

COMMUNITY VITALITY FOLLOW-UP SURVEY | AUGUST 2021

Total respondents: 412

What do you believe are the toughest challenges Guttenberg faces today? Select up to three.

Vacant storefronts: 244 (59.2%)

Limited job opportunities: 240 (58.3%)

Aging business owners/business succession: 191 (46.4%)

Youth engagement: 148 (35.9%)

Aging community: 146 (35.4%)

Declining population: 92 (22.3%)

Affordable housing options: 103 (25%)

Write-ins: Lack of winter activities, lack of resident support for businesses, lack of variety/quality restaurants

What do you believe to be the greatest opportunities that Guttenberg can embrace? Select up to three.

Increase variety of shopping and dining options: 333 (80.8%)

Continued development of City's trail system for walking, hiking and biking: 207 (50.2%)

Establishment of water trails: 83 (20.1%)

Further embrace our German heritage: 38 (9.2%)

Expand the industrial park: 151 (36.7%)

Clean up and develop ponds on Hwy 52: 150 (36.4%)

Develop a location suitable for shared co-working/office space and/or small business incubator space: 100 (24.3%)

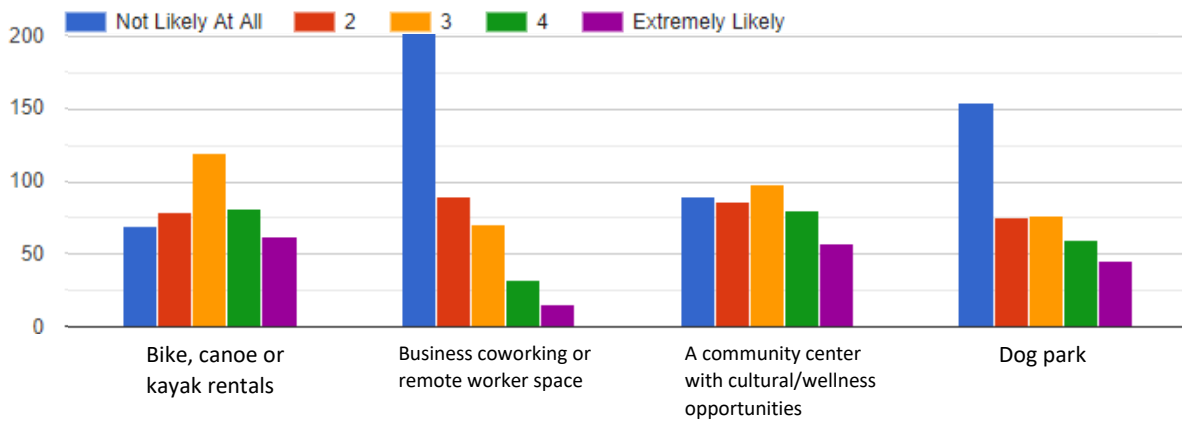
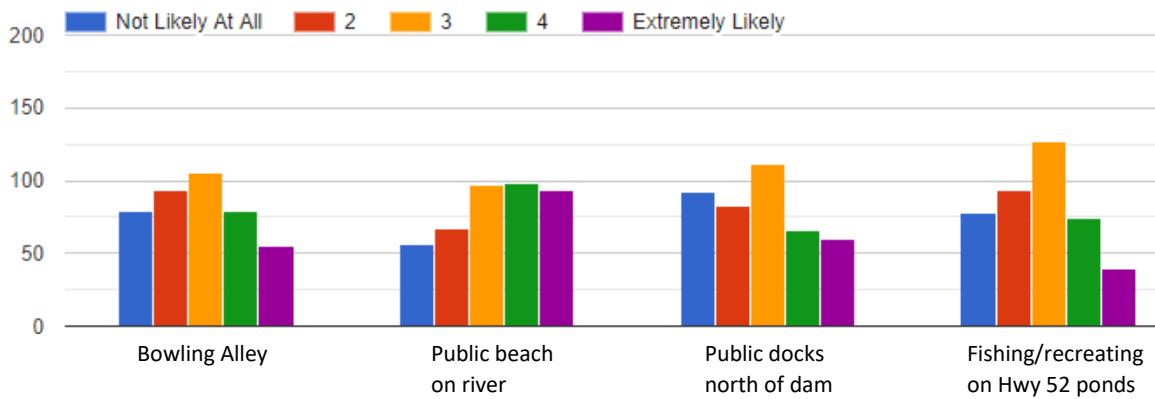
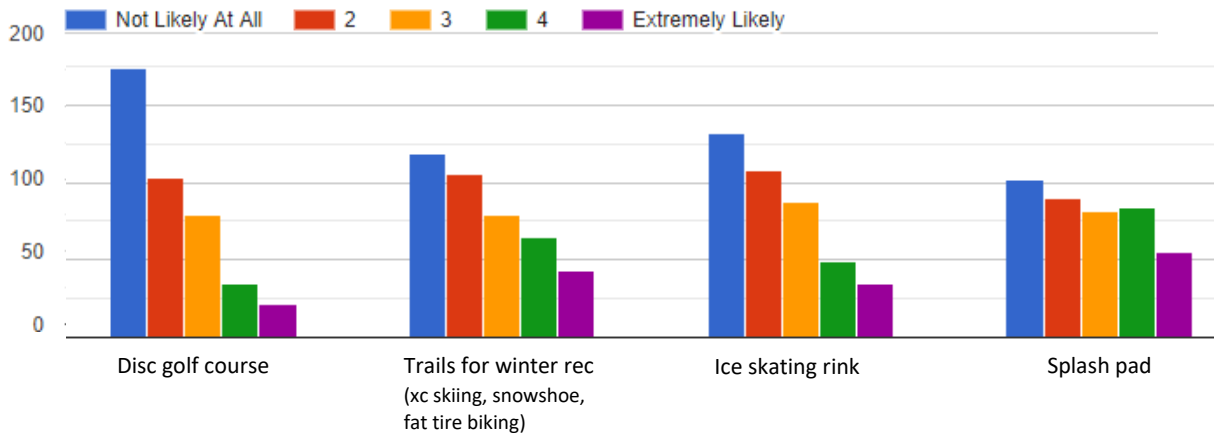
Write-ins: Develop electric power from dam, walking tour app for smart phones, swinging benches on river walk, musical toys in park for kids, clean up Hwy 52

What do you think makes Guttenberg unique? (open ended question)

River/riverfront: 272

Other mentions: Bluffs/view from bluffs, Lock & Dam, hospital, German heritage, Lockmaster's House

How likely would you be to utilize the following amenities if made available in Guttenberg?



Are there any other new amenities you would like to see in Guttenberg?

More/better variety of restaurants/shopping: 69

(Specific suggestions included bakery, fast food, ethnic food, food trucks, floating restaurant, health food store, clothing, home décor, nail salon)

Coffee shop: 30

Activities for youth and families: 30

(Specific suggestions included mini golf, splash pad, children’s museum, ice rink, bowling alley, zip line, go karts, arcade, roller skating rink)

YMCA/Rec Center (indoor pool): 23

Movie theater: 14

Brewery: 10

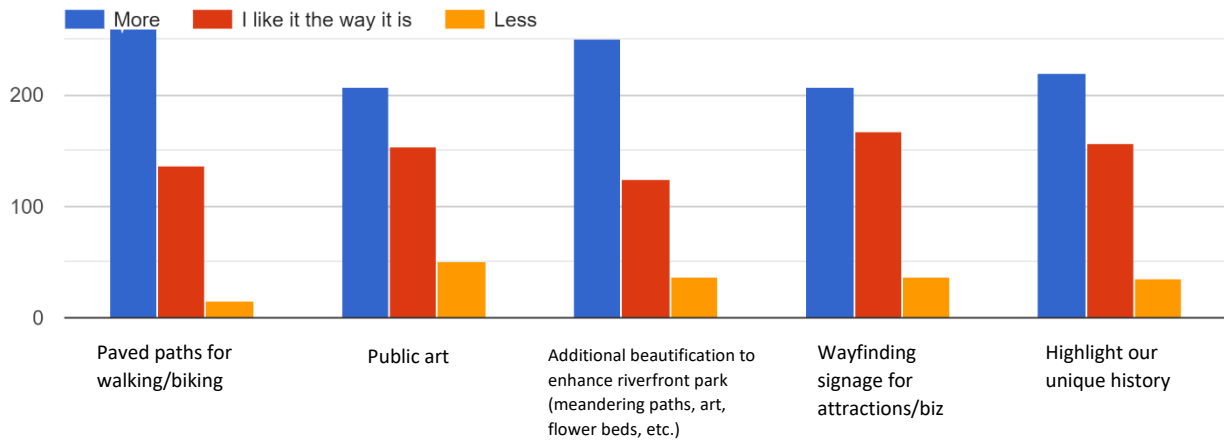
More jobs (industry/manufacturing): 6

Affordable housing options: 4

ATV/UTV Trails: 4

Other mentions: marina with outdoor bar, eye doctor, new/bigger hotel, movies in the park, new/bigger hotel, bring dances and musci to Lakeside Ballroom

Would you like to see more or less of each of the following in Guttenberg?



Do you make a point to shop local? Why or why not?

Yes: 286

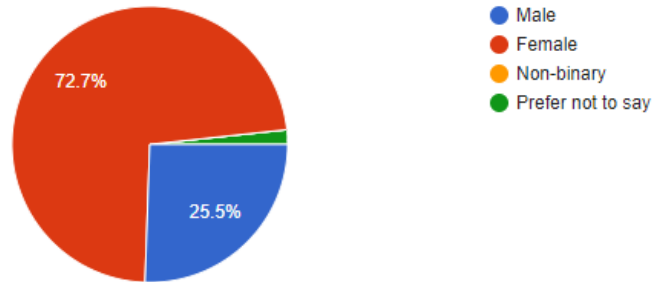
Generally because want to support our community; appreciate that local businesses make us unique; stimulate our local economy; want to support local business owners and their families.

No: 73

Because too expensive, limited selection, items outdated, no shops interest me, business hours don’t work with my schedule.

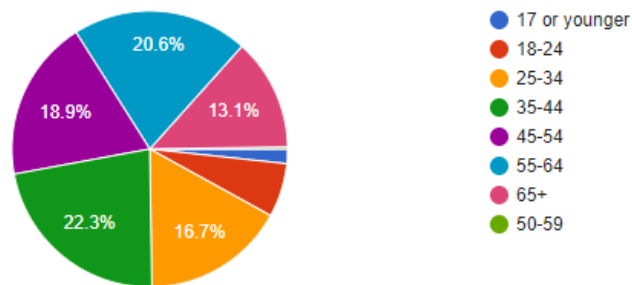
What's your gender?

411 responses



What's your age?

412 responses



Which of the following contains your total gross estimated household income (for all earners in household before taxes and deductions)?

395 responses

