

Community Asset Study

Ogden Downtown Revitalization

96 youth participated, ages 9-21

- 70% of the youth were between age 12-17
- 56% have lived in Ogden more than 11 years

208 adults participated

- 70% of the adults were ages 41+
- 52% have lived in Ogden more than 11 years
- 22% have lived in Ogden more than 41 years

Approximately 15% of Ogden's population participated in the community asset study.

Community Preferences and Habits

- Adults (24%) and youth (35%) purchase everyday goods in **Ogden**
- A majority of adults (59%) purchase everyday goods in **Boone**
- Gifts, specialty items and major purchases most often bought in **Ames**. Ogden receives less than 10% of this business.
- Healthcare facilities located in **Boone** (40%) and **Ames** (31%) frequented the most often.
- Ogden youth and adults go to **Ames** most often for entertainment.

Youth (58%) and adults (55%) frequent Ogden businesses on a **weekly** basis

Participants obtain professional services, such as financial and legal, most often in Boone (37.3%) and Ogden (36.8%).

- 86% of youth and adults utilize **recreational venues** around Ogden.
- 78% of youth and 86% of adults **did not** know the Central State Park Bike Route winds through Ogden.
- More than 80% of both youth and adults want to see an **increase in visitors/tourists** to Ogden.

Community Assets and Challenges

- 48% of adults listed **schools** as Ogden's greatest asset
- **Community/people** (28%) and **overall lifestyle** (21%) were also identified as assets by adults
- 40% of youth listed **community/people** as Ogden's greatest asset
- **Schools** (28%) and **overall lifestyle** (24%) were also identified as assets by youth

Youth (50%) and adults (74%) agreed that **downtown vitality** needed the most improvement.

Community Opportunities and Needs

- 66% of adults would frequent the **grocery** store more if it were expanded;
 - **home improvement** (53% of adults)
 - **hardware** (46% of adults)
- Participants would prefer to purchase these goods in town, if they were available:
 - **household items** (78% of adults)
 - **apparel** (45% of adults and 21% of youth)
 - **sporting goods** (56% of youth)
 - **electronics** (55% of youth)

Ogden adults were equally divided on whether or not the city needs more government or community facilities. However, a large majority were interested in additional recreation facilities, including **parks/fields/pools**.

Youth overwhelmingly stated that Ogden needs more government/community facilities. However, a large majority were interested in additional recreation facilities, including **parks/fields/pools**.

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- 32.2% of adults said they would consider opening or running a business in Ogden
- 27.6% of responding adults said they would consider taking over or purchasing an existing business.

43% of Ogden youth intend to stay in Ogden as an adult.
44% said they would consider opening/running a business in town.

Future Land Usage

What land uses should be a priority in the downtown revitalization?

Highest Priority Usage		
	Youth	Adult
Retail	8.2%	32.2%
Medical Offices	22.4%	18.1%
Restaurant	56.5%	40.7%
Tourist Attraction	11.8%	8.5%
Government	1.2%	0.5%

Lowest Priority Usage		
	Youth	Adult
Retail	14.1%	2.7%
Medical Offices	12.9%	7.0%
Restaurant	3.5%	4.3%
Tourist Attraction	23.5%	15.6%
Government	45.9%	70.4%

Preferred New Establishments in Ogden

Summary of 89 Youth Responses

- (57) Food/Restaurant – fast food, 31 said Subway
- (39) Retail – Walmart, Dollar General, sporting goods, video, electronics
- (5) Entertainment – bowling, movie theater
- (6) Fitness/Recreation – pool, rec. center

Summary of 171 Adult Responses

- (105) Food/Restaurant – sit down style, family oriented or specialty places
- (66) Retail – clothing, hardware, sporting goods, household items
- (10) Entertainment – bowling, theater, arcade
- (23) Fitness/Recreation – hall, fitness center, pool
- (11) Medical – pharmacy, medical facilities
- (11) Gas station

Preferred Land Use of Vacant Properties

Summary of 85 Youth Responses

- (28) Food/Restaurant – restaurant, 5 said fast food
- (10) Retail – sporting goods, apparel
- (8) Entertainment – movie theater, bowling
- (13) Fitness/Recreation – center, pool, basketball

Summary of 162 Adult Responses

- (59) Food – restaurant
- (39) Retail – no specifics
- (25) Medical (25) – pharmacy, doctor's office, clinic, eye doctor, expanded medical facility
- (26) Fitness/Recreation – center, rec. center
- (10) Opportunity – attract new business, create jobs