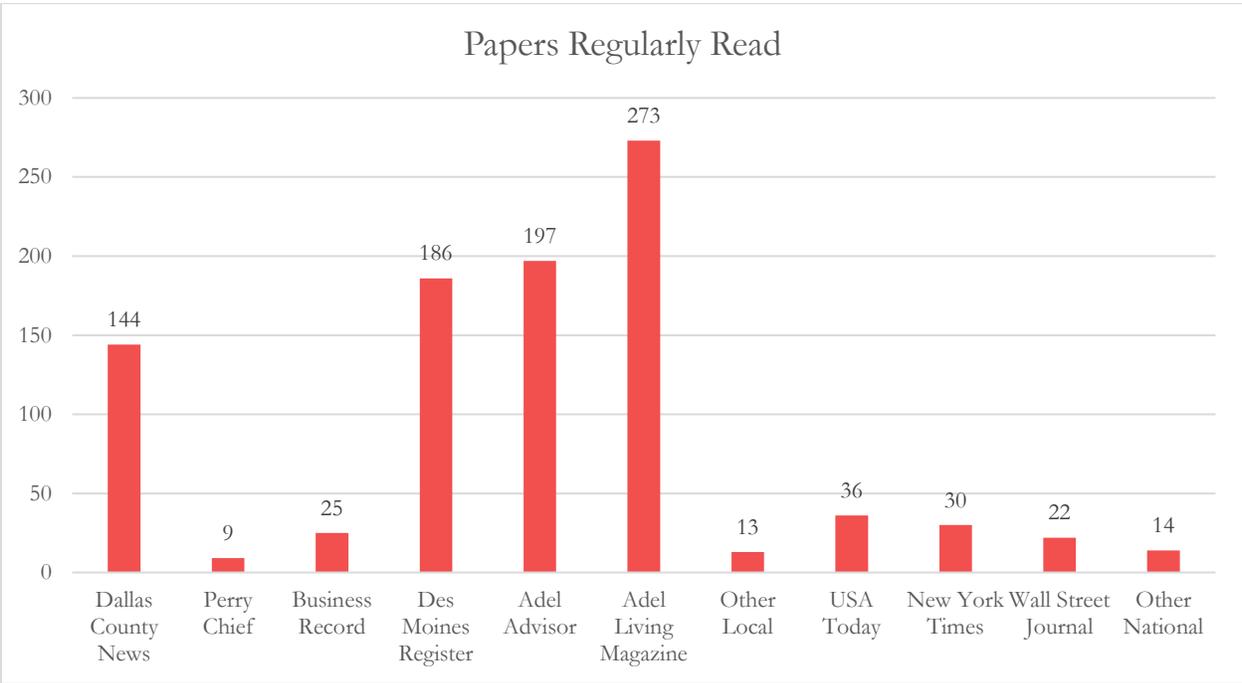
Where do you get most of your news? (choose three)

Response	Count	Percentage
Internet Sources	369	37.1%
Cable New Networks	104	28.3%
Local Television Networks	282	13.2%
Paper/Magazines	109	11.0%
Radio	131	10.5%

Which Radio Station to you most frequently listen to?



Response	Count	Percentage	Most Popular
FM	238	73.9%	102.5, 107.1, 92.9
AM	65	20.2%	1040
Streaming	19	5.9%	XM
None/No Answer	137	42.5%	



Survey Results- Products

What was the last products you made a *specific* trip out of Adel to purchase?

Response	Count	Percentage
Clothes	124	34.4%
Groceries	43	11.9%
Building Material	42	11.7%
Home Goods	28	7.8%
Baby Items	17	4.7%
Book/Games	16	4.4%
Pet Supplies	14	3.9%
Exercise Equipment	12	3.3%
Electronics	11	3.1%
Very Specific Item	11	3.1%
Office Supplies	9	2.5%
Toy	8	2.2%
Hunting/Fishing Equipment	7	1.9%
Appliance	6	1.7%
Auto Parts	4	1.1%
Alcohol	3	0.8%
Crafting Supplies	3	0.8%
Vehicle	2	0.6%

Did you attempt to find the item in Adel first?

Response	Count	Percentage
Yes	98	22.1%
No	346	77.9%

If Yes, what was the determining factor in purchasing elsewhere?

Response	Count	Percentage
Availability	76	56.7%
Price	26	19.4%
Convenience	13	9.7%
Quality	12	9.0%
Other	7	5.2%

If No, why not?

Response	Count	Percentage
Did not think or knew it was not available here	345	95.8%
Convenience	8	2.2%
Assumed price or knew price would be better elsewhere	4	1.1%
Needed selection not available in Adel	2	.06%
Need higher quality than what is available	1	.03%

What is one product that an Adel business does not sell that you would like to purchase here?

Response	Count	Percentage
Clothes	102	45.3%
Building Materials	26	11.6%
Health Food	15	6.7%
Sporting Goods	14	6.2%
Gifts	13	5.8%
Arts and crafts supplies	12	5.3%
Home Furnishings	9	4.0%
Personal Care	6	2.7%
Office supplies	6	2.7%
Electronics	5	2.2%
Groceries on Sunday	5	2.2%
Baby Stuff	3	1.3%
Quality Alcohol	3	1.3%
Pet supplies	3	1.3%
Cell phones	1	0.4%
Toys	1	0.4%
Ford Vehicles	1	0.4%



Last Major Purchase outside of Adel

Unfortunately, the Data on this section was so varied, no assumptions can be made.

Some Additional Comments:

- We need somewhere so on Sundays when Fareway is closed someone could shop for the basics
- Adel is a perfect size town
- The community must find something that is unique in which others say, "let's go to Adel they have that one store or that one restaurant or....."
- I miss Ben Franklins when it was here. There used to be a couple of boutiques. There is nothing on the square but offices. It's really boring.
- We did purchase all of our appliances in Adel. And car repairs done in Adel.
- Do not bring in any Big Box Stores!! We moved to Adel because we wanted a small town. Do not invite Walmart or anything like it to build in Adel. We do not need more stores, it's a small town - small town options are completely acceptable!
- I feel like I'm not very aware of what shops are available in Adel.
- Take a look at Winterset because they are thriving.
- I have to drive to WDM or Menards to get anything significant for building materials

Survey Results- Entertainment

What was the last form of entertainment you paid for outside of Adel?

Response	Count	Percentage
Movie	293	68.5%
Dining	67	15.7%
Concert	18	4.2%
Professional Sports	9	2.1%
Comedy Club	7	1.6%
Live Theatre	7	1.6%
Drinks	6	1.4%
College Sports	4	0.9%
Special Event	4	0.9%
Bowling	2	0.5%
Casino	2	0.5%
Golf simulator	2	0.5%
Antiquing	1	0.2%
Arcade	1	0.2%
Escape Chambers	1	0.2%
Horseback riding	1	0.2%
Ice skating	1	0.2%
indoor swimming	1	0.2%
Indoor trampoline park	1	0.2%

Did you attempt to find this activity in Adel First?

Response	Count	Percentage
Yes	90	21.0%
No	338	79.0%

If Yes, why did you go elsewhere?

Response	Count	Percentage
Activity was not available in Adel	59	62.1%
I preferred this option to those offered in Adel	32	33.7%
Special Event	3	3.2%
Other	1	1.1%

If No, why not?

Response	Count	Percentage
Activity was not available in Adel	307	99.4%
Specific Event not available (sporting events, Theater, etc.)	2	0.6%
Special Event (convention center type)	1	0.3%

If available in Adel, would you have chosen the Adel option over the out of town option?

Response	Count	Percentage
Yes	59	100%
No	0	0%

What three entertainment activities do you most enjoy?

Most Popular 5 Answers	Next 5 Most Popular
Movies	Comedy
Dining	Casino
Concerts	Arts and Crafts
Outdoor Activities	Drinks
Theater	Playing Sports

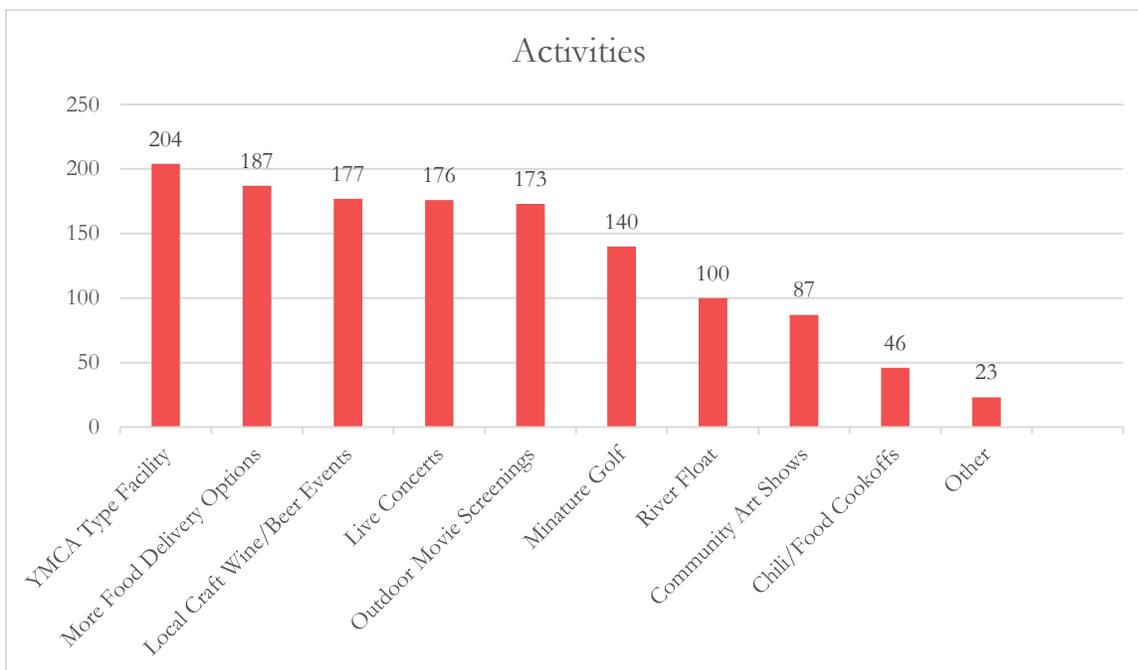
What is one entertainment option or restaurant that Adel is missing?

Response	Count	Percentage
Dining	256	69.0%
Movie Theater	77	20.8%
Live Theatre	11	3.0%
Rec. Center/Sports Complex	9	2.4%
Farmer's Market	6	1.6%
Water Activity/River Trips	3	0.8%
Live Music	3	0.8%
Mini Golf	3	0.8%
Art Park/Art Events	2	0.5%
Shooting Range	1	0.3%

Dining Breakdown

Response	Count	Percentage
Drive-Thru/Delivery	63	24.6%
Bar/Grill/Brewery	53	20.7%
Elevated	44	17.2%
Any	31	12.1%
Coffee (drive thru)	16	6.3%
Mexican	13	5.1%
Steakhouse	10	3.9%
Fast Casual	8	3.1%
Family	7	2.7%
BBQ	4	1.6%
Buffet	3	1.2%
Breakfast	2	0.8%
Pizza	2	0.8%
Malt Shop	1	0.4%

If all the items listed below were to be in Adel, which would you enjoy the most?



Some Additional Comments:

- I think you will find there is a large group of retired and older folks in this town and there is only the senior center for entertainment
- We do enjoy the free Friday concerts during the summer. Thank-you Adel Partners
- I do think Adel should have more community events such as festivals and food/drink events
- This has been the biggest disappointment since moving to Adel. The town doesn't seem to be willing to grow the entertainment options along with all the new homes and families. It is too convenient to go into Waukee or West Des Moines and do everything in one trip (groceries, movies, dinner, etc.)
- Adel completely lacks in good restaurants. Amazingly enough, several surrounding small towns seem to have restaurants that are flourishing. Why do we not have any fast food restaurants? I work in Adel and have to go to Waukee for lunch as there is no one here who can serve lunch quickly.
- We live right next to the river and there is no tubing/kayaking company!
- Penoach Winery does an excellent job of having entertainment out there!! Unfortunately, their entertainment and the city's fell on the same Friday last year. I really hope that won't happen again. River floats would be a lot of fun, and I know the Friends of the Adel Library started a chili cook off last year as a fundraiser and that falls the Saturday before Valentine's Day. If the city held one, the fall would be a lovely time for it! I would like to see mileage markers like Perry has for walking around Adel, to help promote outdoor activities and getting healthy. Such as 200 steps or 1/4 mile from the Adel Library to the Courthouse, etc.
- Adel really, really needs a hall or venue which could provide a place to have events like receptions and parties. Also needs a quality hotel/motel for out of town visitors.
- Adel needs to develop a classy venue down near the river for concerts and outdoor movies
- NO MORE EVENTS!!! Sweet corn festival makes traffic terrible and so would anything else. KEEP ADEL LIKE IT IS!!!

Survey Results- Services

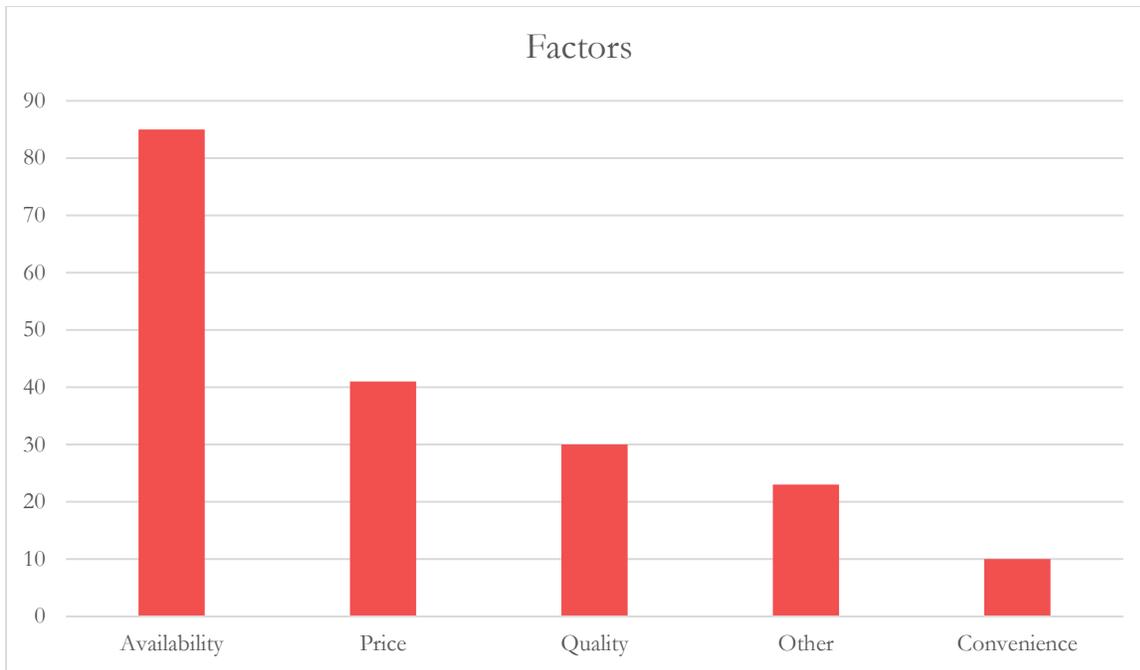
What service did you last hire a non-Adel based company/individual to provide?

Response	Count	Percentage
Plumber/Septic Work	35	11.5%
HVAC	31	10.2%
Landscaping	25	8.2%
Medical Care	24	7.9%
Home Remodel	23	7.5%
Automotive Repair	20	6.6%
General Contractor	15	4.9%
Electrician	15	4.9%
General Maintenance	10	3.3%
Telecom	9	3.0%
Carpet Cleaning	9	3.0%
Gutter/Siding/Windows	9	3.0%
Pest Control	8	2.6%
Banking	7	2.3%
Home Cleaning	7	2.3%
Painting	7	2.3%
Roofer	7	2.3%
Appliance Repair	4	1.3%
Concrete	4	1.3%
Garage Door	4	1.3%
Tech Support	4	1.3%
Window Cleaning	4	1.3%
Child Care	3	1.0%
Dry Cleaner	3	1.0%
Drywall	3	1.0%
Pet Grooming/Daycare	3	1.0%
Marketing	2	0.7%
Mason	2	0.7%
Carpenter	2	0.7%
Catering	2	0.7%
Cell Service	1	0.3%
Insulation	1	0.3%
Insurance	1	0.3%
Movers	1	0.3%

Did you attempt to find the /company individual in Adel would could fill the need first?

Response	Count	Percentage
Yes	137	39.4%
No	211	60.6%

If yes, what was the determining factor in choosing an outside company?



Other:

Response
Local business not familiar with unit/brand
Time frame not compatible
Warranty did not cover local service
Referred to outside company

If no, why not?

Response
Specific company (bank, auto dealer, etc.) not available in Adel
Followed recommendation
Service not available

Some Additional Comments:

- There are probably services I would use but am not aware are available and don't have time to research until there is an urgent need. Then I'll probably call whoever is easy to find. Things like landscaping, parking lot cleaning & maintenance, security and safety equipment inspections, outdoor areas (sitting, pet, grill), sidewalk snow removal, concrete/asphalt work, etc.
- We moved in here because of the small and tight community. I don't think the town needs anymore businesses in it.
- Appreciate the local services for our home - heating / AC repair, soft water servicing, etc.
- have had trouble getting local electrician or plumber in emergencies, had to get someone from Earlham.
- I think Adel has a lot of variety of services
- Adel has everything a small town should need. we have a grocery store, a place to buy other stuff (dollar store), a couple restaurants, gas stations, and other stores that provide all the services a small town does. all these people moving from the city to Adel for the tax abatement are ruining Adel. They want all these services and amenities that a big city has but here in Adel. If we do all this stuff we are just going to turn into Waukee and no one wants that.
- I know this not what you were referring to with the service questions, but it is ridiculous that just because I moved 6 miles out of town, the only option for Internet is satellite, which functions slower than dial up a majority of the time. Beyond frustrating!!
- I really had to think about this one as we have good car mechanics in town, dentists, doctors, nail place, hair salons, two massage therapists, physical therapists, an optometrist, plumbing, two businesses that sell carpeting g and appliances and can service the appliances, and all the county services we need. We do need a nice sized place to hold meetings and have good service available either there or to catering in. The library has one large room that is booked most of the time and doesn't charge for nonprofit groups to use it. We could use more places like that, though it isn't considered a service.
- My children go to 2 different providers for child care. Current center is only used because there is no other option.
- There should be advertised information of what services are available from local contractors so that it would be easier to find

General Impressions

Overall, the survey has shown that there is a large divide in the community of Adel. Nearly as many people are in support of any given item than are against it. Growth was viewed both positively and negatively at about the same percentage as was the desire and complete opposition to things like fast food and big box stores. Negativity was extremely evident in the results. It was so evident, in fact, that it is the recommendation of the survey administrator that this issue be addressed along with any action plans that come from the results of the survey. As this is only roughly 10% of the citizens of Adel, one can make the argument that the lack of community identity and pride maybe isolated to these individuals. However, as those who take the time to take such surveys are generally more invested in the community, the problem may actually be more invasive than assumed.

Demographics- There is a wide variety of respondents that took the survey. Surveys from both longtime residents and new to the community were returned. Families, children of all ages, and every generation were nearly equally represented. Marketing to these respondents would be most effective through radio and specific local publications.

Products- Using the results from the entire survey, the most needed retail option is a clothing boutique. Women's and children clothing were the most prevalent needs with shoes, athletic specifically, and athletic clothing a close second. A grocery store with health food, better produce, and that is open on Sunday was the next most requested. The third most requested retail was a lumber yard or larger hardware store. Antique and unique stores were also a popular request. The most notable and negative result from this portion of the survey is that nearly 80% of those who answered the survey did not even attempt to find a product in Adel before purchasing it elsewhere. In regards to the lack of community pride, this section was very negative about both the current offerings and what the respondents view as the future of retail Adel.

Entertainment- More dining options and a movie theater were by far the most requested entertainment options for Adel. Most did not look for the last entertainment they paid for in Adel, and most of those who did not look in Adel knew it was not available in the city. However, when ask if they would support the activity if it was available in Adel, 100% said they would. Specific genres of dining were requested, but many focused on the lack of options, stating that any additional restaurant would be welcomed. As for activities when given defined choices, a YMCA type facility was the most sought after with more food delivery, local beer/wine events, live concerts, and outdoor movie screenings all being closely desired. This section, too, was very negative toward current entertainment activities and what the respondents see as the future of entertainment options.

Services- This, by far, was the most positive section of the survey. As a whole, respondents were supportive of local services and were happy with the variety and quality provided. Plumbing and septic work was the most requested with HVAC as a close second. Landscaping was also highly needed. The split for those looking to Adel for services and those not was a 60/40 split with 60% not looking. This is a good number as most who did not look knew that their specific service was not provided. Certain banks and certified car repair were two examples of this.