

# **Project Framework:**

## **A Description of the Primary Trade Area**

Bloomfield, Iowa is situated at the junction of U.S. Highways 63 and 2 in Davis County, which borders the state of Missouri. Bloomfield is located between Ottumwa, Iowa (population of 31,000+), on Highway 63 North and Kirksville, Missouri (population of 21,000+), on Highway 63 South. Centerville, Iowa (population of 7,900+) is located one county West on Highway 2. Bloomfield is also located on the Mormon Trail, which extends from Nauvoo, Illinois to Salt Lake City, Utah. Therefore, the town is in a convenient geographical location to attract tourists.

History is rich in Bloomfield and Davis County, creating the potential for increased tourism. It has recently been discovered that the site of the northernmost guerilla raid during the Civil War is located in the county. The Mormons passed through Davis County on their trek to Salt Lake City. The buildings surrounding the courthouse square display ornate architecture while the pride of Davis County, its courthouse, is one of two in the U.S. built in the French Renaissance style of architecture. Both the historic square and the courthouse were named to the National Register of Historic Places in 1977.

Davis County is an agricultural community with Amish and Mennonite families adding to the agricultural and business mix of the county. Many fine craftsmen abound in these neighborhoods. Davis County offers a peaceful, relaxing way of life with friendly neighbors and strong Midwestern values.

### **Business Mix and Climate**

The business mix in Bloomfield includes a variety of retail shops and businesses catering to the needs of a rural community. These are businesses in which the atmosphere is friendly and the quality of service is outstanding. There is a good mix of excellent restaurants serving a variety of menu items. The community is well served by excellent medical professionals and facilities. The service sector in the community is an asset that also helps generate traffic for the retail sector. Most businesses are independent, locally owned establishments

### **Development Patterns**

The courthouse square forms the hub of the city of Bloomfield. Many other businesses are located within a block and a half of the square with still more located beyond the residential areas surrounding the downtown area. Several industries are located in the southwestern part of the city and in the industrial park south of the city.

The downtown area, public areas, recreational facilities, and parks are clean and well maintained. Parking is ample, convenient, and well marked in the downtown area. A visioning committee is in the process of planning streetscape improvements to the downtown area as well as designing attractive entryways that will invite patrons into the city.

The downtown boasts several beautifully renovated second-story housing units while many attractive older homes surround the downtown area. Several new housing de-

velopments extend to the outer edges of the city with lots available for additional housing in beautiful, natural surroundings.

## **Trade Area Profile**

### **Trade Area Definition**

A zip code survey was performed to collect information on Bloomfield consumer origination patterns. Information was collected from more than 30 Bloomfield businesses that provided numbers of customers coming from various zip code areas. With the input of the Market Study project team, the results of the zip code survey were used to define the geographic dimensions of Bloomfield's primary, secondary and Ottumwa trade areas.

### **Primary Trade Area**

With 74.9% of Bloomfield's customers coming from Davis County zip codes, that area was designated as the primary trade area. Though geographic boundaries such as county lines are not commonly accurate boundaries of a trade area, Davis County, the Market Study project team felt, was an exception in this way. Not only did the zip code survey indicate that the county should be designated as the primary trade area, but with the Davis County Community School District being a countywide district, it is logical to assume that the residents of the school district (Davis County) would shop in Bloomfield, the county seat town where the schools are located.

### **Secondary Trade Area**

The secondary trade area consists of geographic areas bordering Davis County. Some of the zip codes included in this area are:

Blakesburg—52536  
Cantril—52542  
Centerville—52544  
Douds—52551  
Downing, MO—63536  
Eldon—52554

Lancaster, MO--63548  
Memphis, MO—63555  
Milton—52570  
Moulton—52572  
Unionville-52594

### **Ottumwa Trade Area**

This trade area consists of a portion of the 52501 zip code area that has Ottumwa, a city of 31,000+, at its center. 6.76% of Bloomfield's customers come from this area. Since the project team felt that many of the statistics from this area would be quite different from those of the more rural, surrounding zip code areas, the decision was made to split the secondary trade area into two sections (secondary and Ottumwa) to get a more accurate profile of each area for comparison purposes.