



TOWN OF BERTHOUD

Downtown Berthoud Survey Report
2024

INTRODUCTION:

The purpose of this survey was to gather community input to assist the Town in developing strategies to enhance our current downtown area and plan for its future.



METHOD

The Berthoud community was invited to participate by accessing the survey via a QR Code or web address. Information about the survey was distributed via email directly to Berthoud businesses, posted to social media, featured in a pop-up on the home page of the Town's website, and included in the Town's monthly InFocus newsletter, which is included in every utility bill and mailed to Berthoud residents and property owners. Finally, it was featured in the online newsletter which goes to approximately 700 subscribers.



WE RECEIVED 581 COMPLETED SURVEYS



FINDINGS

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SURVEY FINDINGS

The survey received 581 responses indicating a high level of interest in Berthoud's downtown.

Most of the respondents' primary interest in downtown Berthoud is to shop, visit or reside in our downtown. While 80% of the respondents visit our Downtown on a weekly basis, 65% visit Downtown more than once a week.

Berthoud has a moderately strong sense of community among the respondents with an average rating of 3.7 stars out of five.



SURVEY FINDINGS

Restaurants, bars, coffee shops, and food trucks were the two top answers when asked what brings you to downtown, with 84% of the responses.

Also of significance was shopping at 45%, government and personal services at 73%, and events and entertainment at 45%.

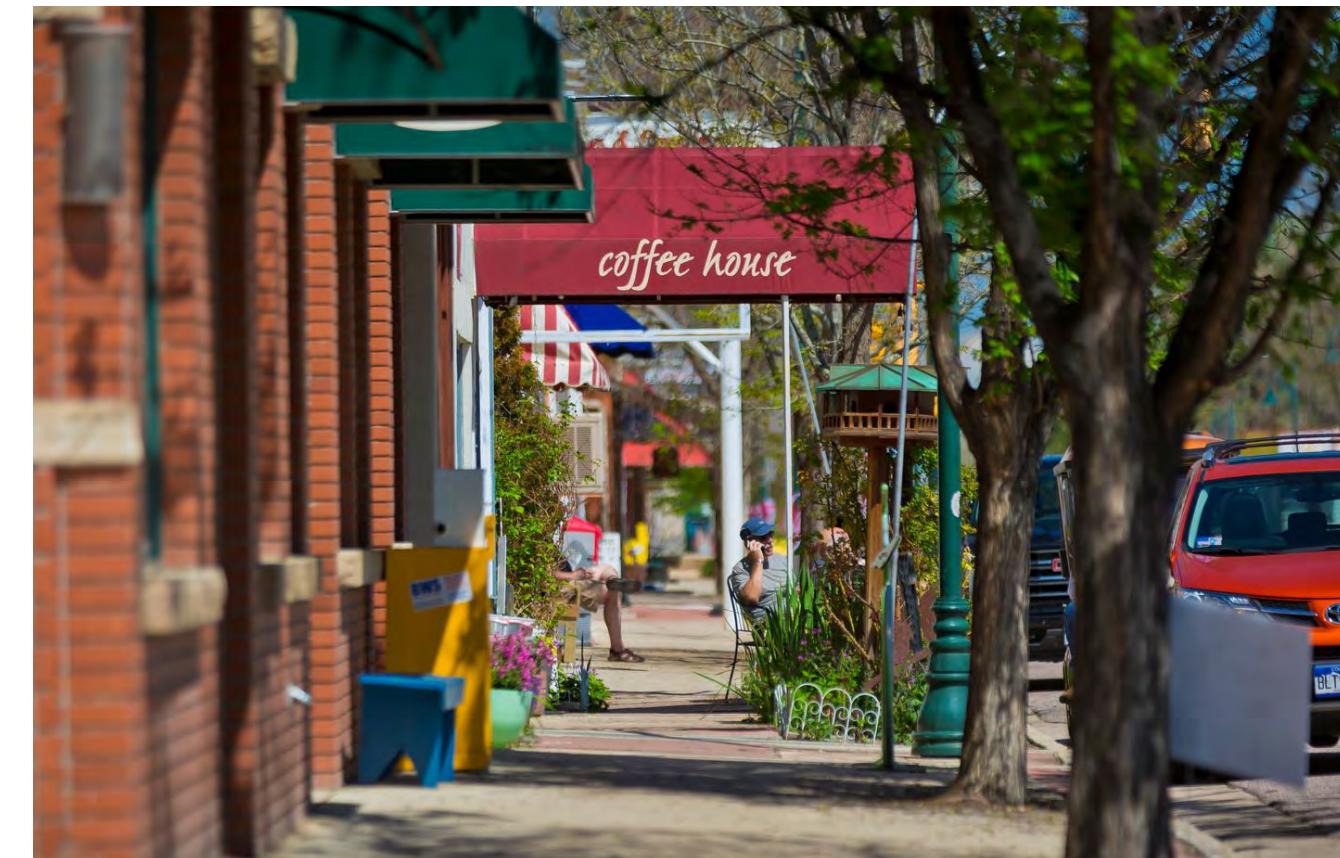
Note that respondents were allowed to select all the choices that applied, so the percentages exceed 100%.



SURVEY FINDINGS

Most respondents felt that the appearance, cleanliness, and safety of Downtown are better today than they were five years ago.

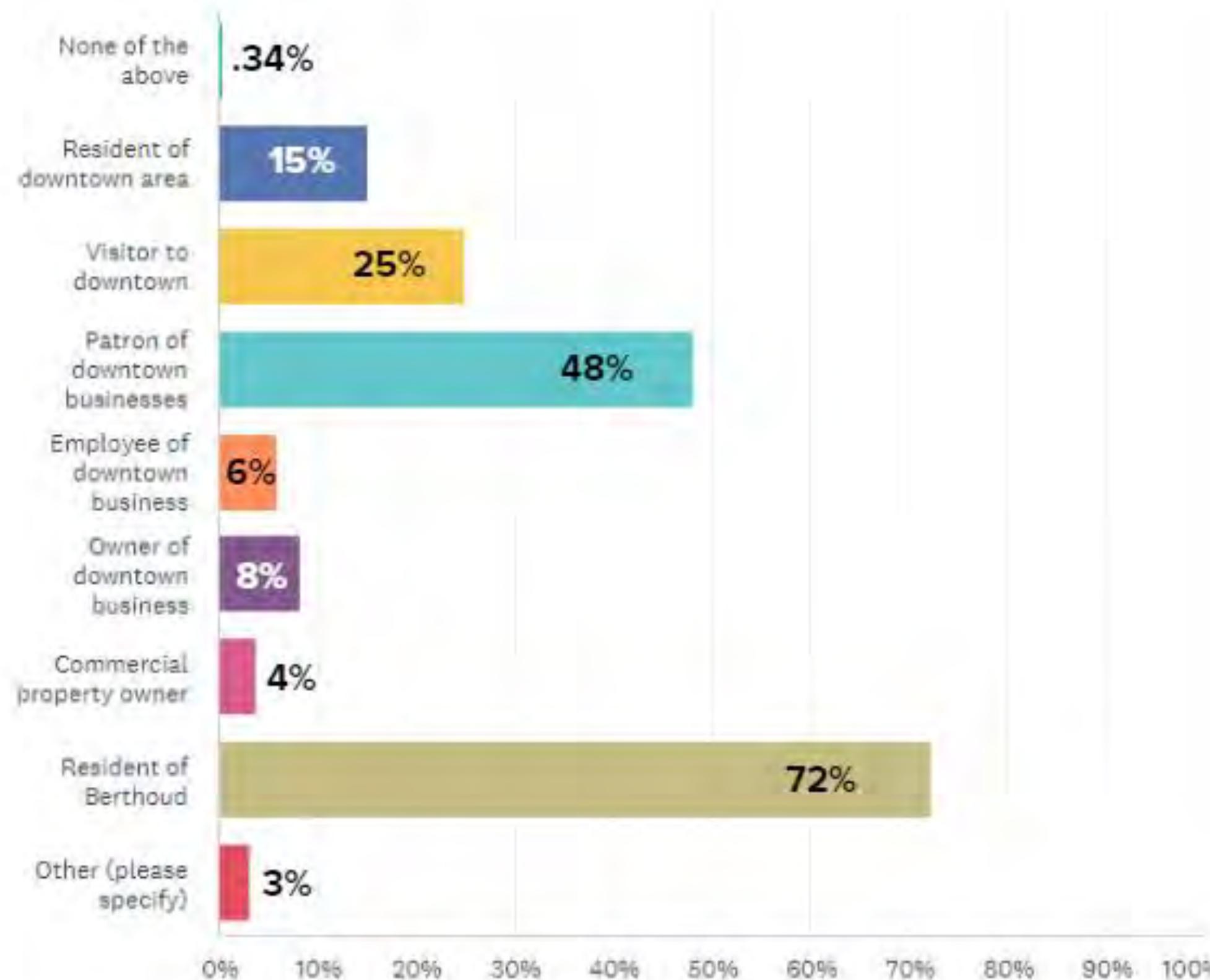
All the physical improvements identified over the next 10 years were considered important with fill vacant storefronts and maintain historic character and authenticity rated as the top two very important over the next 10 years (98%). Enhance physical improvement 90%, improve safety 92% were also top selections.



Of the services identified as important to achieve a vision for Downtown Berthoud over the next 10 years, more restaurants 98% and retail options 94%, enhanced public safety 94% and more events 93% were considered the most important.

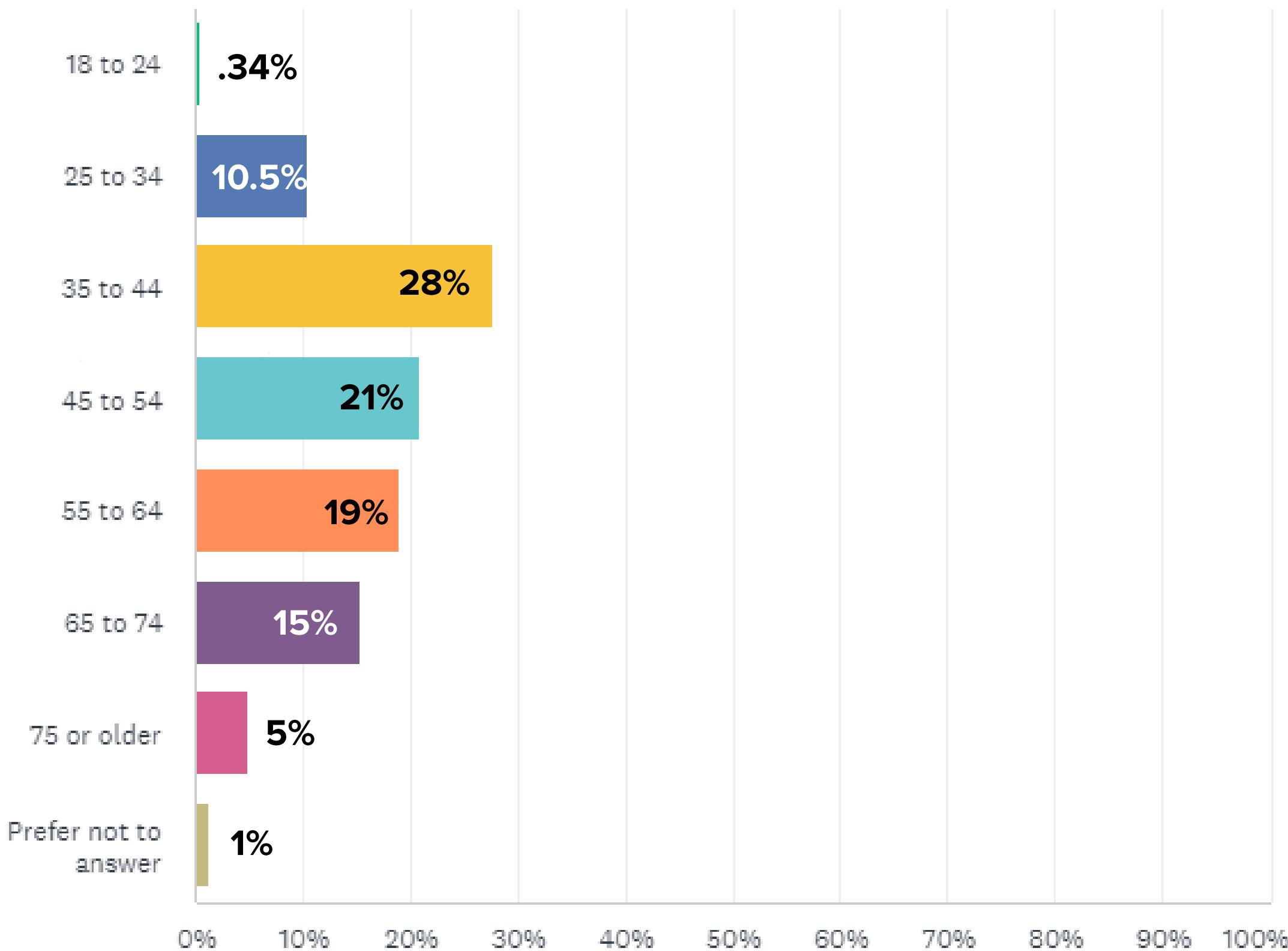
Which of the following best characterizes your primary interest (s) in Downtown Berthoud. Please select all that apply.

Answered: 580 Skipped: 1



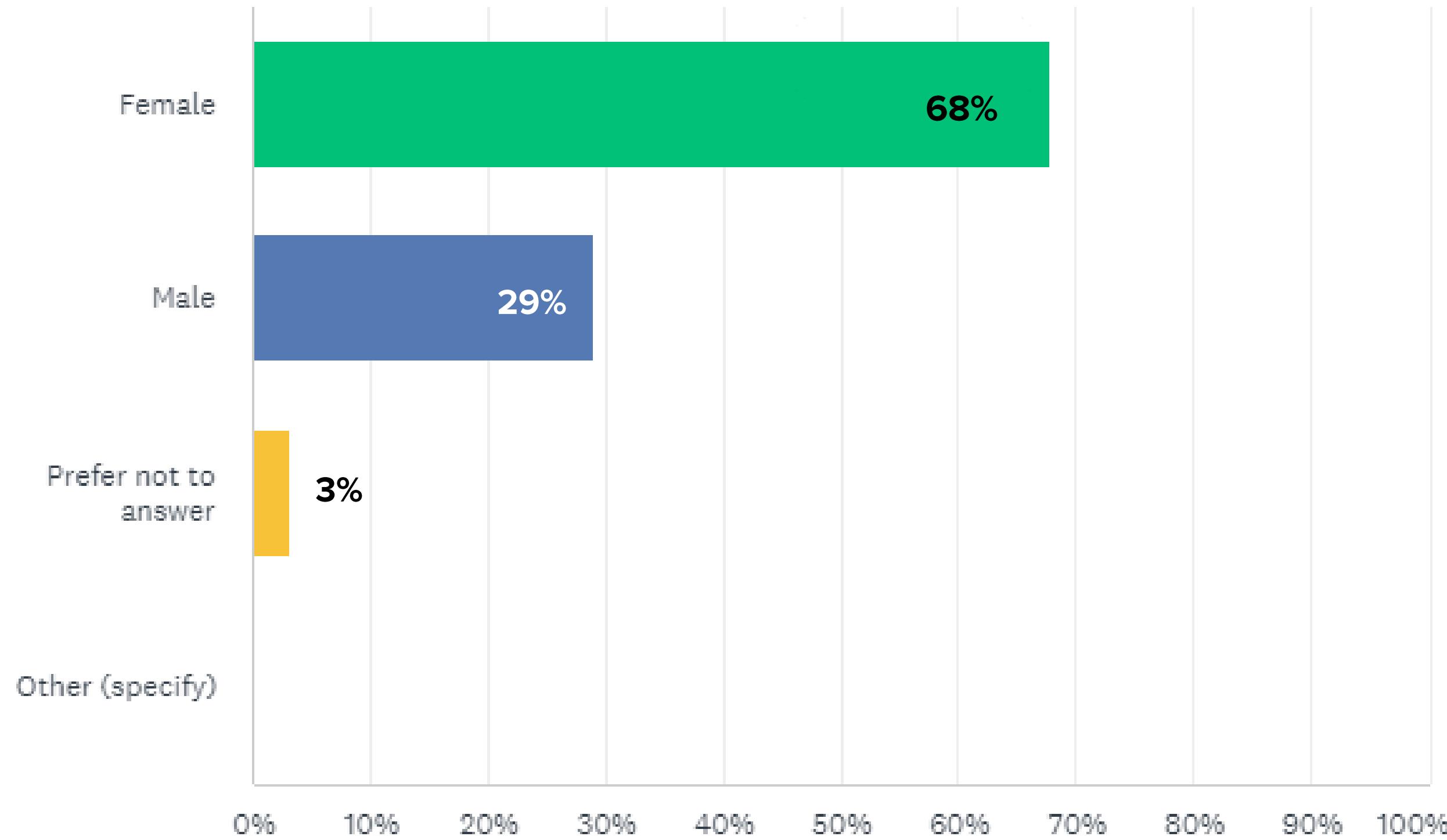
What is your age?

Answered: 581 Skipped: 0



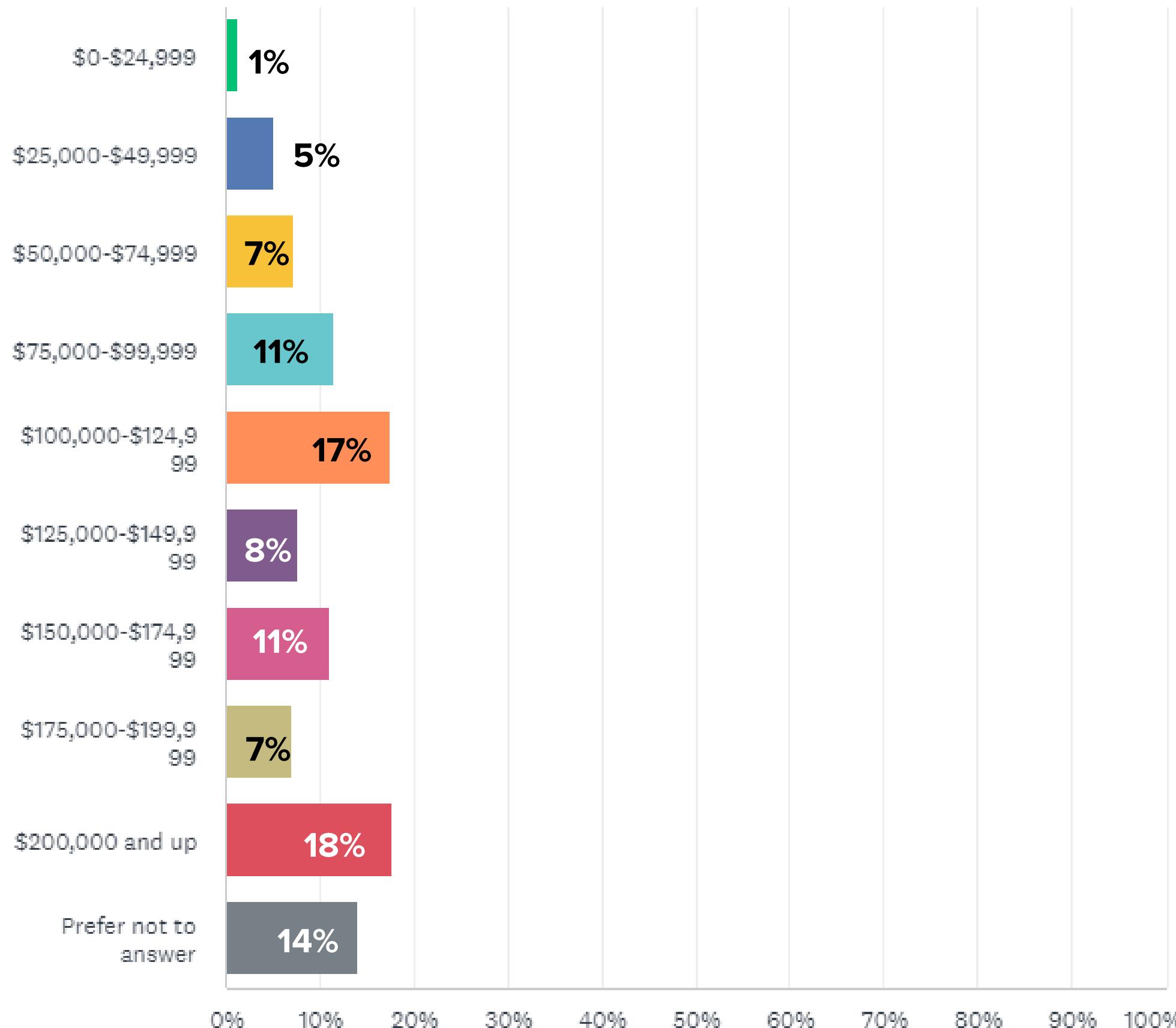
What is your gender?

Answered: 579 Skipped: 2



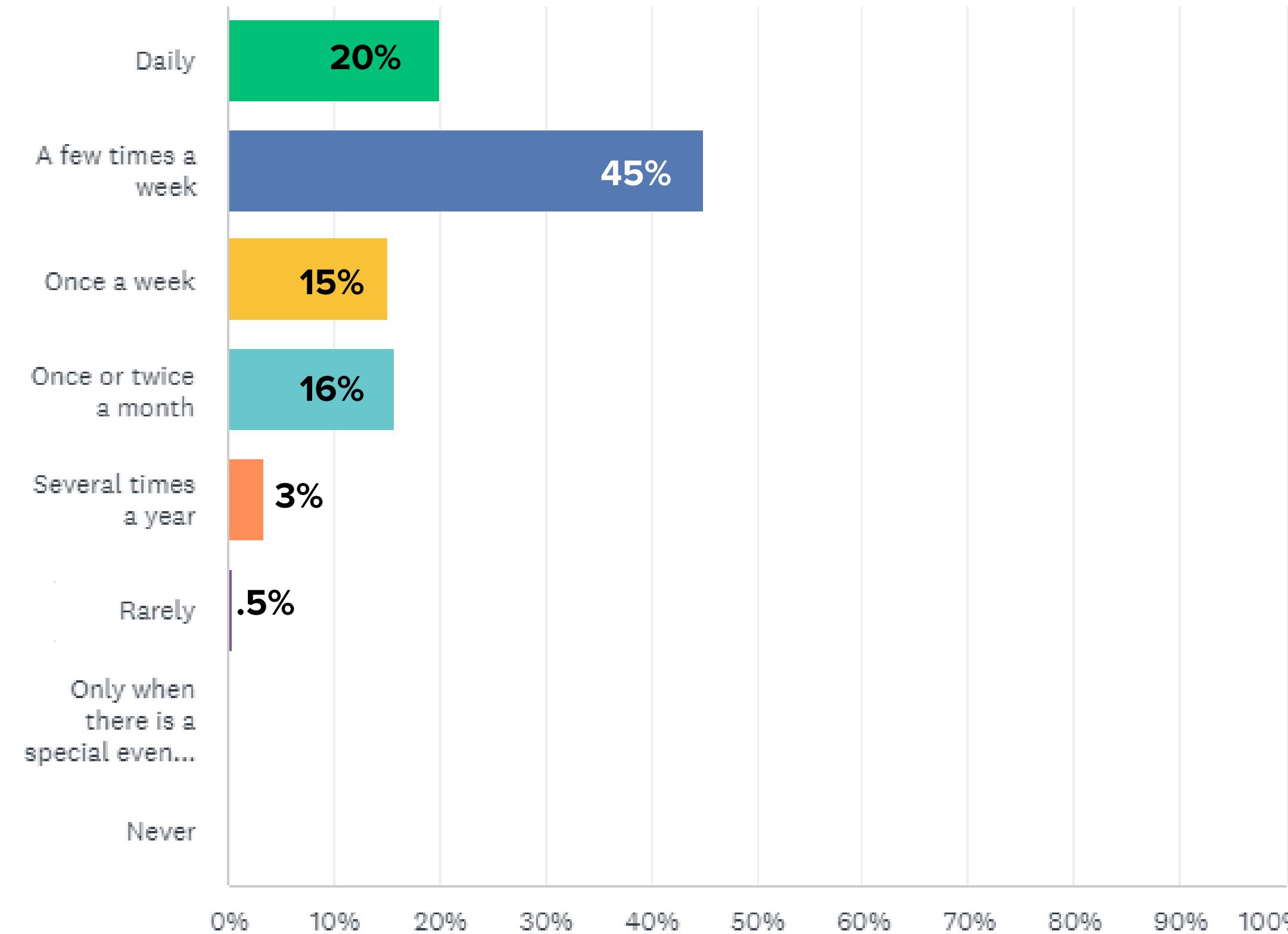
What is your approximate average household income?

Answered: 578 Skipped: 3



How often do you visit Berthoud's downtown?

Answered: 581 Skipped: 0



How strong is the sense of community in Downtown Berthoud?

Answered: 576 Skipped: 5

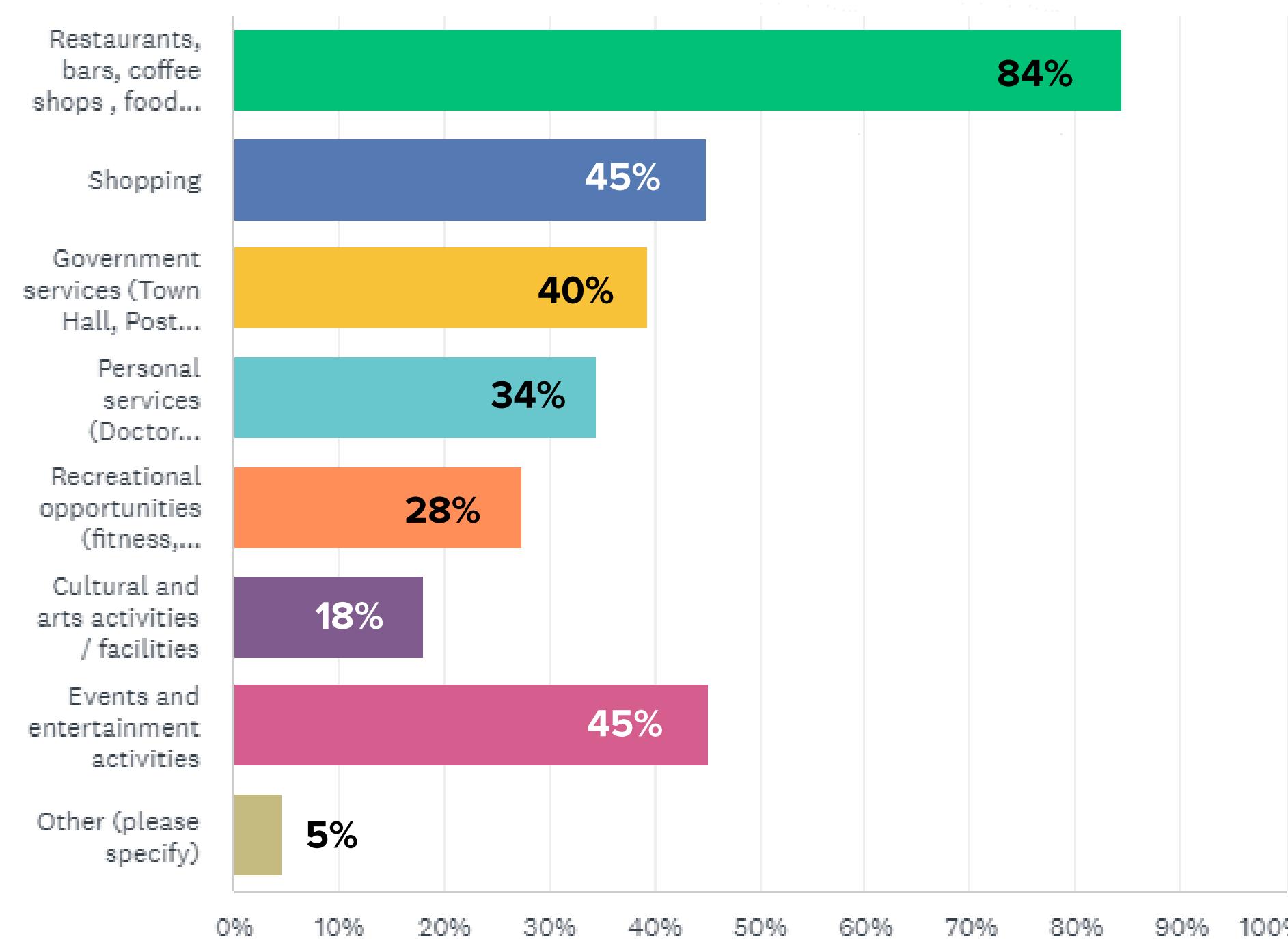


3.7 ★
average rating



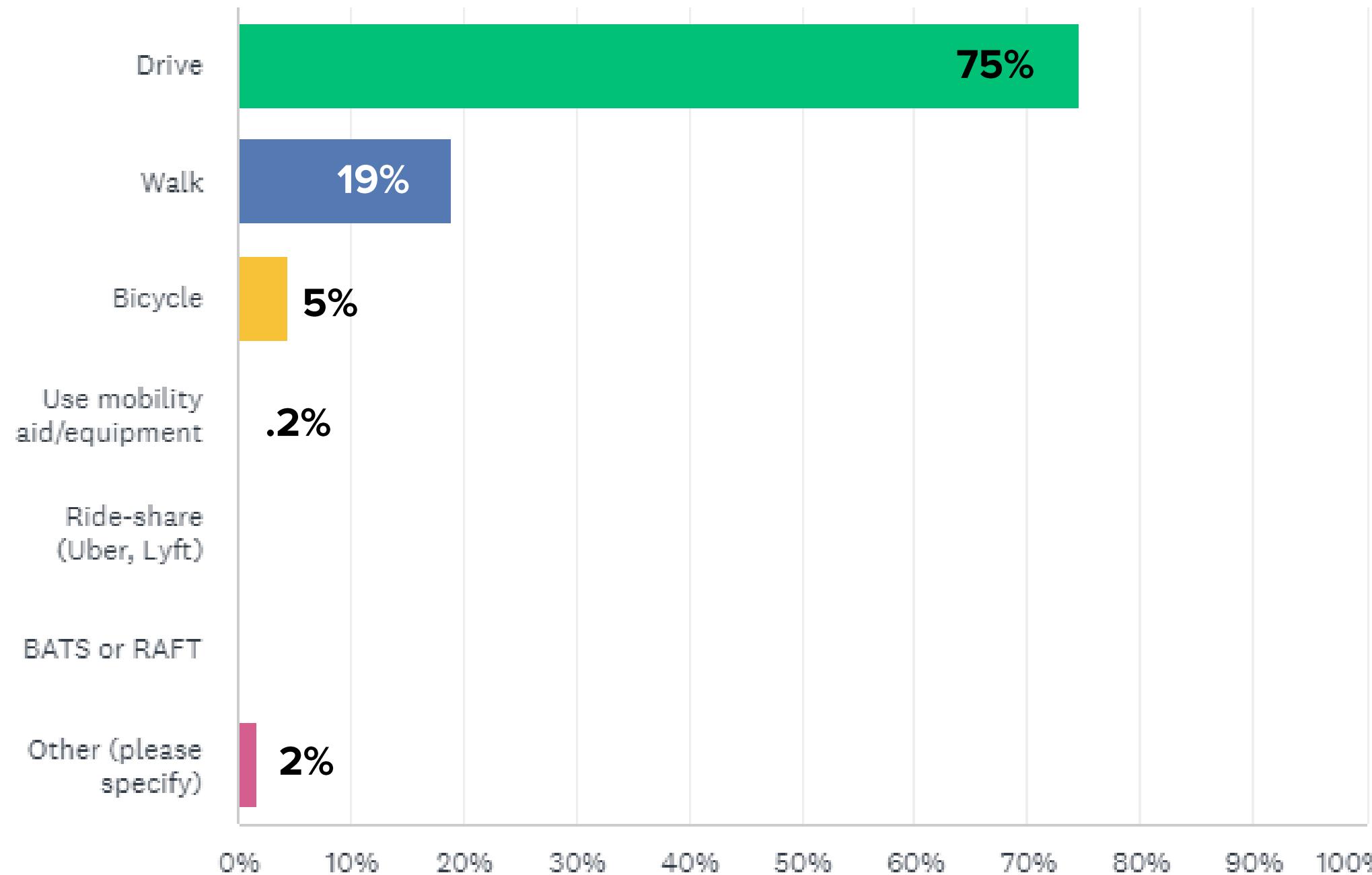
Outside of work, what most often brings you to Downtown Berthoud. Please select all that apply.

Answered: 577 Skipped: 4



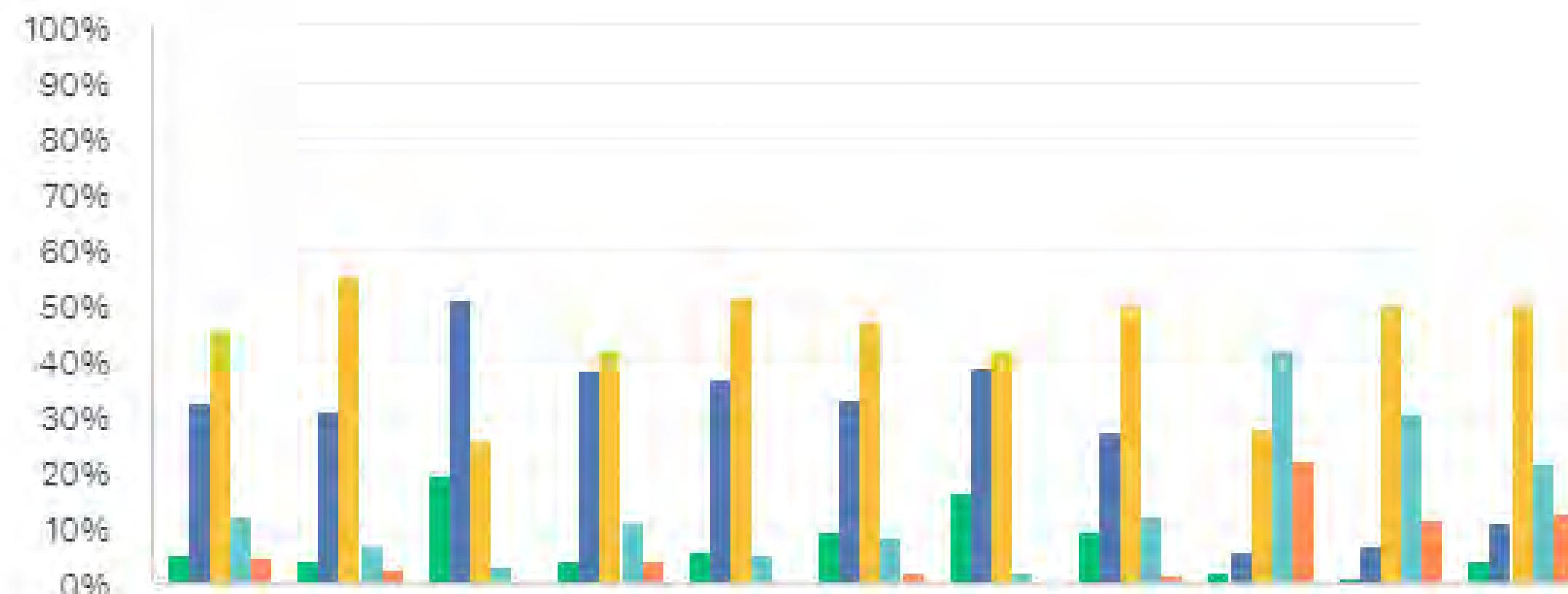
How do you most often get to Berthoud's downtown? Please select from the following list.

Answered: 578 Skipped: 3



Do you think the following characteristics of downtown have become better or worse in the past five years?

Answered: 568 Skipped: 13



Much Better Slightly Better
 Much Worse No Change Slightly Worse

**Looking to the Future,
what three words best
capture your desire for
Downtown Berthoud in
the year 2030?**

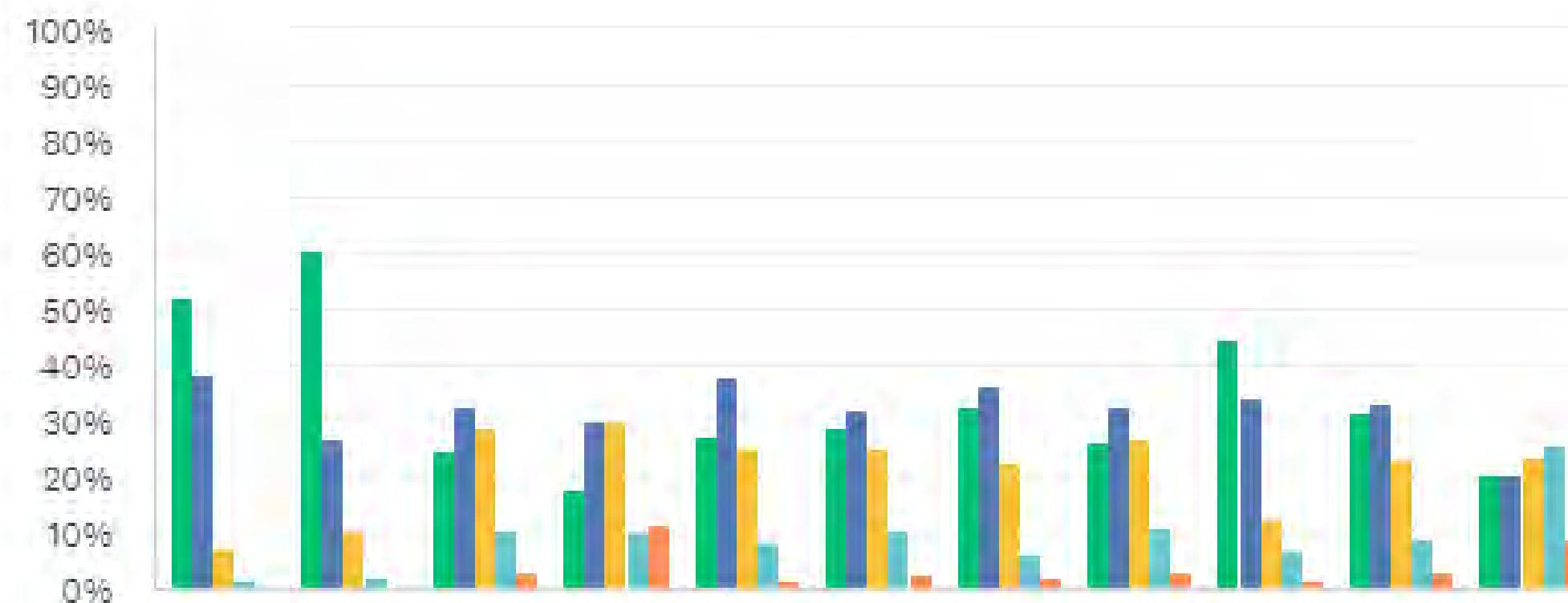
Top words include:

- Restaurants
- Community
- Shopping



To achieve your desired vision for Downtown Berthoud, how important are the following PHYSICAL improvements over the next 10 years?

Answered: 580 Skipped: 1



Very Important
Important
Somewhat Important
Not Important
No Opinion

Of the improvements listed in the prior question, which one action will be most important?

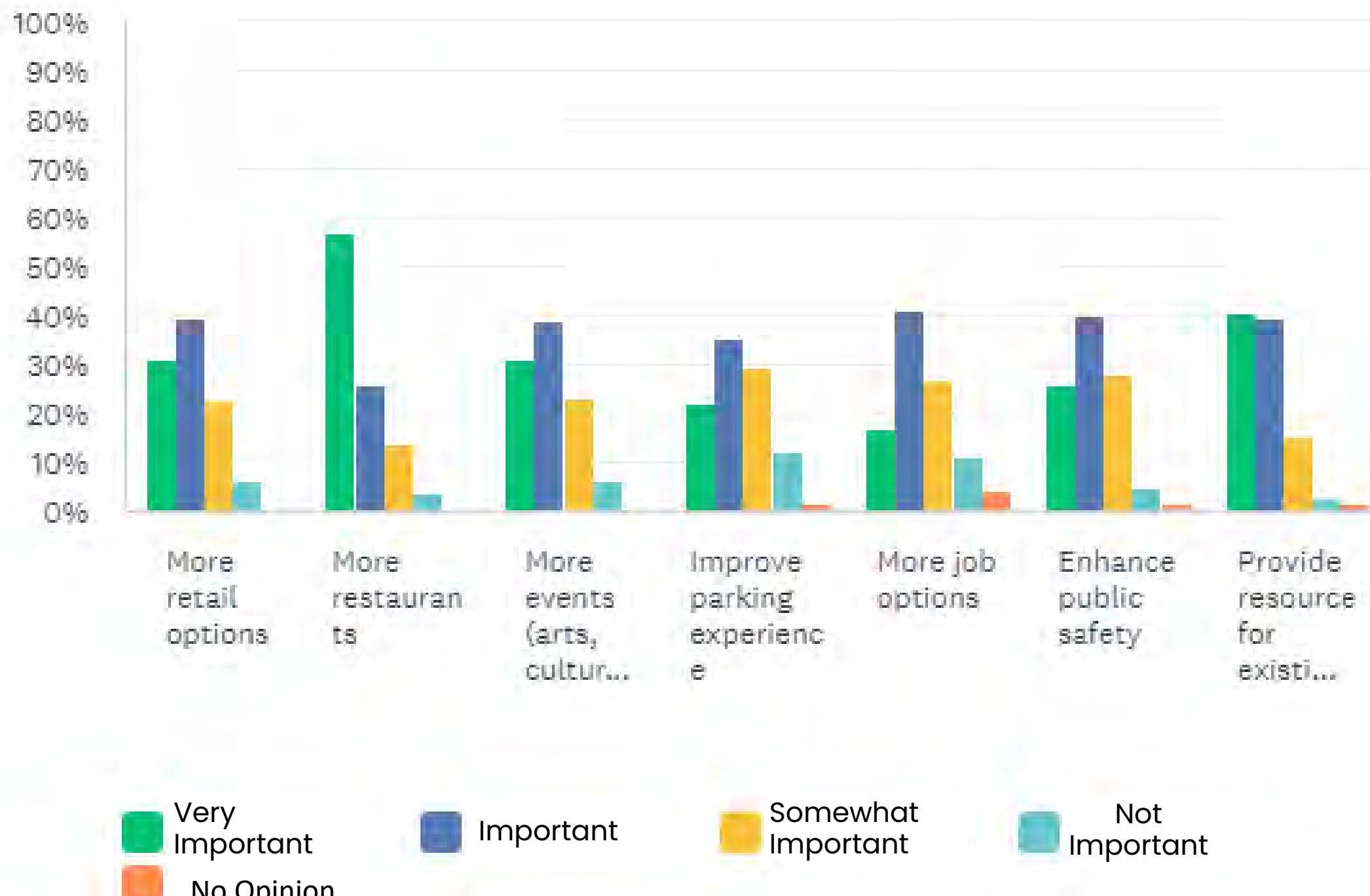
Top responses include:

- Fill Vacant Storefronts
- Parking
- Maintain Historic Character



To achieve your desired vision for Downtown Berthoud, how important are the following SERVICES over the next ten years?

Answered: 574 Skipped: 7



Of the improvements listed in the prior question, which one action will be most important?

Top responses include:

- Restaurants
- Retail
- Events



If you could suggest one additional improvement to enhance downtown Berthoud, not listed above, what would it be?

Top responses include:

- Fill Vacant Storefronts
- Parking
- Maintain Historic Character



If you were to consider living in downtown Berthoud, what type of housing would you be interested in?

Top responses include:

- Single Family Homes
- Apartments
- Condos



What new amenities would make Downtown Berthoud a more attractive neighborhood for you to live in?

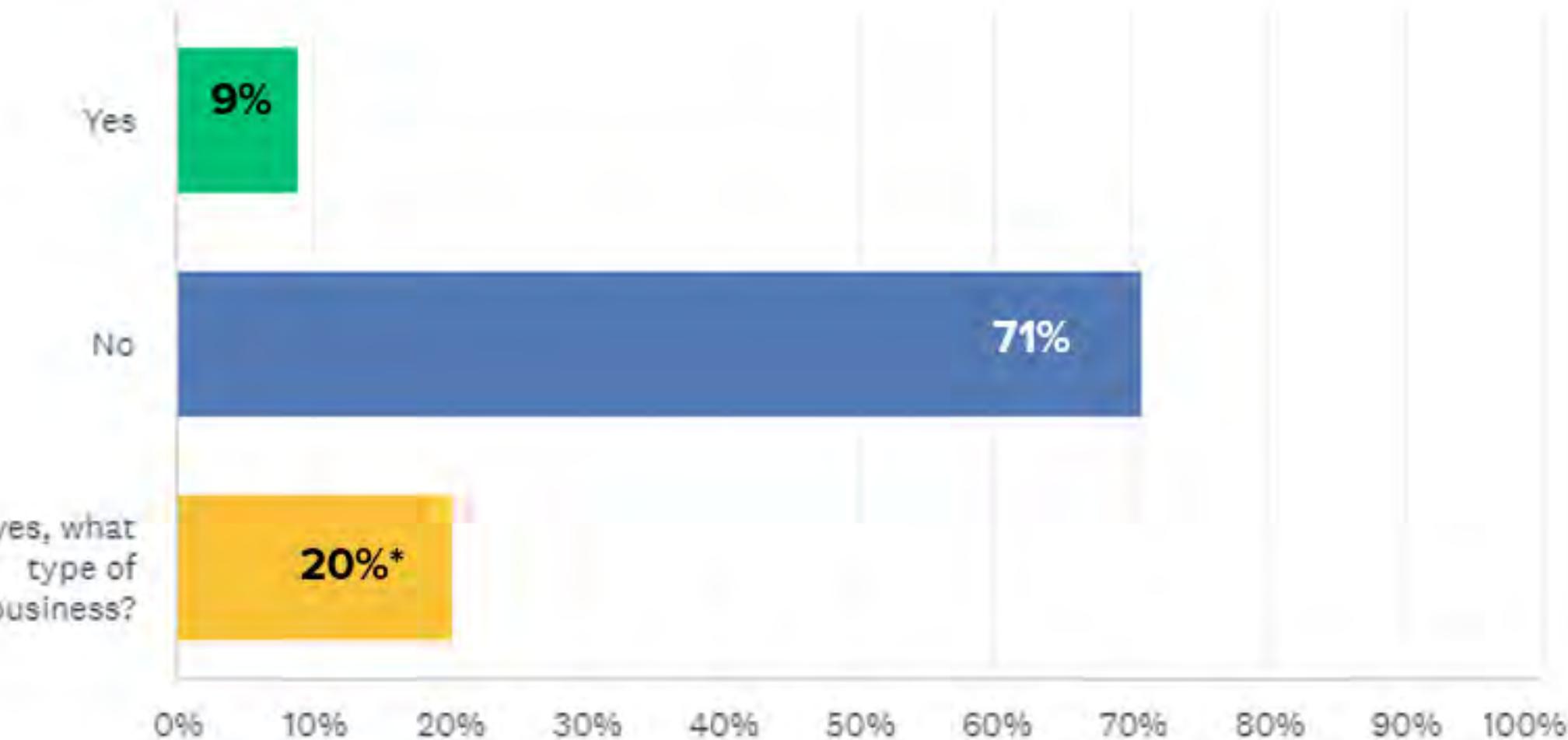
Top responses include:

- Restaurants
- Shopping
- Events



Would you be interested in starting or relocating a business and/or investing in downtown Berthoud?

Answered: 513 Skipped: 68



**Most respondents already own a business in downtown Berthoud*





Garden Spot of Colorado

Walt Elish
Economic Development Manager
WElish@Berthoud.org