

# Traffic Generator Tip Sheet



## ▶ Highway 30 Vehicle Traffic Counts

According to Iowa Department of Transportation, vehicles traveling on Hwy 30 past Woodbine range between **4,300 to 5,700 each day.**

## ▶ Festivals & Events

**Western Iowa Apple Festival—Attendance: 10,000 to 13,000 annually**

**“Always the last Saturday in September”**

In 2018, we’ll be celebrating the 30th Annual “Applefest” — a cultural, hometown event recognizing the historical Loess Hills orchards and other ag related businesses of the region. Church-baked apple pies, caramel apples, slushes, fresh picked apples, indoor craft fair, outdoor flea and antique market on shady brick streets, and in the Main Street District, one of the largest SW Iowa Car & Cycle Shows (400 plus).

**Woodbine Rodeo— Always Th-Sat after the 4th of July!**

A must stop on the rodeo circuit, Woodbine Saddle Club has hosted this event for over half a century.

## ▶ Health Related Traffic in the Main Street District

Scheduled appointment traffic is a strong, dependable customer layer for downtown:

1. CHI Health Clinic on Lincolnway (M-F 9am to 4 pm)
2. Broadway Dental (serves a regional client base— 25 mile radius) T, W, Th 8am to 5 pm
3. Chiropractic (serves a regional client base—one of 4 clinics in Harrison Co)
4. Food Land Pharmacy (fills scripts for community, maintains original soda fountain)

## ▶ Willow Lake (6 miles west of Woodbine in the heart of the Loess Hills)

A full service recreational area managed by Harrison County Conservation, visitors come from all over southwest Iowa, particularly from the Omaha/Council Bluffs Metro. Annual usage surveys (\*HCC data :Willow/Schaben Parks) show total visitors count at **87,796** segmented as follows:

Camping Count 16,000

Cabin Count 5,838

Casual Visitors (hiking, fishing, swimming, etc.) 65,658

## ▶ Shadow Valley Golf Course 9 hole course with clubhouse, scenic western slope of the Loess Hills

## ▶ Destination Dining

Good Fellows Restaurant & Catering is gaining regional notice. At home in a historic turn-of-the-century rehabbed building in the center of the Main Street District, Good Fellows is a destination dining experience. Monday-Saturday Lunch 11-2:30 Supper 5-9

FB Review “...everything was “right” Staff very cordial, both in planning and at the event(. A great place to stop and eat....SW Iowa's best kept secret. Certainly will return. By the way, the food was ample and tasty. Very well prepared. Thanks much , Good Fellows.

## ▶ Destination Retailers in the District

**Main Street has several existing and unique businesses generating diverse traffic layers:**

**-Heavy Metal Renaissance Gallery** (metal sculptor studio at rear of building, commissions range from local to national) **Building Grounds Coffee Shop** shares space, features artisan items and regional artists’ work in gallery

**-Willow Brick Boutique** (specializing in women’s clothing, accessories; large FB & regional following)

**-Denise’s Designs & Upholstery** (specialized craft brings customers from large regional draw)

**-Stitchin’ Tree Quilts & Quilters Cottage Retreat** (completely booked through 2018, stays average 6 to 10 quilters who break to shop & eat in downtown)

**-Woodbine Antiques**