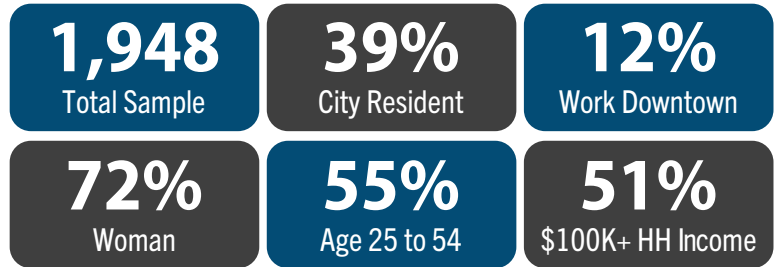


# At a Glance

## 2022 TOP PROSPECTS SURVEY RESULTS

### SURVEY SAMPLE CHARACTERISTICS



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

### POPULAR PLACES | TOP FIVE

Brix 27	12.6%
Habanero Mexican Grill	10.8%
Blue White Grill	6.4%
Martinsburg-Berkeley Public Library	5.8%
Thai Martinsburg	4.7%

### DOWNTOWN TRENDS

# FIFTY-SEVEN PERCENT

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

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

Improving or making progress	56.8%
Steady or holding its own	26.0%
Declining or losing ground	17.2%

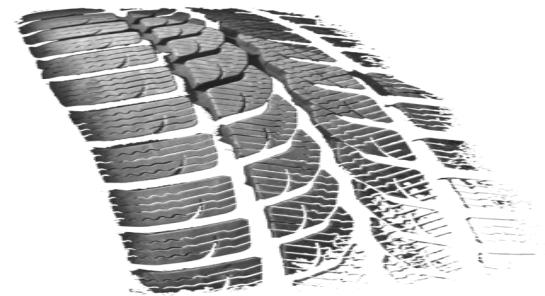
### OPPORTUNITIES AHEAD

## EATING & DRINKING PLACES

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

Casual/Family	Brewpub	Coffee/Bakery	Ethnic Dining
Top Choice: <b>24.4%</b>	Top Choice: <b>22.4%</b>	Top Choice: <b>13.6%</b>	Top Choice: <b>12.5%</b>
<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>
Dinner menu	Pub-style food	Coffeehouse selections	Middle Eastern cuisine
Lunch menu	State/Regional craft beers	Donuts and pastries	Indian cuisine
Breakfast menu	Brews its own beers	Soup & sandwich lunch	Italian cuisine
Outdoor seating/service	Live entertainment	Breakfast sandwiches	Outdoor seating/service
Daily specials	Beer sampling and tasting	Cupcakes and cookies	Live entertainment
<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>
25 to 44: <b>31%</b>	25 to 44: <b>58%</b>	25 to 44: <b>41%</b>	25 to 44: <b>30%</b>
45 to 64: <b>38%</b>	45 to 64: <b>29%</b>	45 to 64: <b>33%</b>	45 to 64: <b>45%</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>36%</b>	\$50K to \$100K: <b>30%</b>	\$50K to \$100K: <b>38%</b>	\$50K to \$100K: <b>34%</b>
\$100K to \$150K: <b>27%</b>	\$100K to \$150K: <b>30%</b>	\$100K to \$150K: <b>24%</b>	\$100K to \$150K: <b>28%</b>
\$150K or greater: <b>18%</b>	\$150K or greater: <b>33%</b>	\$150K or greater: <b>18%</b>	\$150K or greater: <b>22%</b>

### POTENTIAL MARKET TRACTION



### EATING & DRINKING ESTABLISHMENTS

Question:

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

1. Casual Dining/Family Restaurant	4.153
2. Coffeehouse/Bakery	3.946
3. Deli/Sandwich Shop	3.918
4. International/Ethnic Dining	3.650
5. Fine Dining	3.542
6. Brewpub	3.516

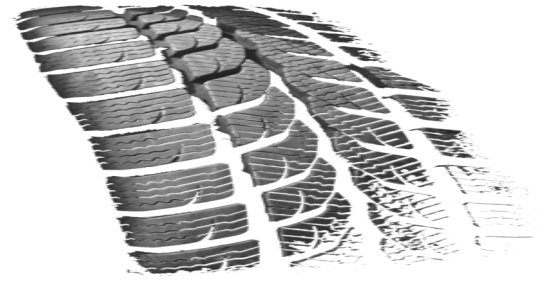
Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

## OPPORTUNITIES AHEAD RETAIL ESTABLISHMENTS

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

Butcher Shop	Kitchen/Home	Bookstore	Vintage Store
Top Choice: <b>27.0%</b>	Top Choice: <b>22.5%</b>	Top Choice: <b>14.8%</b>	Top Choice: <b>12.8%</b>
<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>
Fresh cut-to-order meats	Home furnishings & décor	New and used books	Vinyl albums and records
Deli, lunchmeat, cheeses	Gourmet kitchenware	Cards, gifts and souvenirs	Used and rare books
Smoked meats	Made in WV/local items	Lounge	Vintage T-shirts & apparel
In-house made case meats	Spices, mixes and oils	Children's programming	In-store music events
Organic/Grass-fed meats	Vintage/Repurposed items	Refreshments	Vintage consoles & games
<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>
25 to 44: <b>40%</b>	25 to 44: <b>26%</b>	25 to 44: <b>42%</b>	25 to 44: <b>42%</b>
45 to 64: <b>40%</b>	45 to 64: <b>41%</b>	45 to 64: <b>31%</b>	45 to 64: <b>35%</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>28%</b>	\$50K to \$100K: <b>36%</b>	\$50K to \$100K: <b>36%</b>	\$50K to \$100K: <b>39%</b>
\$100K to \$150K: <b>32%</b>	\$100K to \$150K: <b>27%</b>	\$100K to \$150K: <b>22%</b>	\$100K to \$150K: <b>23%</b>
\$150K or greater: <b>26%</b>	\$150K or greater: <b>23%</b>	\$150K or greater: <b>24%</b>	\$150K or greater: <b>17%</b>

## POTENTIAL MARKET TRACTION



### RETAIL ESTABLISHMENTS

**Question:**

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

1. Kitchen, Home Décor & Gifts Store	3.764
2. Butcher Shop	3.681
3. Bookstore	3.626
4. Vintage Music, Books and Games Store	3.263
5. Spa	3.081
6. Children's Clothing, Accessories and Toys	2.757

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

## GROWTH OPPORTUNITIES

**133** POTENTIAL PROSPECTS



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

— Interested in expanding my downtown business	<b>30</b>
— Interested in moving my business to downtown	<b>14</b>
— Interested in opening a new business in downtown	<b>89</b>

## DOWNTOWN HOUSING OPPORTUNITIES



**20%**

Of non-residents are or may be interested in living in Downtown Martinsburg.

**BUYERS: PREFERRED HOUSING STYLES**  
MORE LIKELY TO BUY | UP TO TWO SELECTIONS ALLOWED

2 Bedroom Condominium	37%
3+ Bedroom Townhome	32%
3+ Bedroom Condominium	21%
2 Bedroom Townhome	14%

**RENTERS: PREFERRED HOUSING STYLES**  
MORE LIKELY TO RENT | UP TO TWO SELECTIONS ALLOWED

2 Bedroom Apartment	45%
1 Bedroom Apartment	22%
Loft	20%
Studio Apartment	18%

# SUPPLEMENT

2022 TOP PROSPECTS SURVEY RESULTS | AT A GLANCE

# DOWNTOWN MARTINSBURG

MARTINSBURG, WEST VIRGINIA

## IS DOWNTOWN A GOOD PLACE TO LIVE?

**55**  
PERCENT

Of current downtown residents are **very or somewhat likely to recommend** downtown to friends and family as a good place to live.

### Q: How likely are you to recommend Downtown Martinsburg to friends

Very likely	26.2%
Somewhat likely	28.5%
Neither likely nor unlikely	19.2%
Somewhat unlikely	16.2%
Very unlikely	9.2%

## DOWNTOWN HOUSING INTERESTS

### Q: Are you interested in living in Downtown Martinsburg?

Yes	3.7%
Maybe	14.3%
No	73.9%
I already live in Downtown Martinsburg	8.1%

## POTENTIAL RESIDENT CHARACTERISTICS

For respondents who are or may be interested in living downtown

### More Likely to Buy or Rent?

Buy	64.0%	Rent	36.0%
<b>Buyers: Likely Price Range</b>		<b>Renters: Monthly Rent (Willing/Able to Pay)</b>	
Less than \$200K	21.8%	Less than \$800	16.2%
\$300K to \$299K	50.8%	\$800 to \$999	28.8%
\$300K to \$399K	20.1%	\$1,000 to \$1,199	31.5%
\$400K or more	7.3%	\$1,200 or more	23.4%
<b>Buyers: Household Income</b>		<b>Renters: Household Income</b>	
Less than \$50K	11.9%	Less than \$50K	26.6%
\$50K to \$99.9K	27.1%	\$50K to \$99.9K	46.8%
\$100K to \$149.9K	26.6%	\$100K to \$149.9K	19.3%
\$150K or more	34.5%	\$150K or more	7.3%

## REASONS NOT INTERESTED IN LIVING DOWNTOWN

I like my current living situation and have no desire to move	67.7%
The area does not feel safe	22.6%
I prefer a single-family detached home	15.4%
I prefer to have my own yard or outdoor space	15.3%

Top 4 shown. Up to two selections allowed.

## DOWNTOWN ATTRIBUTES

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

Statement	Avg. Weight
Outdoor recreation is, or should be, an important part of Downtown Martinsburg.	4.251
I like the historic buildings, character, and vibe in Downtown Martinsburg.	4.109
Downtown Martinsburg is a good place to invest.	3.602
Downtown Martinsburg presents a positive image to visitors.	2.875

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 Martinsburg enhancement efforts?

#### LEVEL OF PRIORITY FOR NEW AND ONGOING ENHANCEMENT EFFORTS

Enhancement Efforts	Avg. Weight
Redevelop vacant and underutilized buildings and sites	4.714
Attract new eating and drinking places to expand options	4.533
Improve streets, sidewalks, lighting, parks, trails, etc.	4.532
Attract new retail businesses to expand shopping options	4.433
Support existing downtown businesses and help them expand	4.272
Restore and preserve the downtown's historic character	4.244

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