

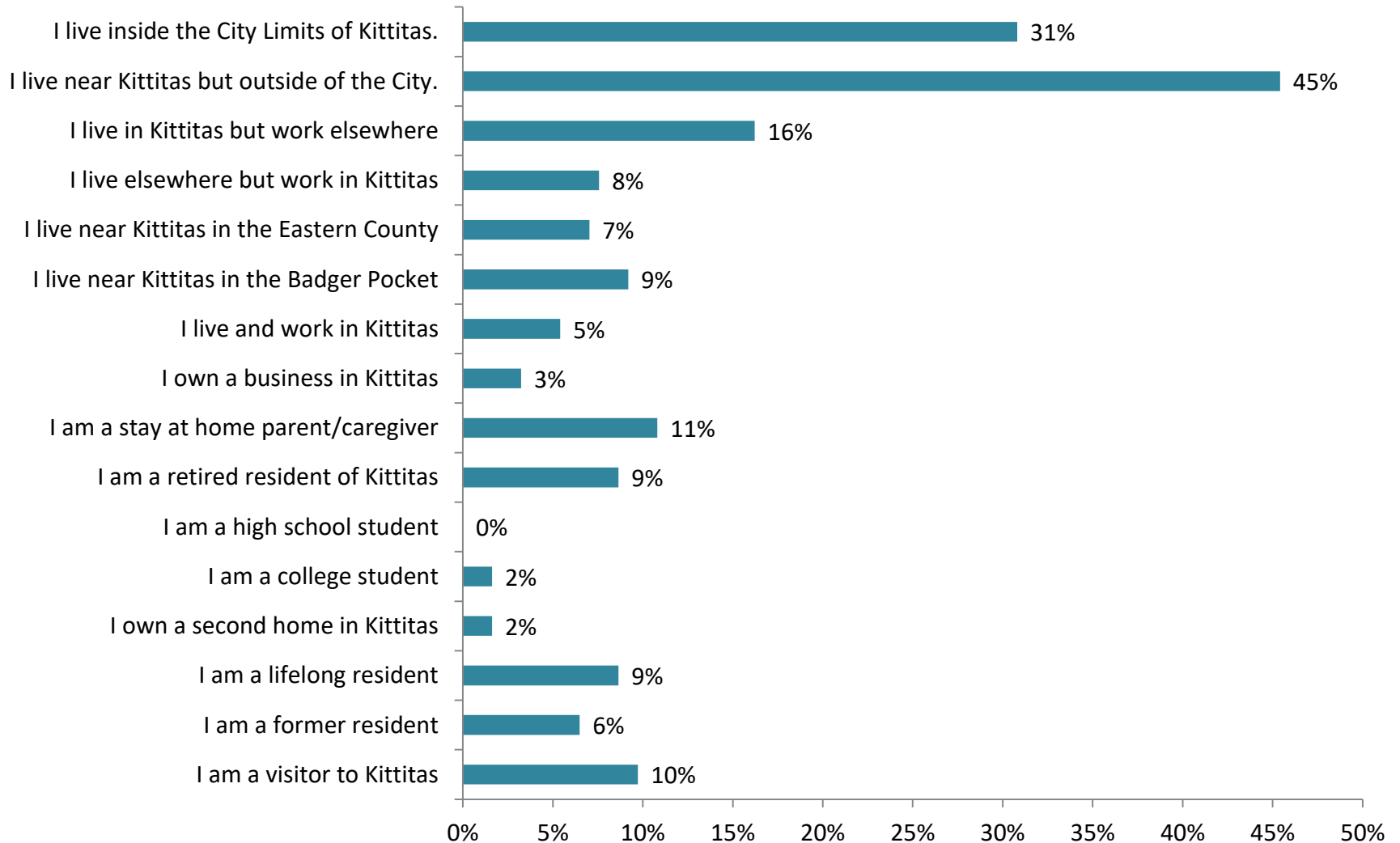


Kittitas Community Survey Online Survey Results

Kittitas Community Survey

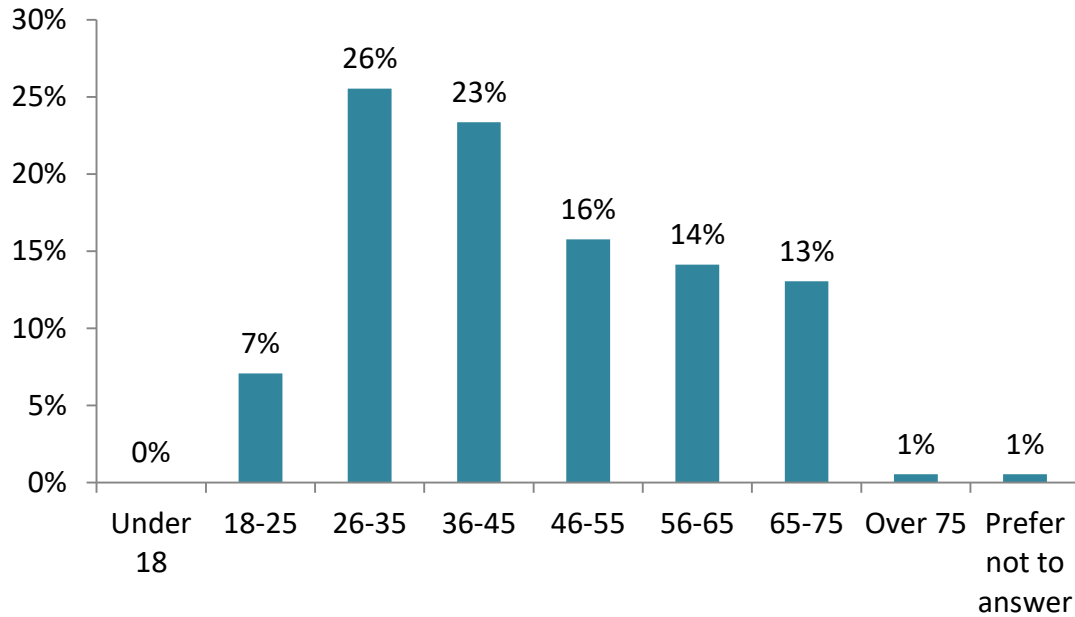
- Conducted February - July, 2020
- 185 responses
- Assesses stakeholder and community input on
 - Downtown vitality
 - Economic development
 - Community character
 - Ideas for the future

Q1: Please check the box that applies to you:

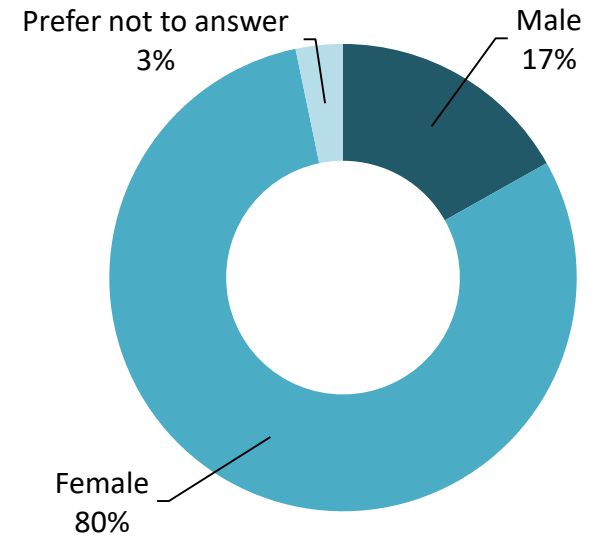


Q2 and Q3: Age and Gender

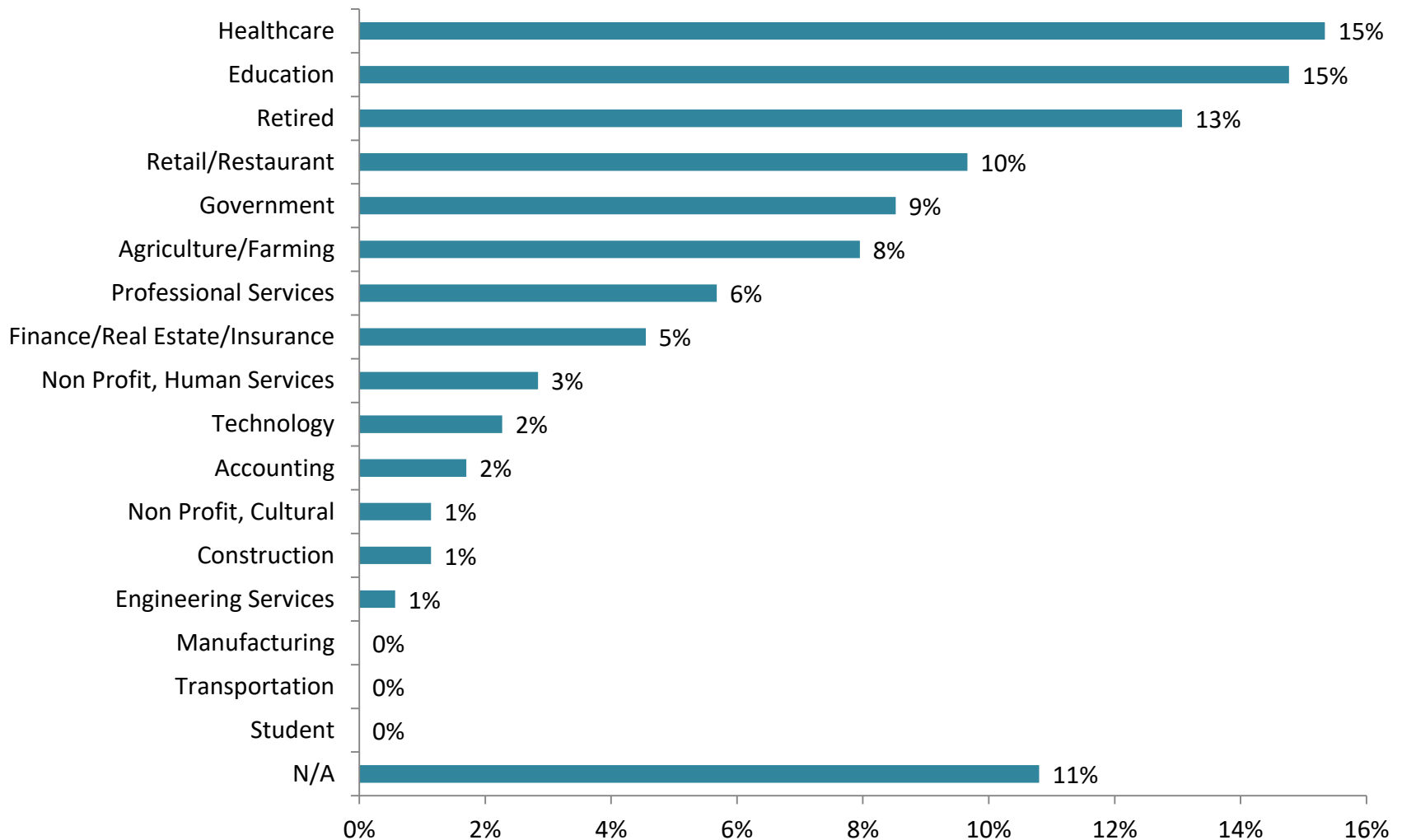
Age



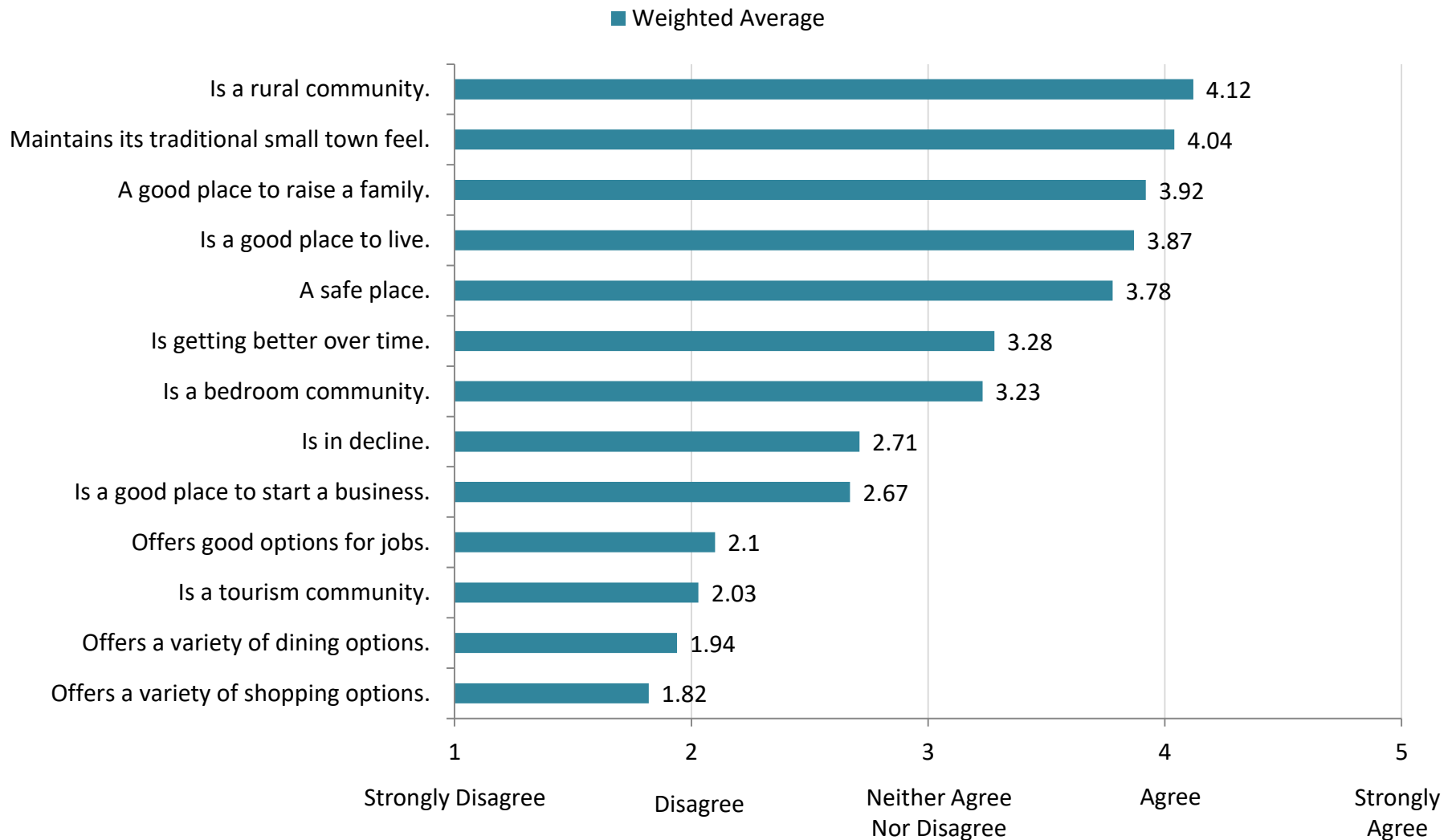
Gender



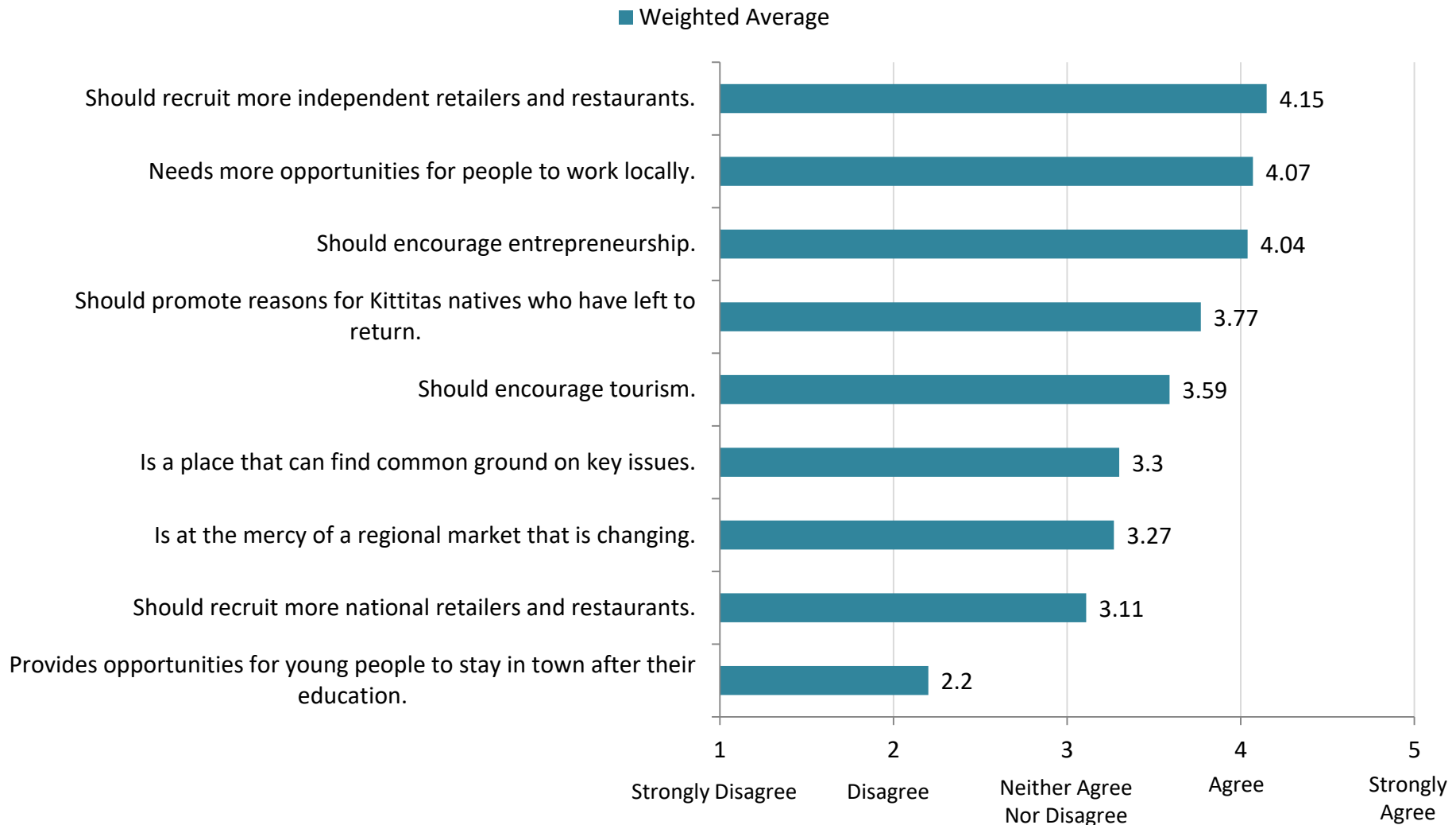
Q4: Please indicate the industry that best matches your primary employment.



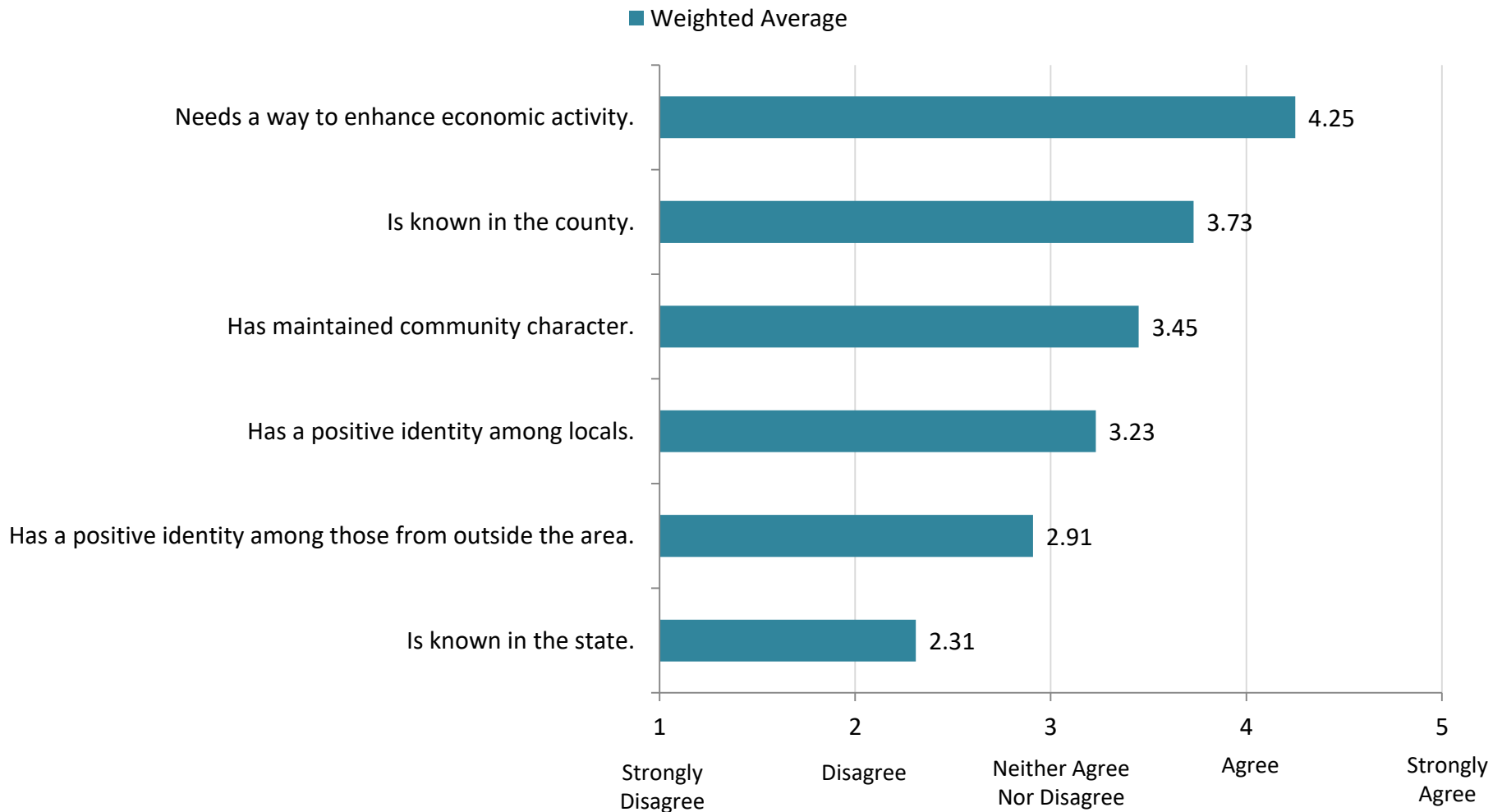
Q5: Please rank your feeling using the following five-point scale. Kittitas is...



Q6: Please rank your feeling using the following five-point scale. Kittitas...



Q7: Please rank your feeling using the following five-point scale. Kittitas is...



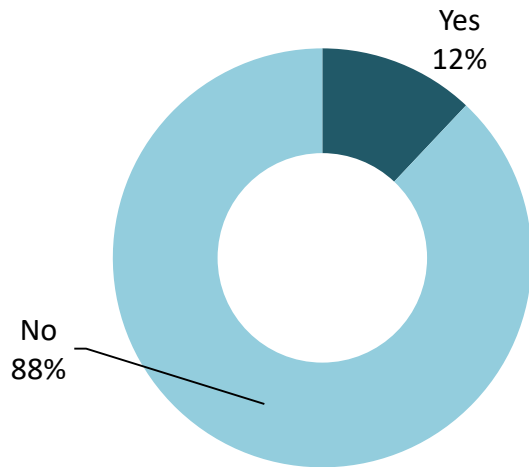
Q8: Please indicate any thoughts you have about Kittitas not yet addressed.

Responses Include:

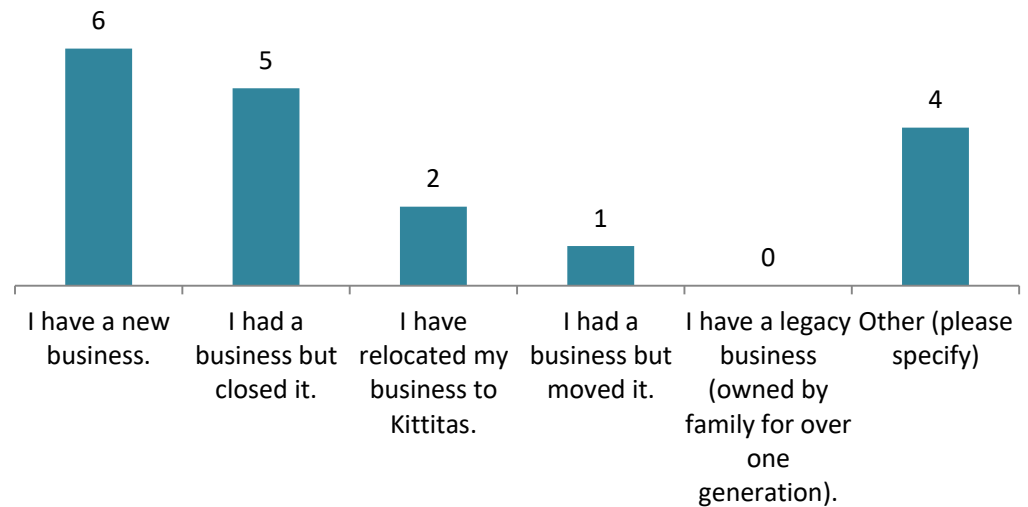
- Need more activities and businesses, options
- Policies to promote economic development, too many restrictions on businesses
- Need to address vacant buildings
- Clean up / facelift / beautification
- Road maintenance and infrastructure needs
- Need better marketing
- Balance small town feel with need for more opportunities
- Need mail delivery

Q9 and Q10: Business Ownership

Are you or have you been a business owner in Kittitas?



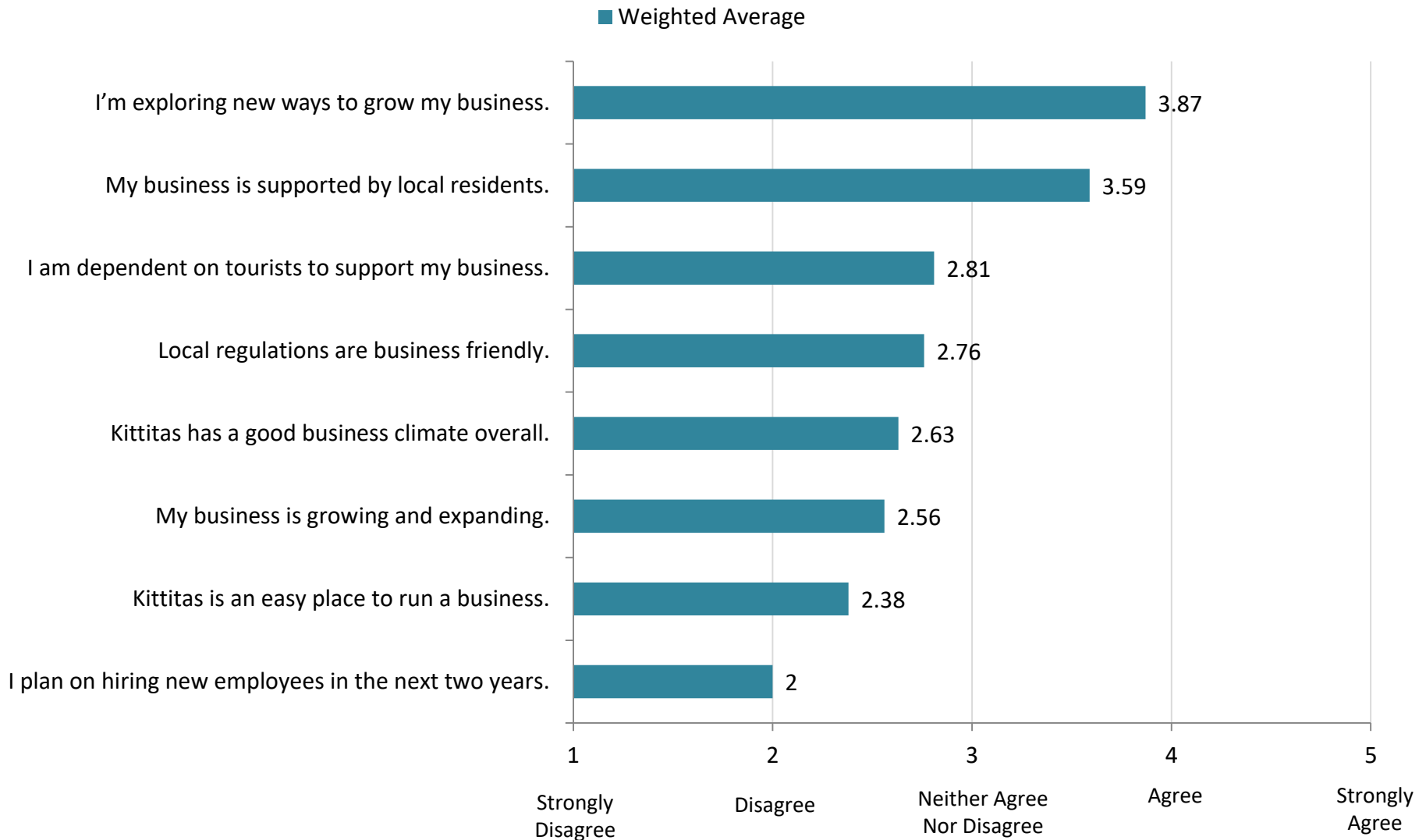
Please check the box that best describes your business:



Other responses include:

- Rent a booth at 40 Thieves Market
- Opening a new business
- Business no longer operates in Kittitas

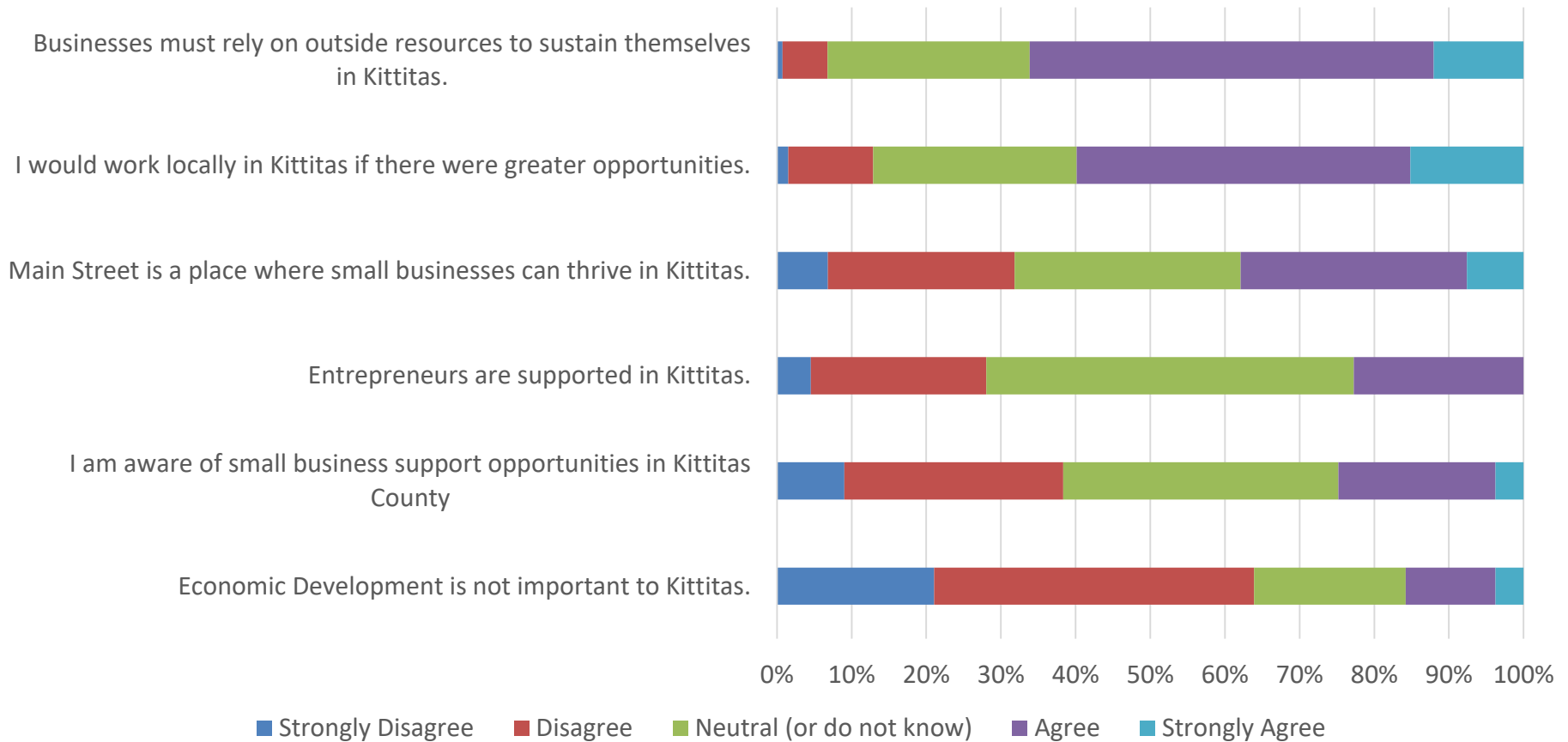
Q11: You have indicated you are a business owner, please answer the following questions on a scale of 1 to 5:



Q12: As a business owner, what comments or suggestions would you have to enhance the business climate in Kittitas?

- Info on grants to improve businesses.
- Moved business out of Kittitas or closed business because of lack of sales/business
- Provide signage for local businesses near Exit 115
- Fix up the bank building and the attached housing units.
- The City should adopt an "incubator" mindset for new business. Creating minimal road blocks within reason, for new business, while offering incentives.
- Community events to kickstart existing business and promote tourism when virus regulations ease.
- Encourage visitors to town.
- Provide support and financial resources.
- A lot of the new things currently happening in Kittitas in the business climate are a very good sign of cooperation between local business owners to promote one another and make Kittitas an experience. Keeping that type of momentum, teamwork and sense of community on a high level will keep the business climate on a positive level.

Q13: Small Business, entrepreneurship, and new opportunities are important components of economic development. Please indicate your agreement with the following statements.



Q14: What are Kittitas's three best assets?

Top responses include:

- Small town feel
- Location / Access (Close to I-90 and Ellensburg)
- Community
- People
- Quiet, rural
- Safe
- Good schools
- Main Street
- Potential

Specific

businesses/places:

- Bookstore
- Hairitage Salon
- John Wayne Trail
- New Life Church
- Smoke n Barrels
- Sure Shot
- Thrall and Dodge Winery
- 40 Thieves Market

Q15: Name your three top wants or needs for Kittitas?

Number 1 Response:

- Restaurants and more dining options

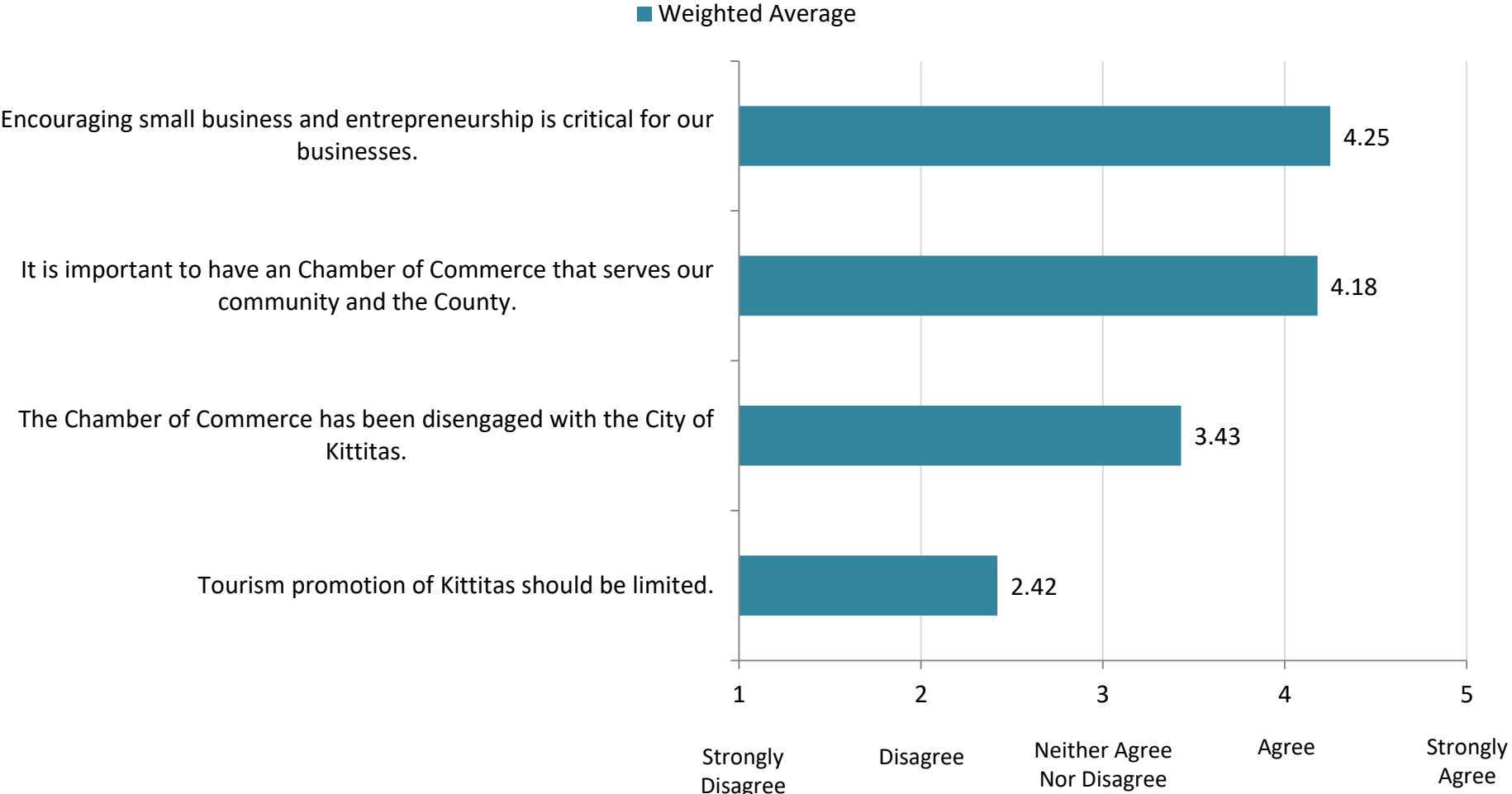
Conflicting Responses:

- Small businesses vs big box or chain stores

Other Top Responses:

- Grocery Store
- Hardware Store
- Family-friendly activities
- Shopping options
- Coffee shop
- Farmers Market / fruit stand
- Afterschool / daycare
- Mail delivery
- Beautification/clean-up
- Draw people in, make it a destination
- Events
- Park/recreation improvements
- Infrastructure/road improvements

Q16: The Kittitas County Chamber of Commerce is seeking to strengthen its services to Kittitas. Please provide your thoughts on the role it should play using the five-point scale as follows.



Q17: List three words that describe positive aspects of Kittitas.

Top responses include:

- Community
- Friendly
- Quiet
- Rural
- Safe
- Small town

Other common responses include:

- Charming
- Family
- Homey
- Local
- People
- Potential
- Supportive
- Welcoming

Q18: List three words that describe either negative perceptions of or challenges about Kittitas.

Top responses include:

- Boring
- Dirty/rundown
- Disconnected/disengaged
- Drugs
- Empty/nothing to do there
- Hicks/rednecks
- Lacking/limited/not thriving
- Low income / poor
- Trailer parks
- Small

Q19: What kind of events or activities would you like to see take place in Kittitas?

Responses include:

- Family friendly events
- Outdoor concerts /music festival
- Farmers market
- Burnouts
- Wine tastings / beer festival
- Food trucks
- Craft show
- Senior activities
- Community cleanup
- Community dance
- Art show
- Kids clubs / afterschool
- Races (5K, marathon, bike races)
- Library / educational activities
- Outdoor movies
- Farm to table food festival
- Christmas event
- Outdoor ice rink
- Parade
- Car show
- Outdoor fitness classes
- Outdoor city pool

Q19: Please indicate any additional thoughts you would like to share with regard to the future of Kittitas.

- Preserve small town feel
- More opportunities
- Enforce codes, clean up community, beautification
- Face lift for Main Street
- Fill existing vacant buildings
- Attract new businesses
- Promote community pride and engagement
- Improved infrastructure
- Residents to support local businesses

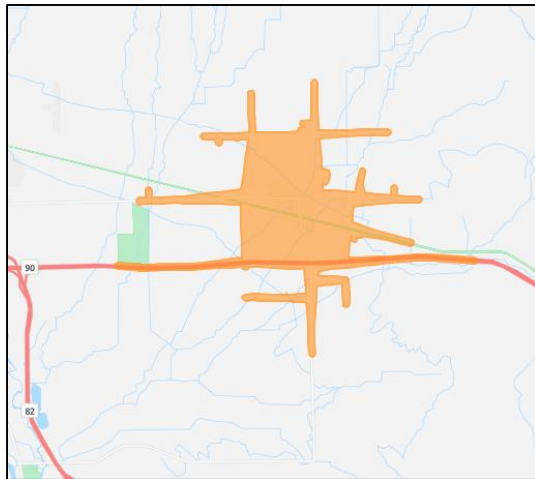


Kittitas

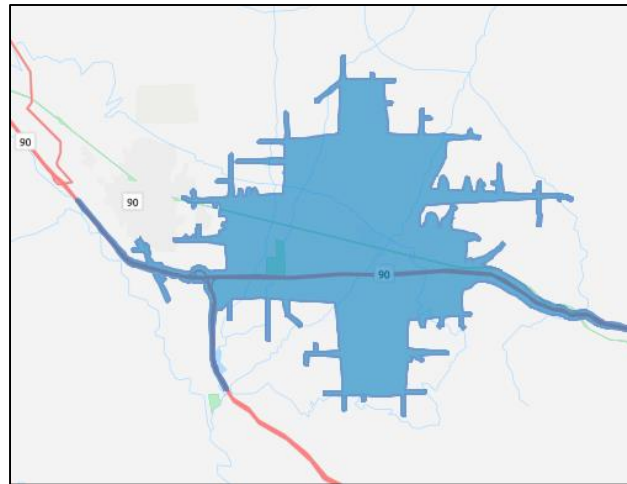
Demographics, Market Analysis, and Recommendations

Drivetimes

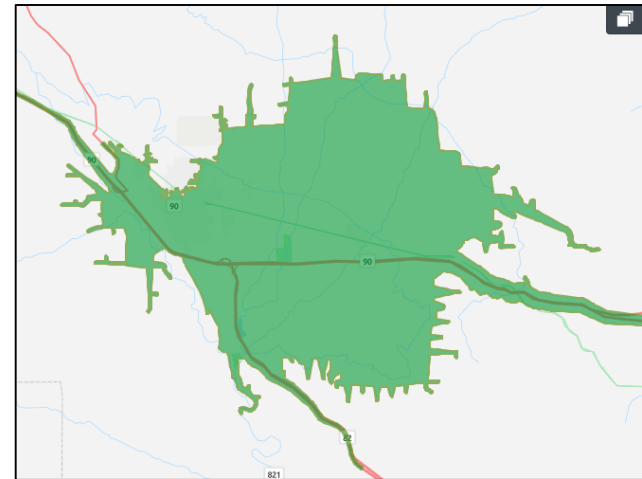
**5-Minute
Drivetime**



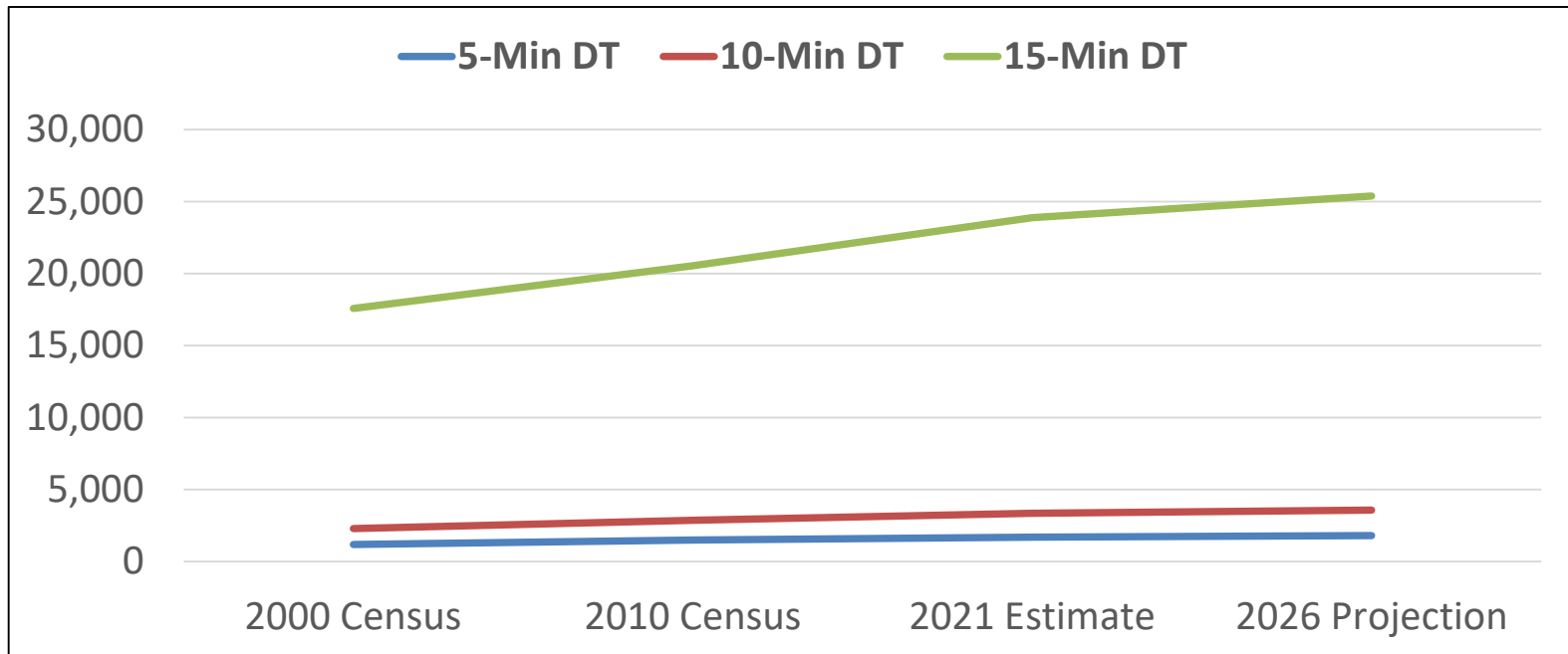
**10-Minute
Drivetime**



**15-Minute
Drivetime**



Population 2000-2026



Population	5-Min DT	10-Min DT	15-Min DT
2000 Census	1,171	2,273	17,561
2010 Census	1,475	2,856	20,539
2021 Estimate	1,693	3,341	23,868
2026 Projection	1,801	3,569	25,378
Population Growth	5-Min DT	10-Min DT	15-Min DT
Percent Change: 2000 to 2010	25.96	25.65	16.96
Percent Change: 2010 to 2021	14.78	16.98	16.21
Percent Change: 2021 to 2026	6.38	6.82	6.33

Demographics: 5-Min Drivetime

1,693



2021
POPULATION



38.37

MEDIAN
AGE



658

NUMBER OF
HOUSEHOLDS

\$62,780



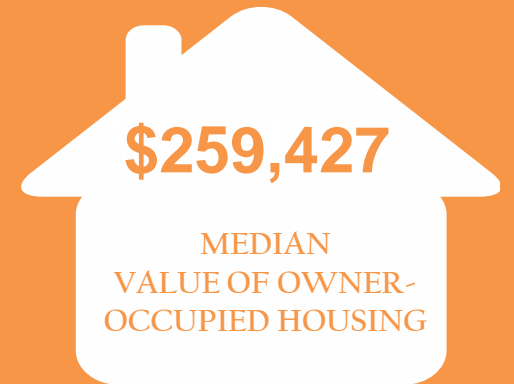
MEDIAN
HOUSEHOLD
INCOME



26%

BACHELOR'S DEGREE OR
HIGHER

\$259,427



MEDIAN
VALUE OF OWNER-
OCCUPIED HOUSING

Demographics: 10-Min Drivetime

3,341



2021
POPULATION



38.75

MEDIAN
AGE



1,306

NUMBER OF
HOUSEHOLDS

\$66,602



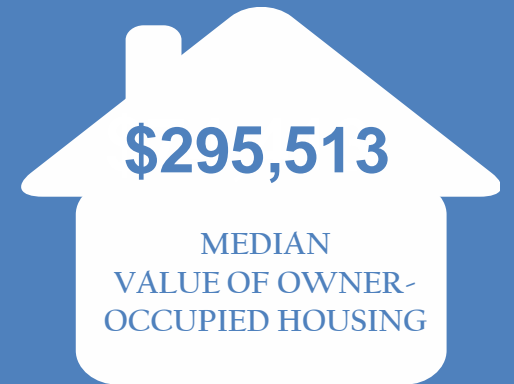
MEDIAN
HOUSEHOLD
INCOME



29%

BACHELOR'S DEGREE OR
HIGHER

\$295,513



MEDIAN
VALUE OF OWNER-
OCCUPIED HOUSING

Demographics: 15-Min Drivetime

23,868



2021
POPULATION



29.21

MEDIAN
AGE



9,423

NUMBER OF
HOUSEHOLDS

\$54,214



MEDIAN
HOUSEHOLD
INCOME



40%
BACHELOR'S DEGREE OR
HIGHER

\$300, 323

MEDIAN
VALUE OF OWNER-
OCCUPIED HOUSING

Retail Leakage Analysis

RETAIL LEAKAGE

When local consumers
buy more than stores sell

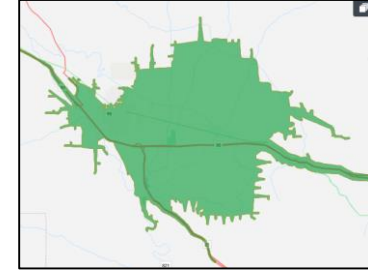
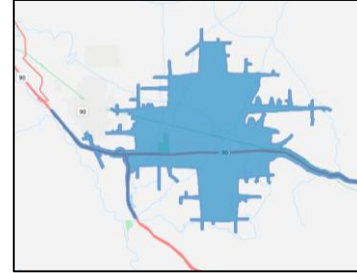
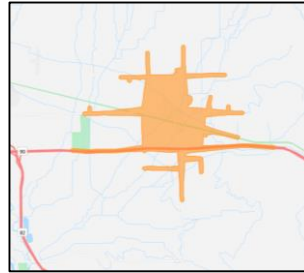
OR

RETAIL GAIN

When stores sell more
than locals buy



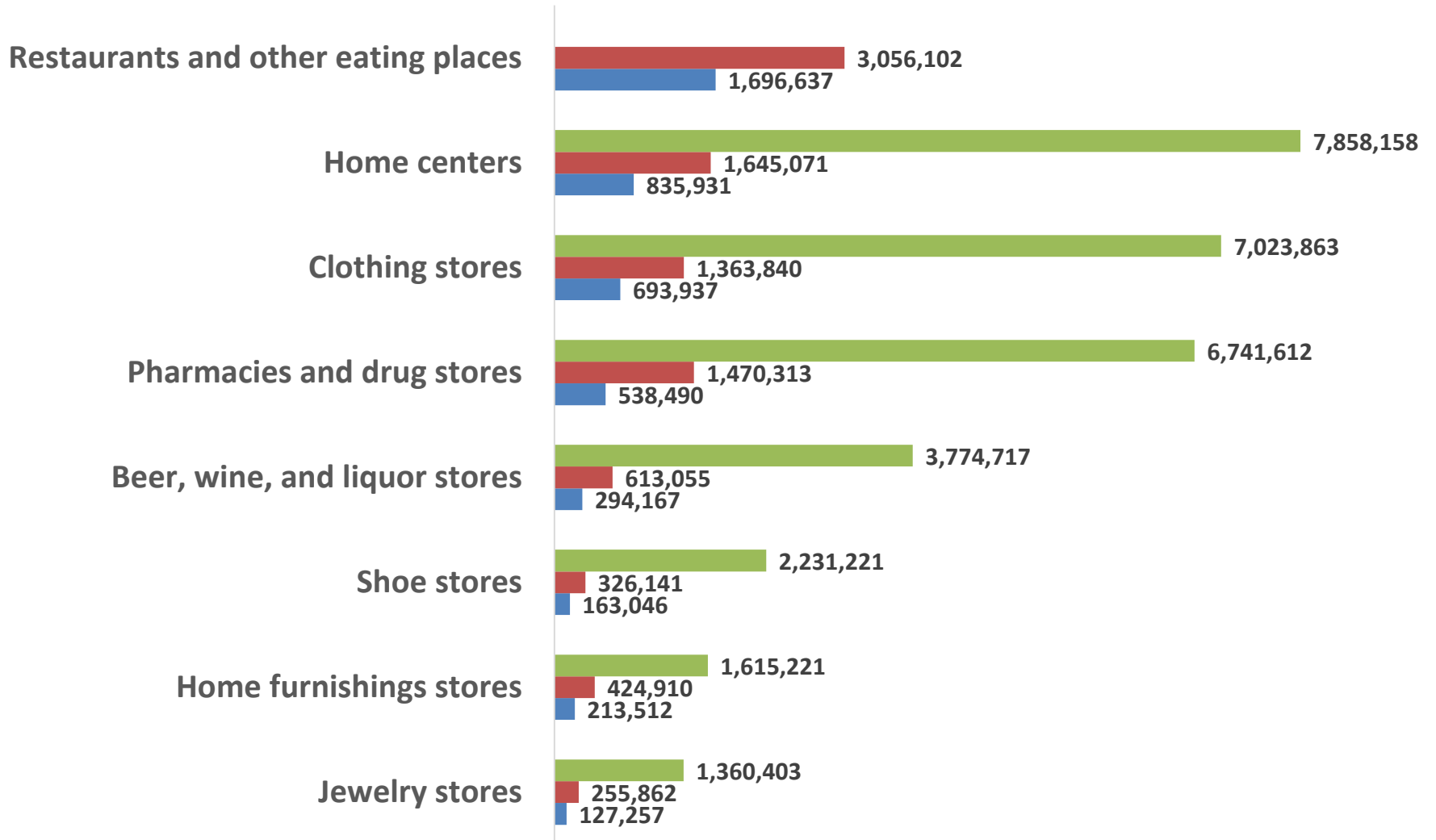
Retail Leakage: 5-,10-,15-Min Drivetime



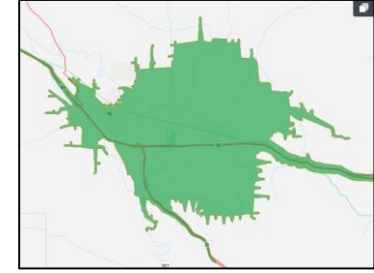
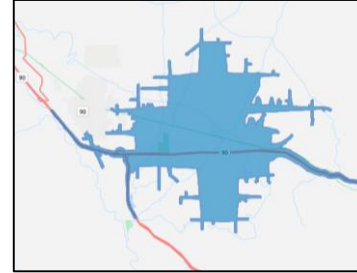
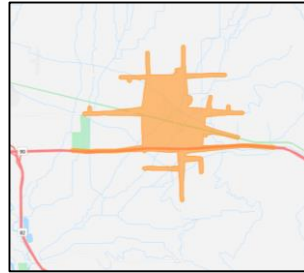
	5-Minute Drivetime	10-Minute Drivetime	15-Minute Drivetime
Stores Sell	\$11.51 M	\$29.62 M	\$467.09 M
Consumers Buy	\$28.72 M	\$58.67 M	\$380.62 M
Market Leaks / (Gains)	\$17.21 M Leakage	\$29.05 M Leakage	(\$86.47 M) Gain

Retail Leakage - Select Categories

■ 15-Min DT ■ 10-Min DT ■ 5-Min DT



Retail Demand Growth 2021-2026



	5-Minute Drivetime	10-Minute Drivetime	15-Minute Drivetime
2021 Demand	\$28.72 M	\$58.67 M	\$380.62 M
2026 Demand	\$33.42 M	\$69.62 M	\$462.58 M
Demand Growth 2021-2026	\$4.7 M	\$10.95 M	\$81.96 M

Johnny's Market Before



Johnny's Market After



Service Station Before



Service Station After



Old Bank Building Before



Old Bank Building After



Implementation Recommendations

- Essential to have a dedicated volunteer organization responsible for events, activities, and economic vitality.
- Ideally partnership with Chamber and Kittitas Government.
- Consideration of dedicated revenue stream as a result of new retail development to do following:
 - Façade grants
 - Promotion for investment
 - Promotion for existing businesses
 - Event coordination
 - Fostering partnership