

**STERLING**  
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# City of Sterling

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# Branding Initiative

- Online survey open from January 7 – February 7, 2013
  - Visited Sterling, Fulton and Rock Falls clubs
  - Sent surveys to Prophetstown & Dixon



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# Results

## NUMBER OF ONLINE RESPONDENTS

o 320

## NUMBER OF PAPER RESPONDENTS

o 8



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# Neighboring Cities

**WHEN YOU FIRST THINK OF STERLING, WHICH  
THREE WORDS COME TO MIND?**

Steel Mill/Wire Mill/Northwestern Steel

Rock River

Hospital



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# Neighboring Cities

## WHAT IS STERLING'S GREATEST ASSET?

Rock River

People

Cheap living

## WHAT IS STERLING'S GREATEST CHALLENGE?

Loss of jobs/industry

Crime

Blight/Run down neighborhoods



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# Neighboring Cities

## IF YOU COULD REMOVE SOMETHING, WHAT WOULD YOU REMOVE?

Blight

Gangs

Old buildings

## HOW DO OUTSIDERS DESCRIBE STERLING?

Low income

Unemployment (closed Mill)

One way streets



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# Neighboring Cities

## BEST WAY TO ATTRACT MORE RESIDENTS?

Clean up neighborhoods

Riverfront development

Jobs

## BIGGEST OPPORTUNITY FOR GROWTH?

Riverfront

Education

Expand retail



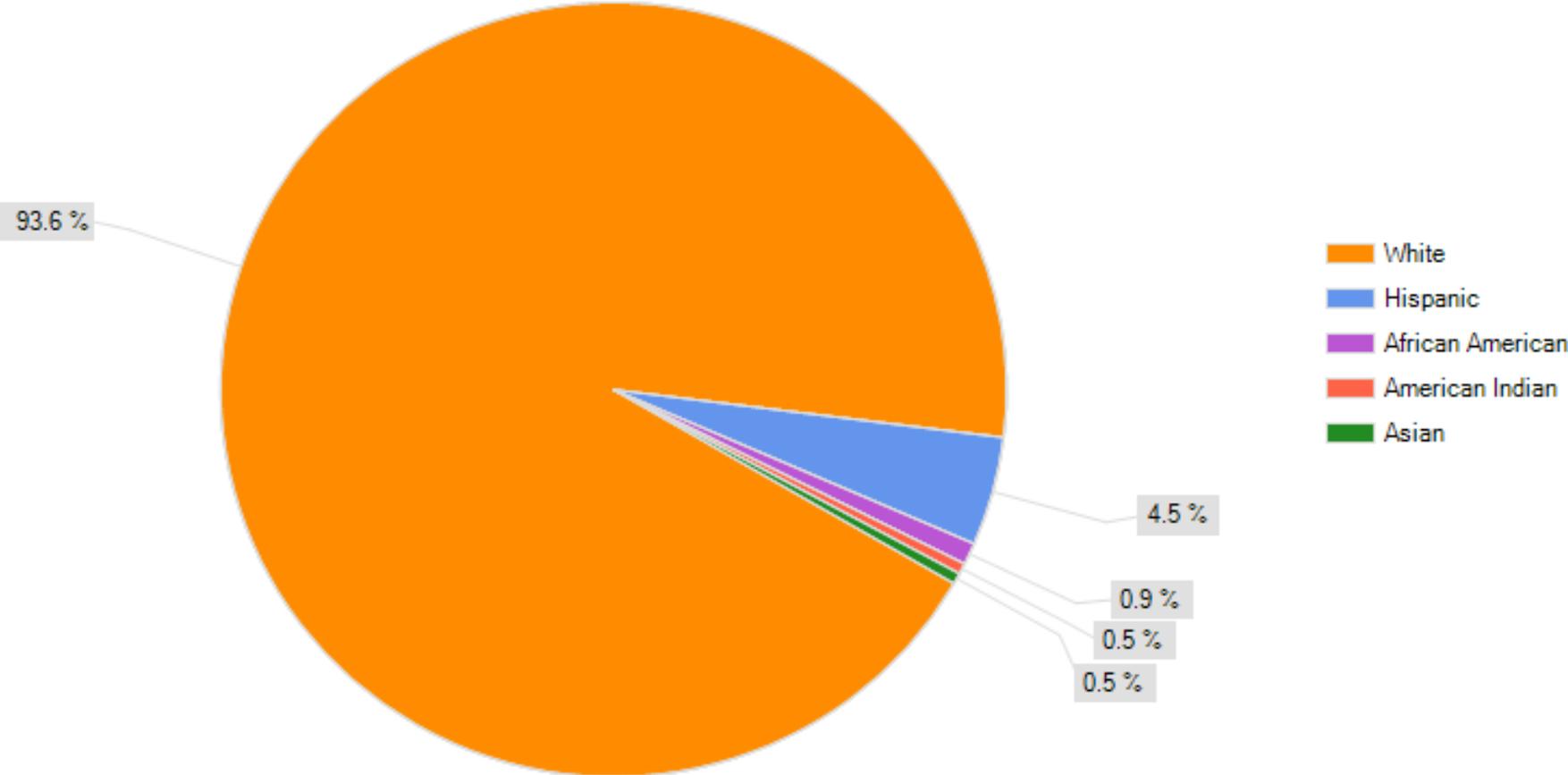
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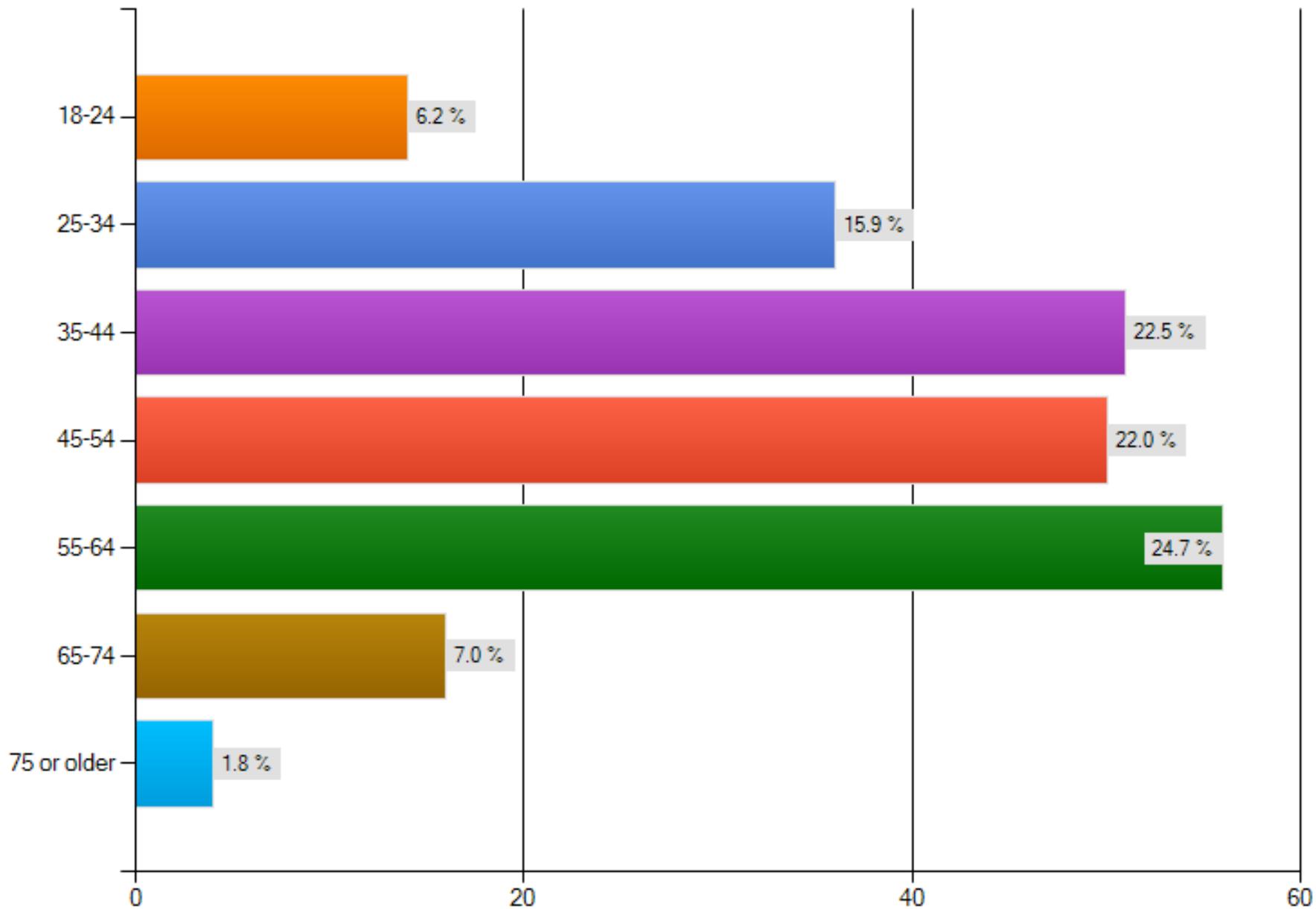
# Online Survey

## **ONLINE SURVEY RESULTS**

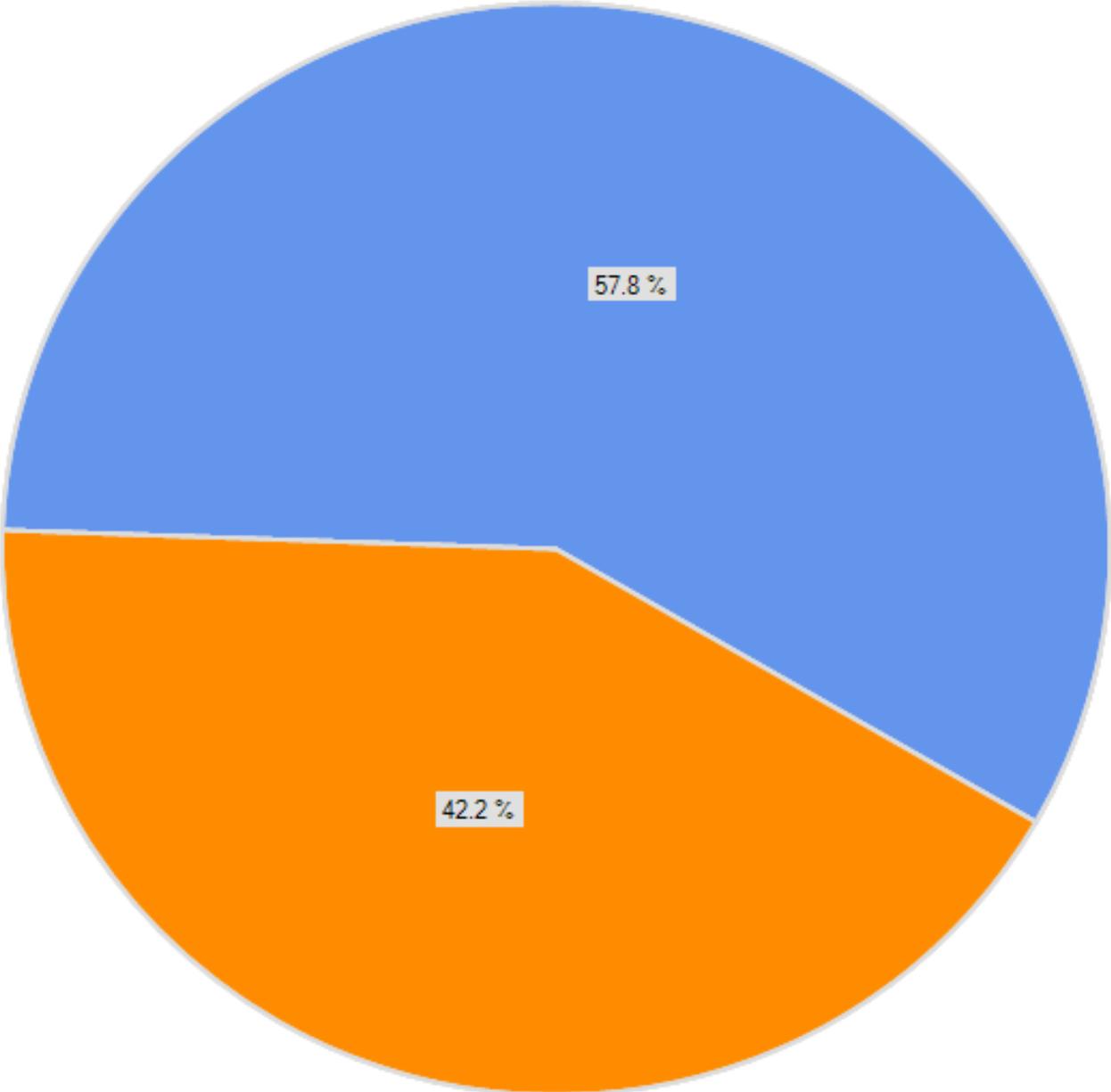
Please select the following that most closely describes you:



## What is your age?



**Do you live within the city limits of the City of Sterling?**



- No
- Yes



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# Online Results

## RESIDENCY

o **Sterling City Limits 57.8%**

o Outside City Limits 42.2%

o Rock Falls

o Polo

o Lyndon

o Chadwick

o Dixon

o Clearwater, FL

o Lanark

o Emerson

o Wakefield, UK

o Rockford

o Morrison

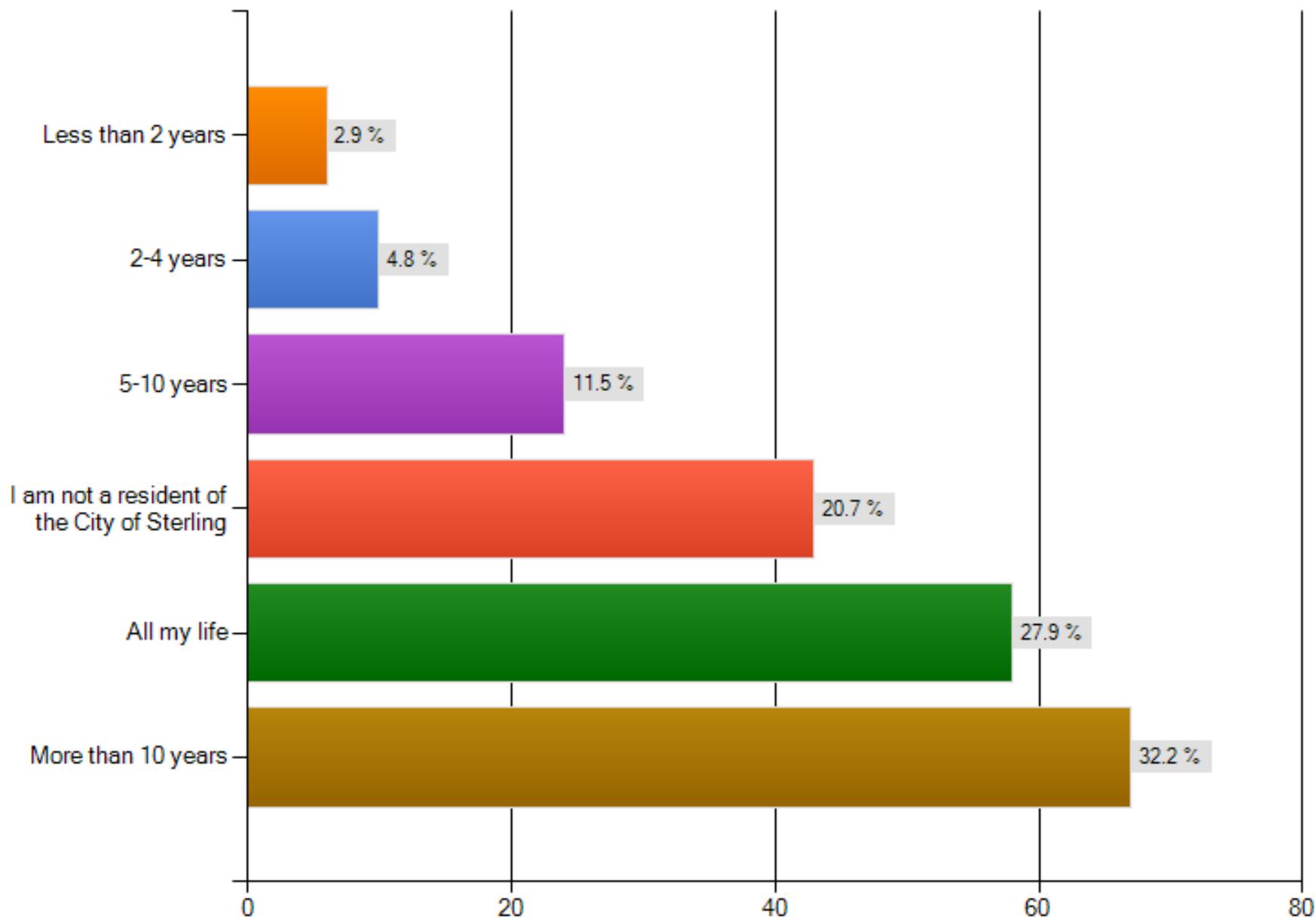
o Litchfield Park, AZ

o Como

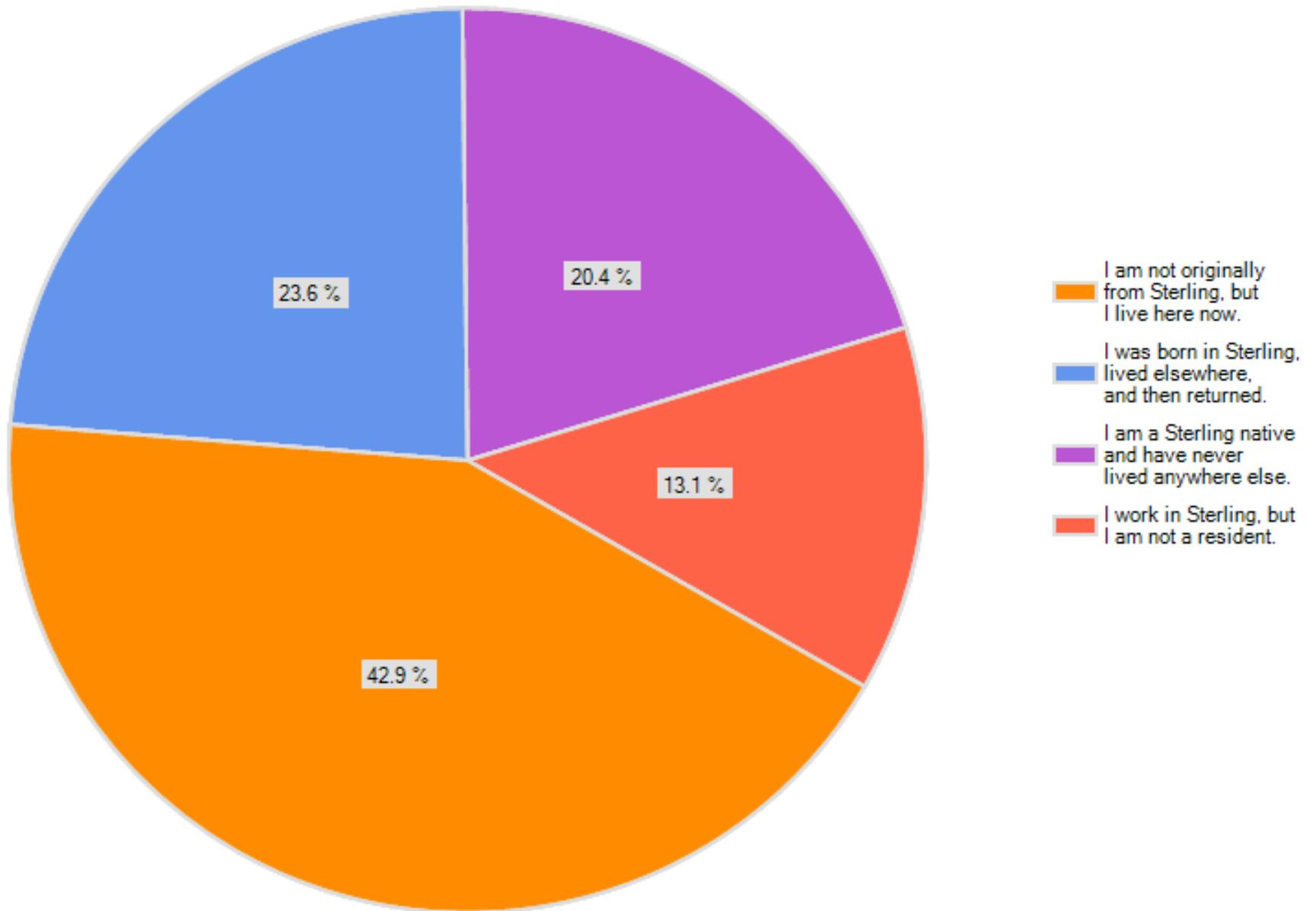
o Byron

o Galt

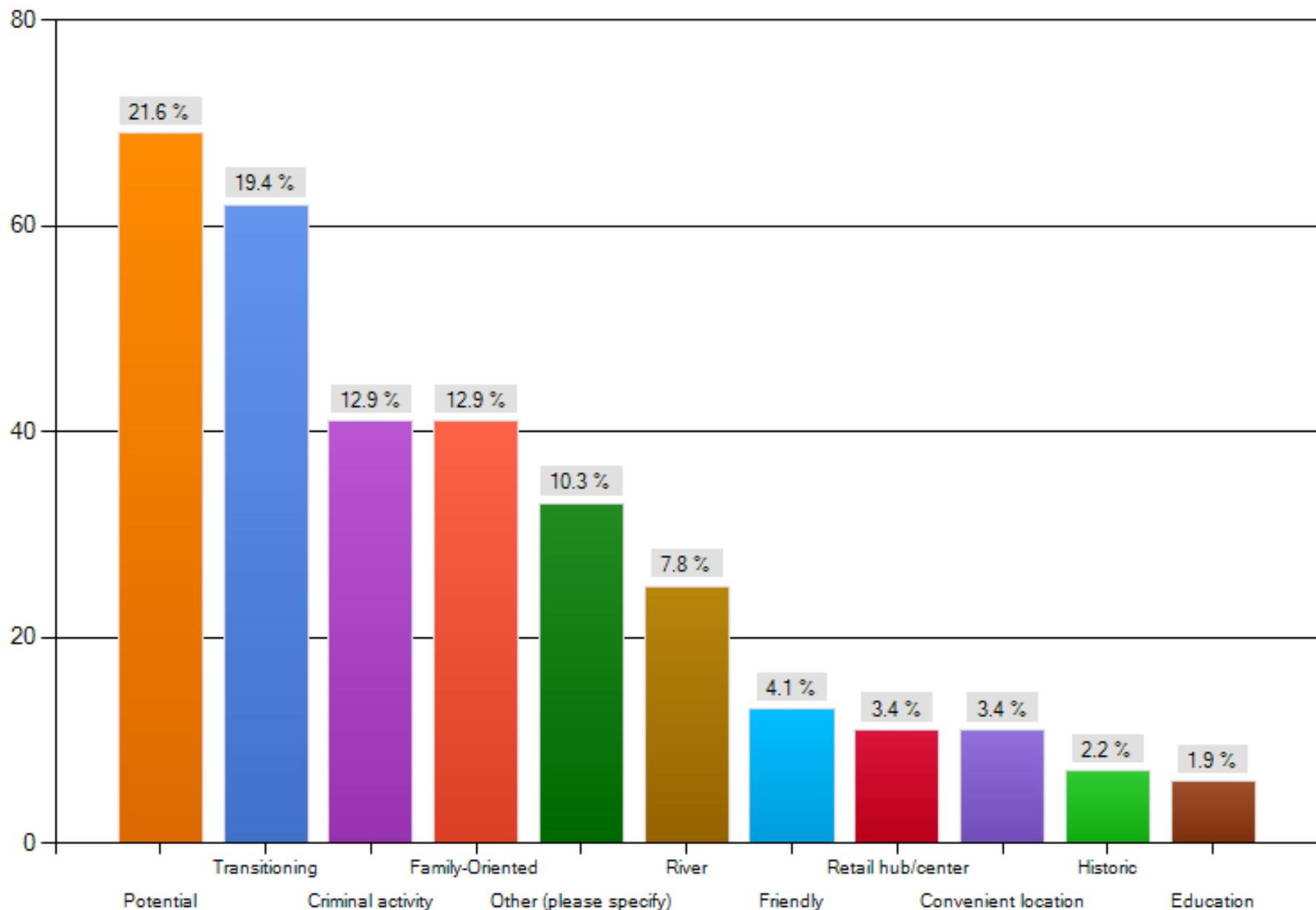
# If you are a resident in Sterling city limits, how long have you been a resident of Sterling?



Please choose the best description of your relationship with Sterling from the choices below:



## If you had to pick ONE word or phrase to describe Sterling, it would be:





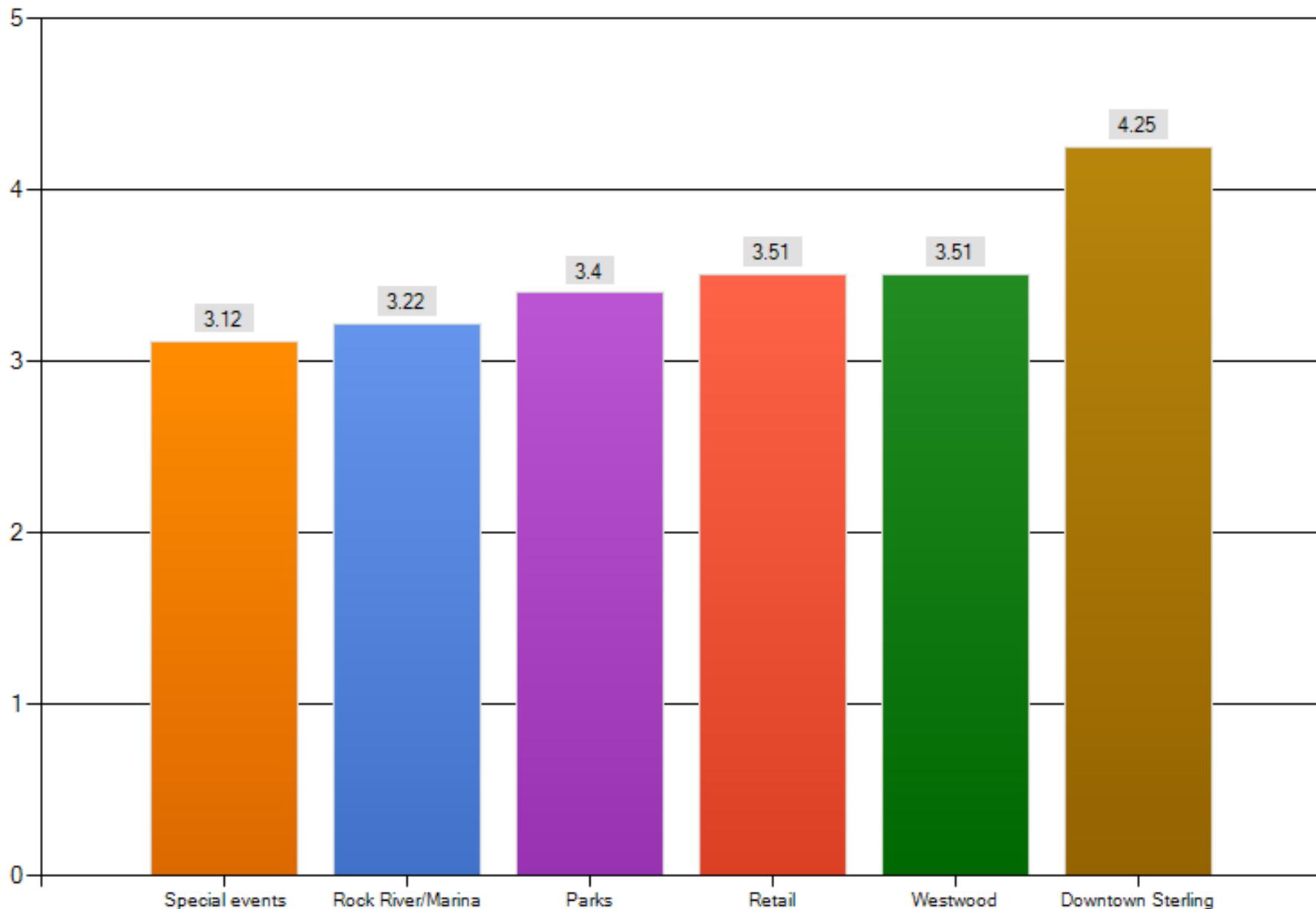
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# REMINDER

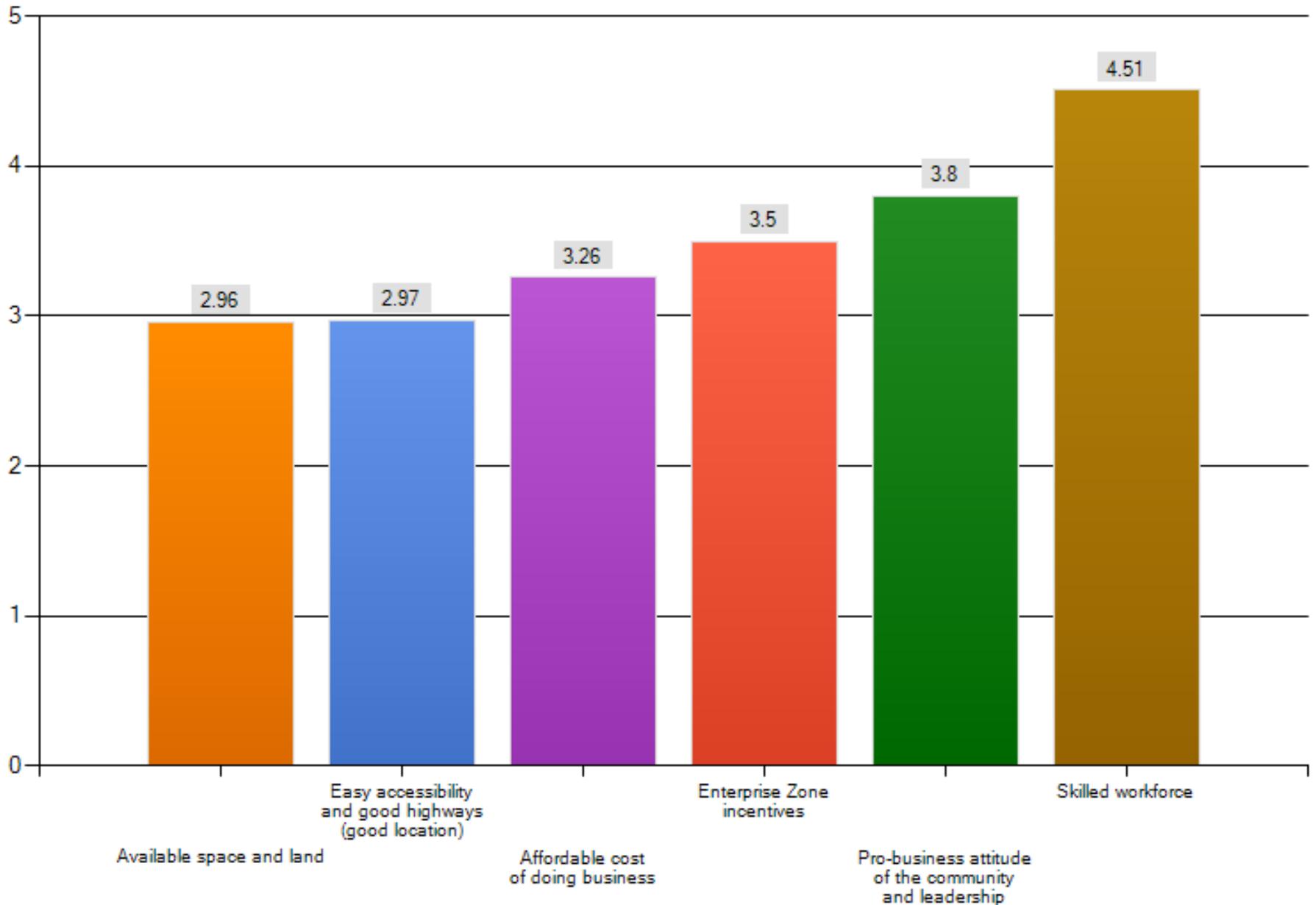
## Rankings scale

- Lower end (1,2,3...)= good, best, positive
- Higher end (8,9,10)= bad, worst, negative

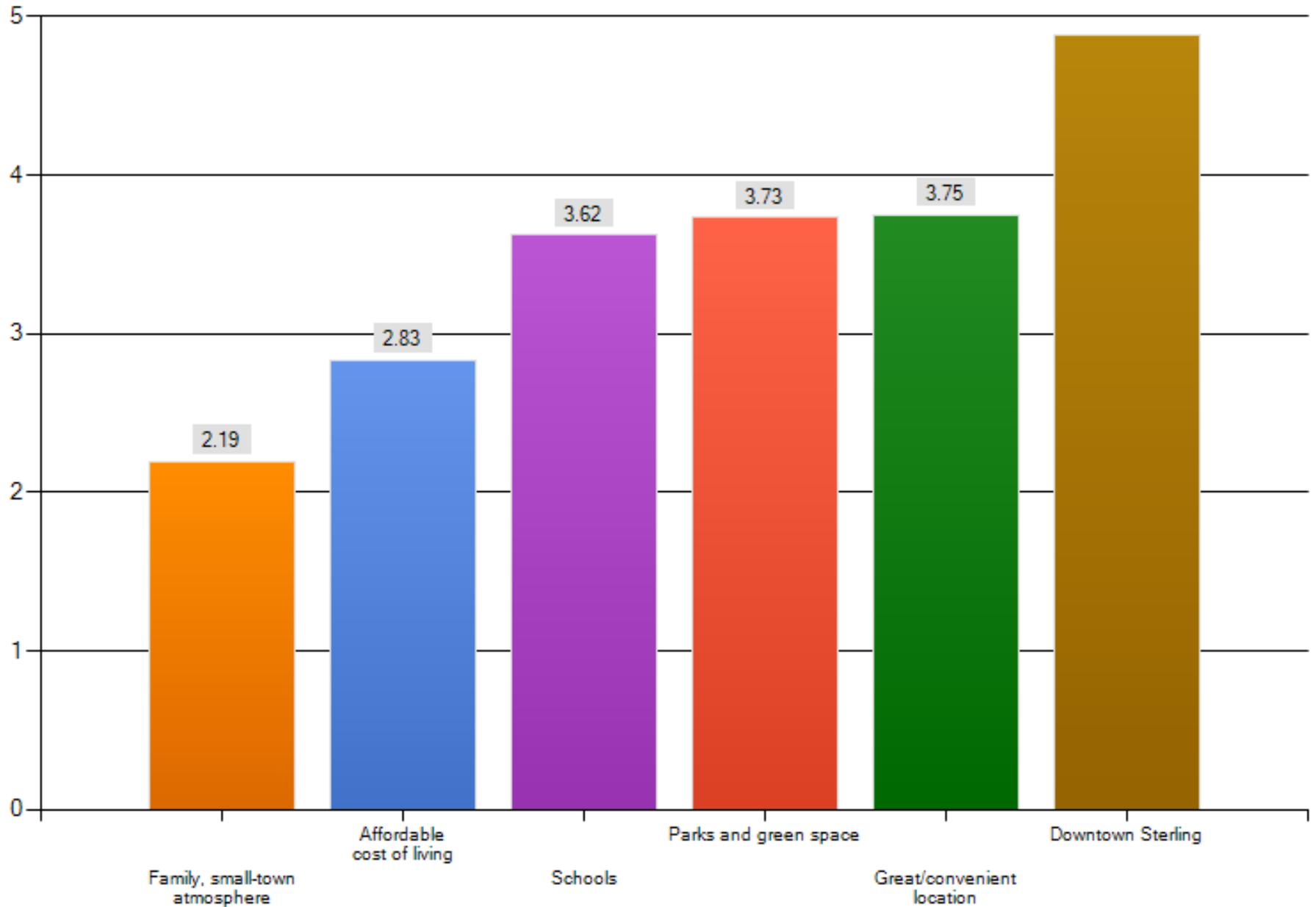
### Most visitors are attracted by:



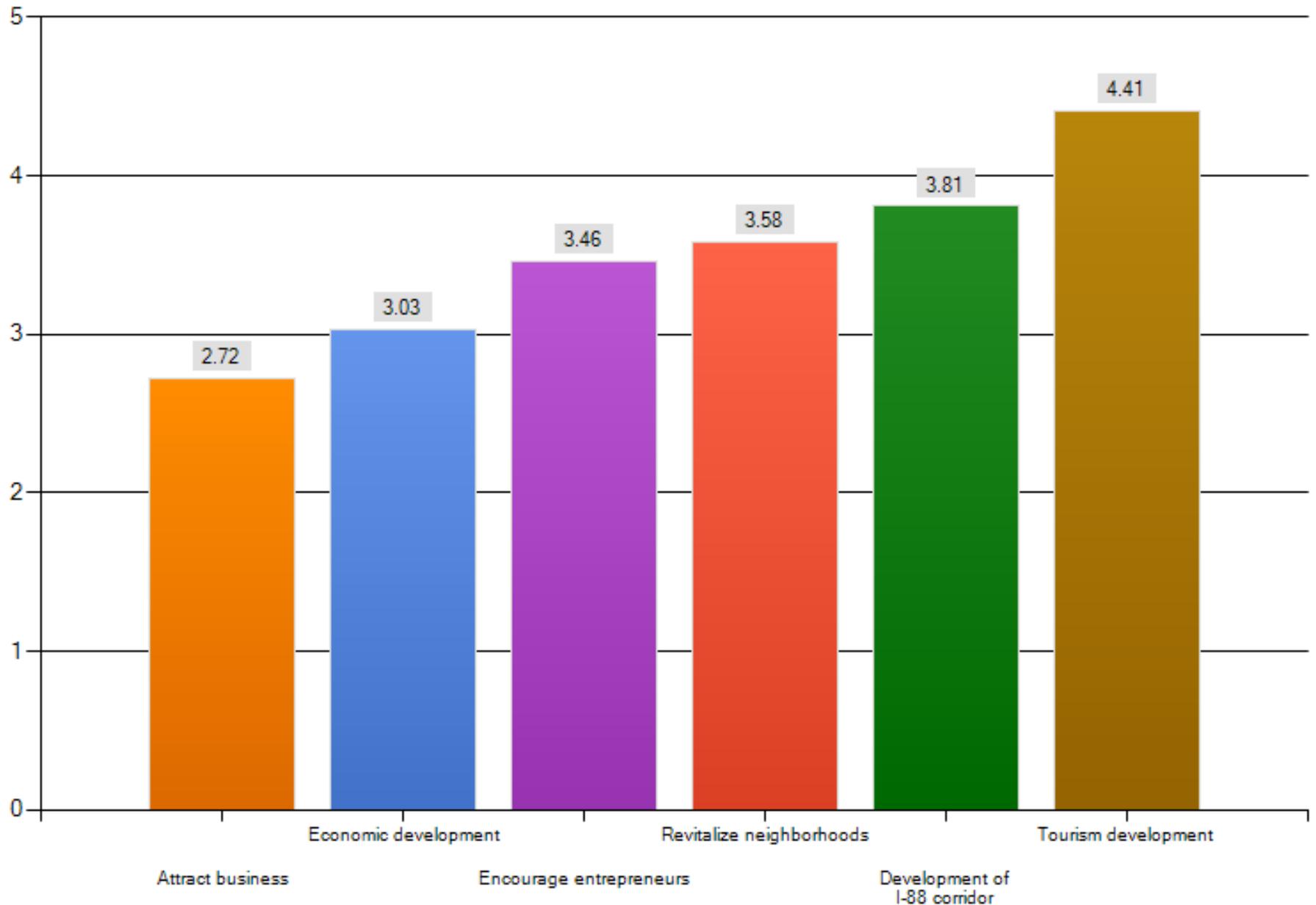
## Most businesses in Sterling are attracted by:



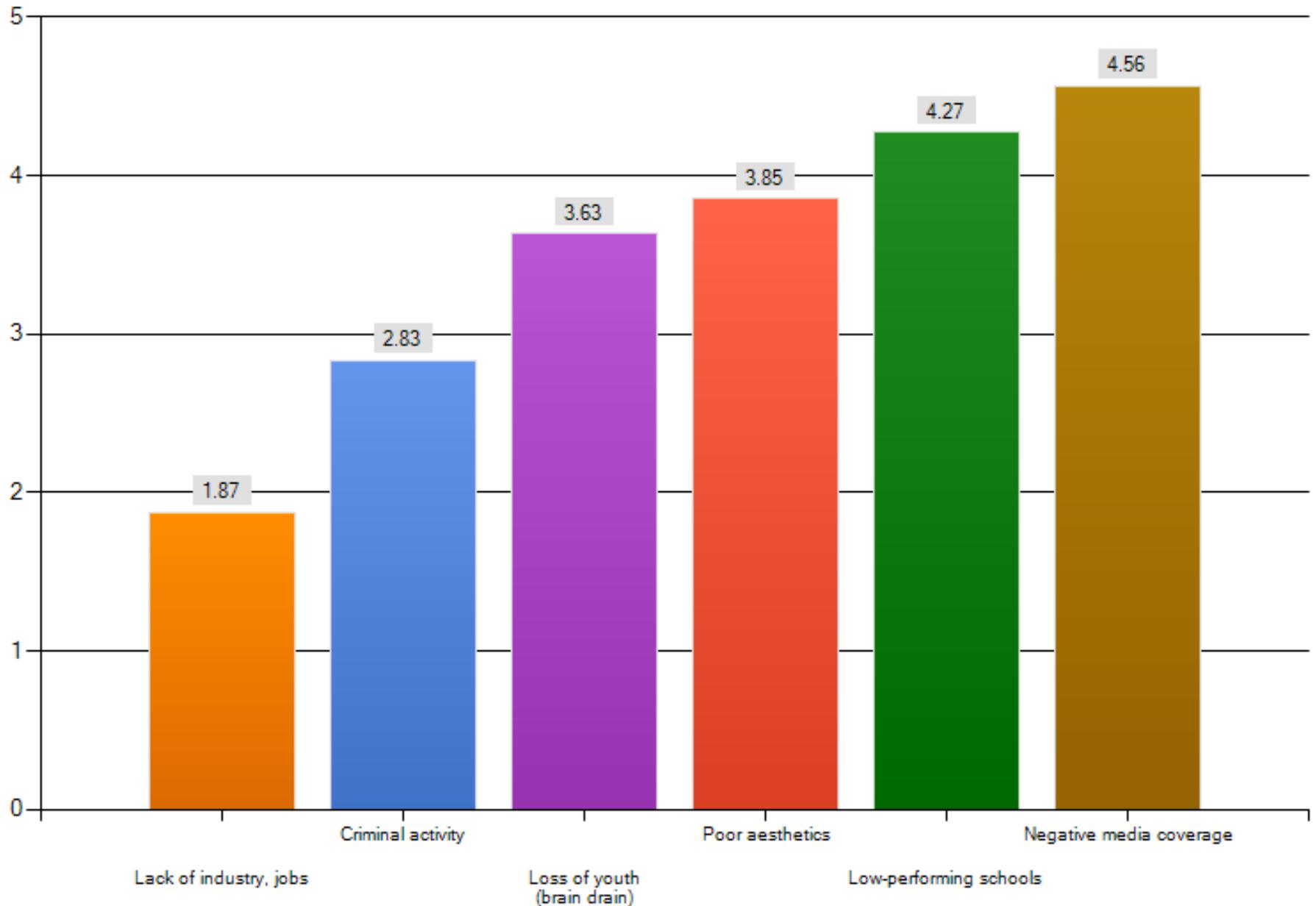
## Most residents in Sterling are attracted by:



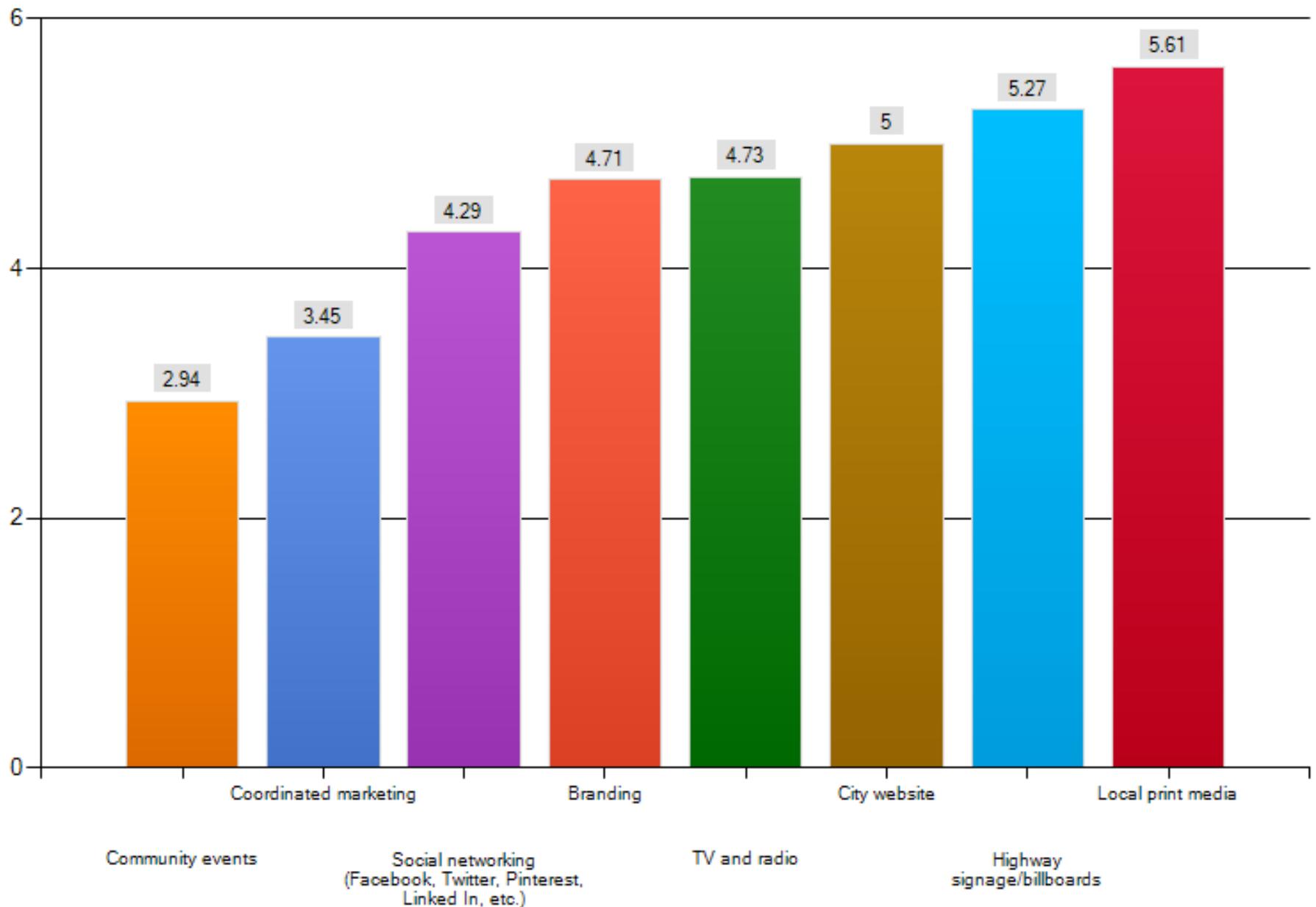
## The greatest opportunity for growth in Sterling is:



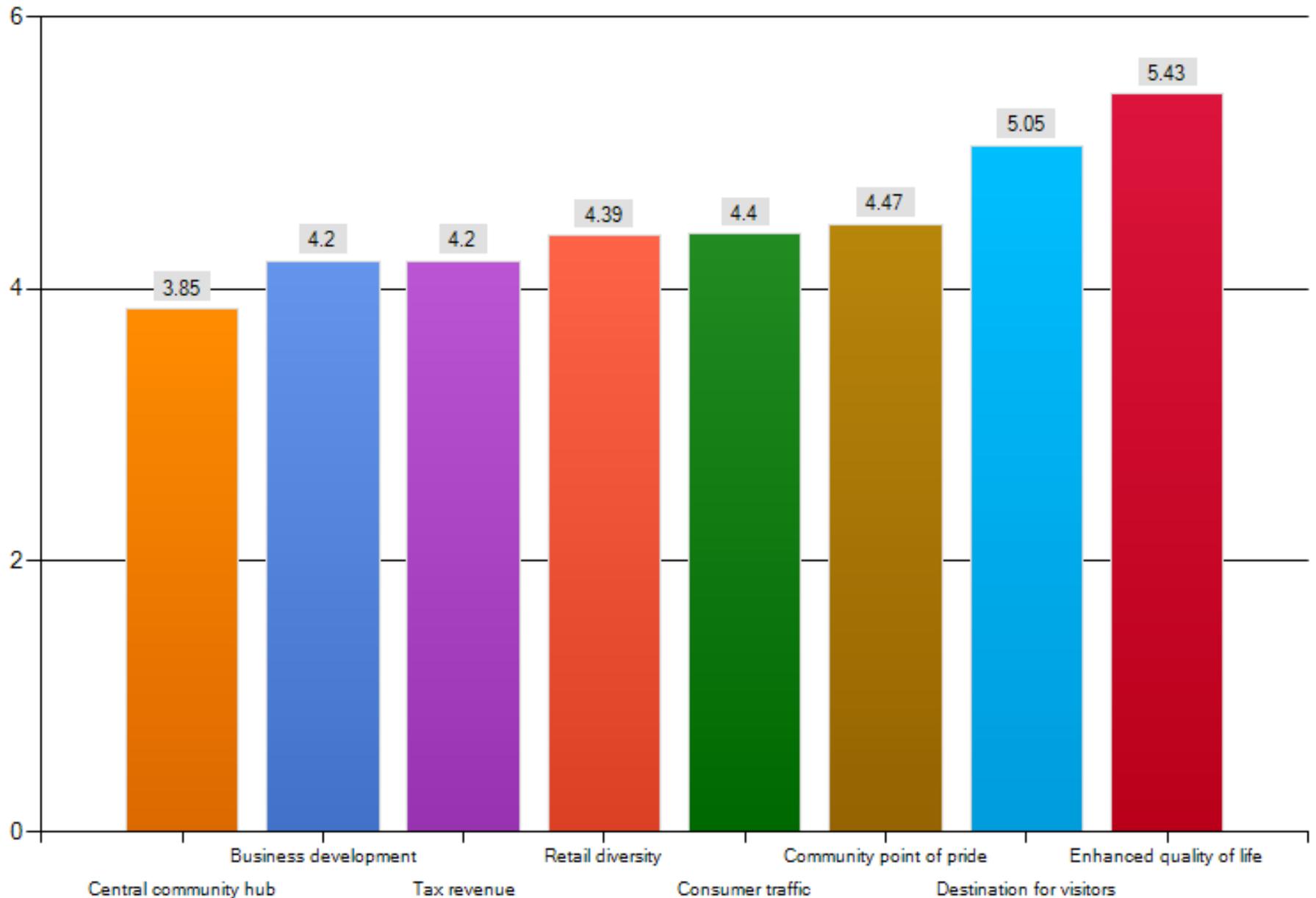
## What is the greatest challenge currently facing Sterling?



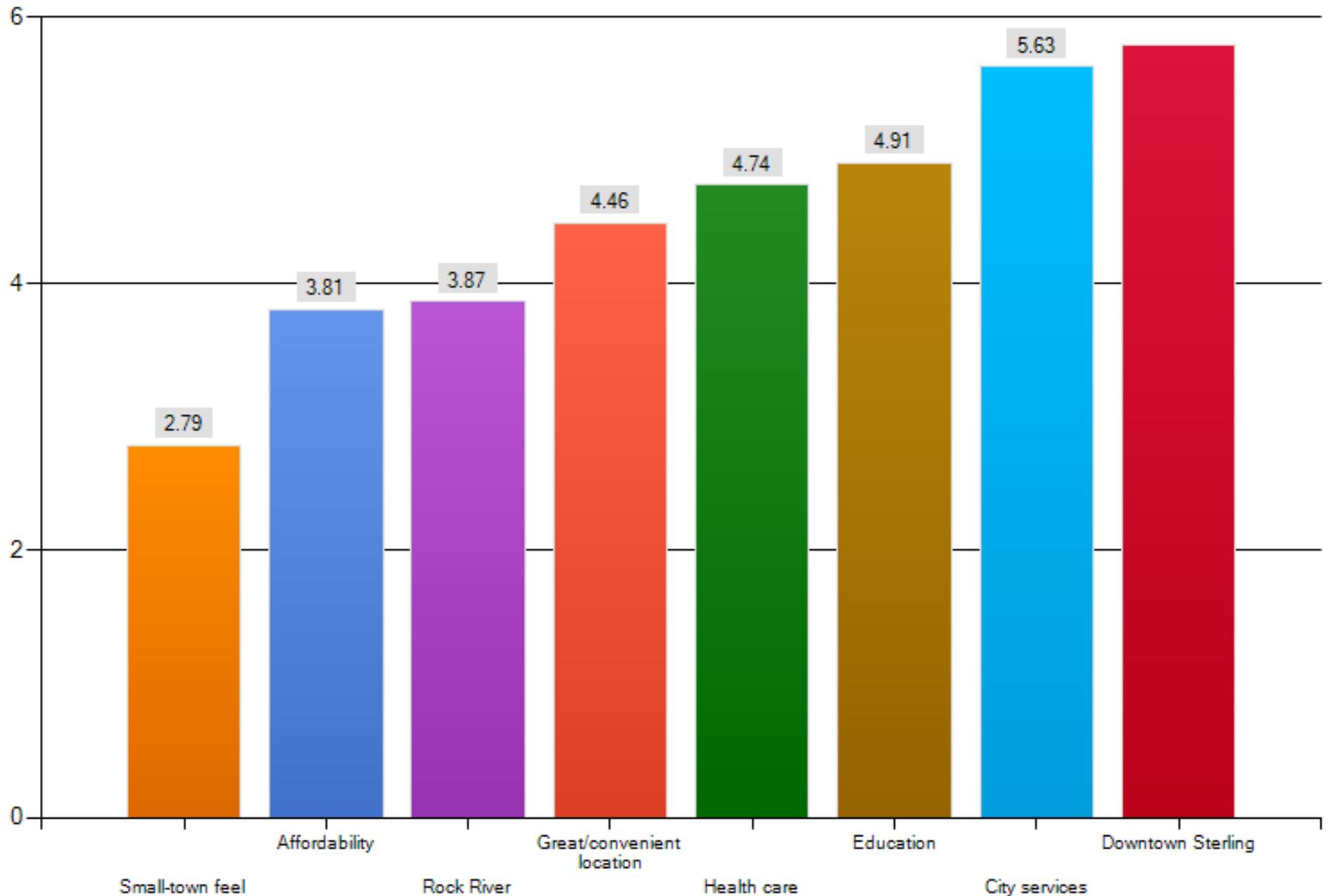
# In your opinion, what is the best way for Sterling to promote the community?



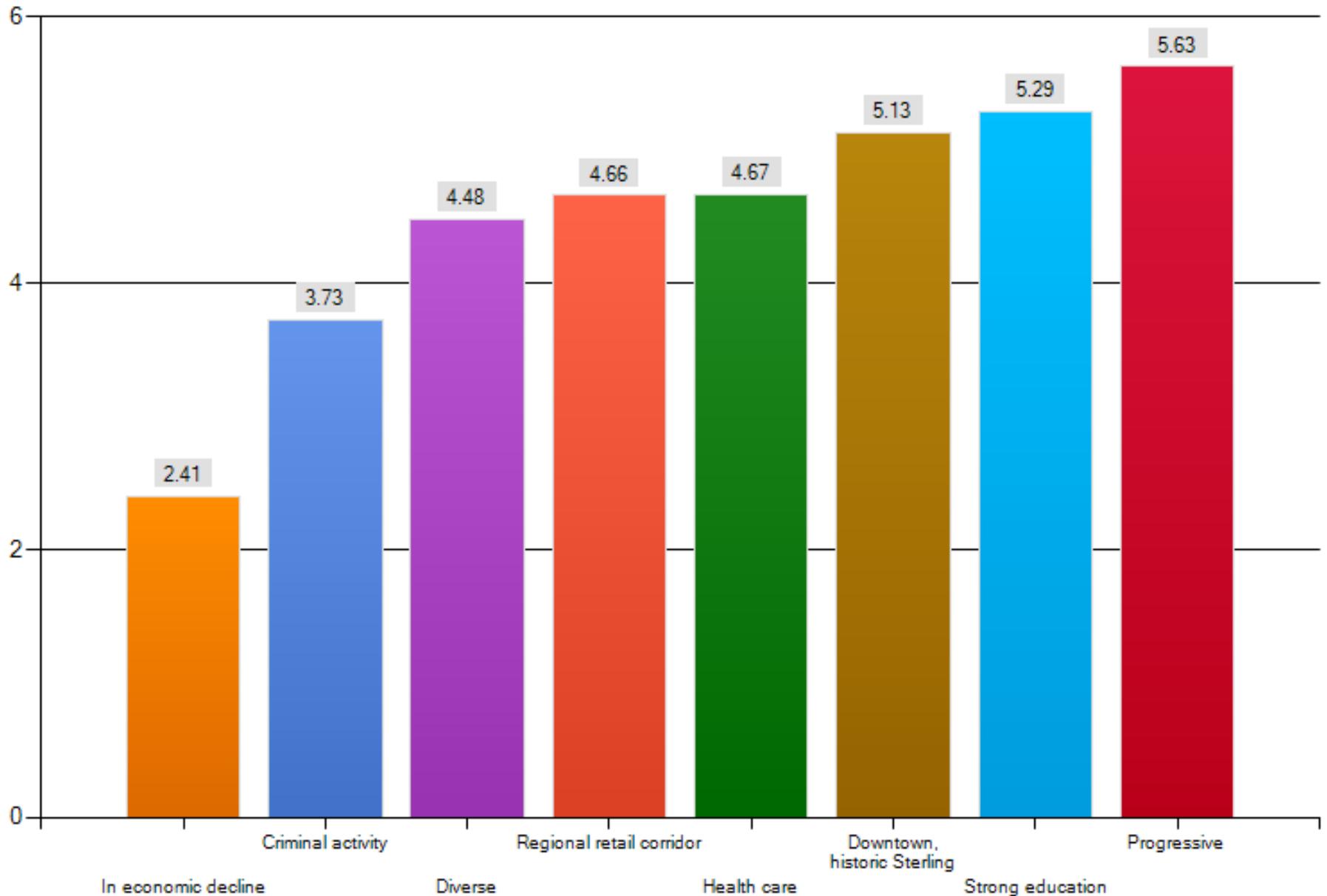
## What is the most important thing downtown Sterling provides to Sterling?



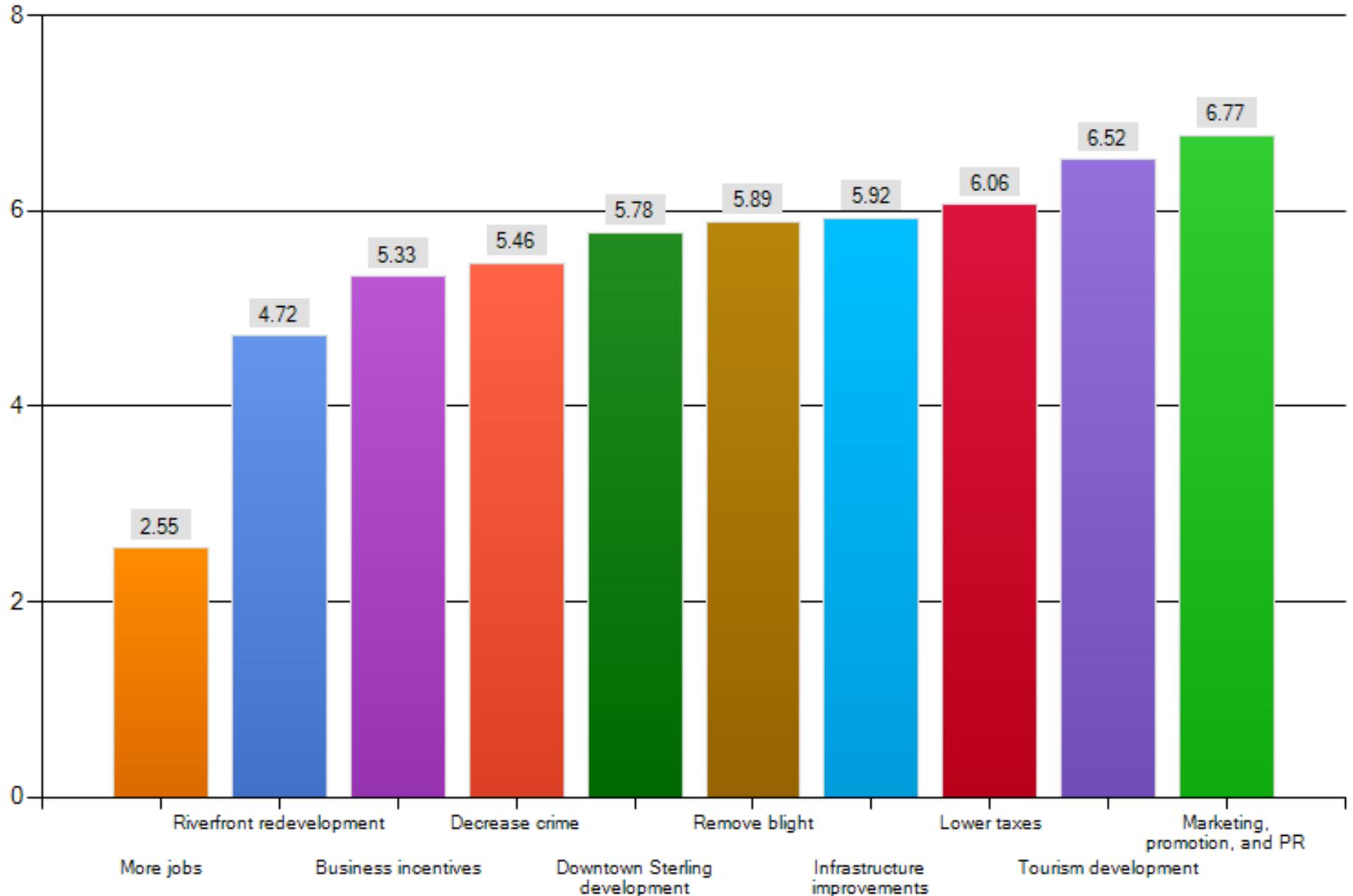
## What is the most defining (best) asset of Sterling?



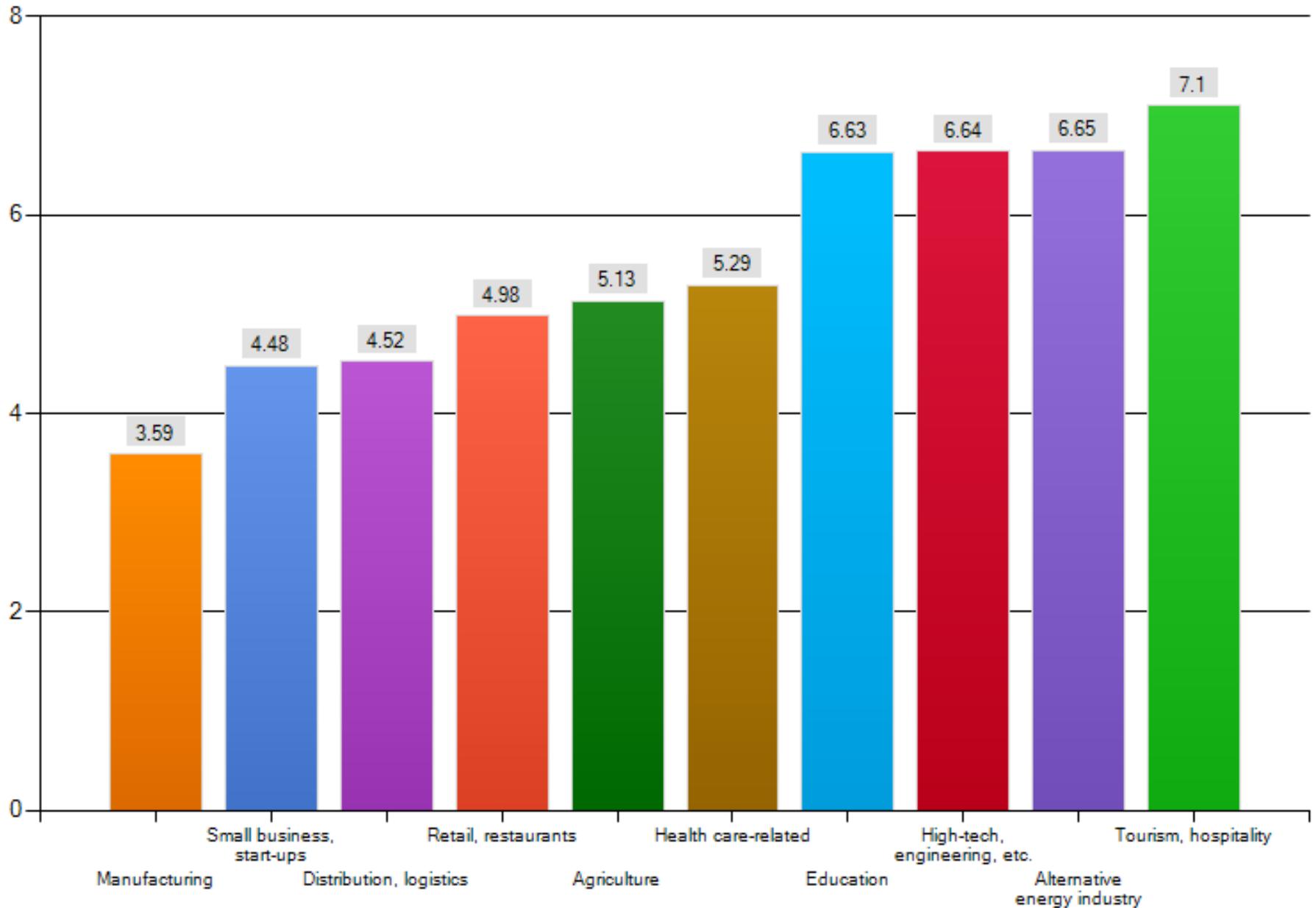
## How do outsiders best describe Sterling?



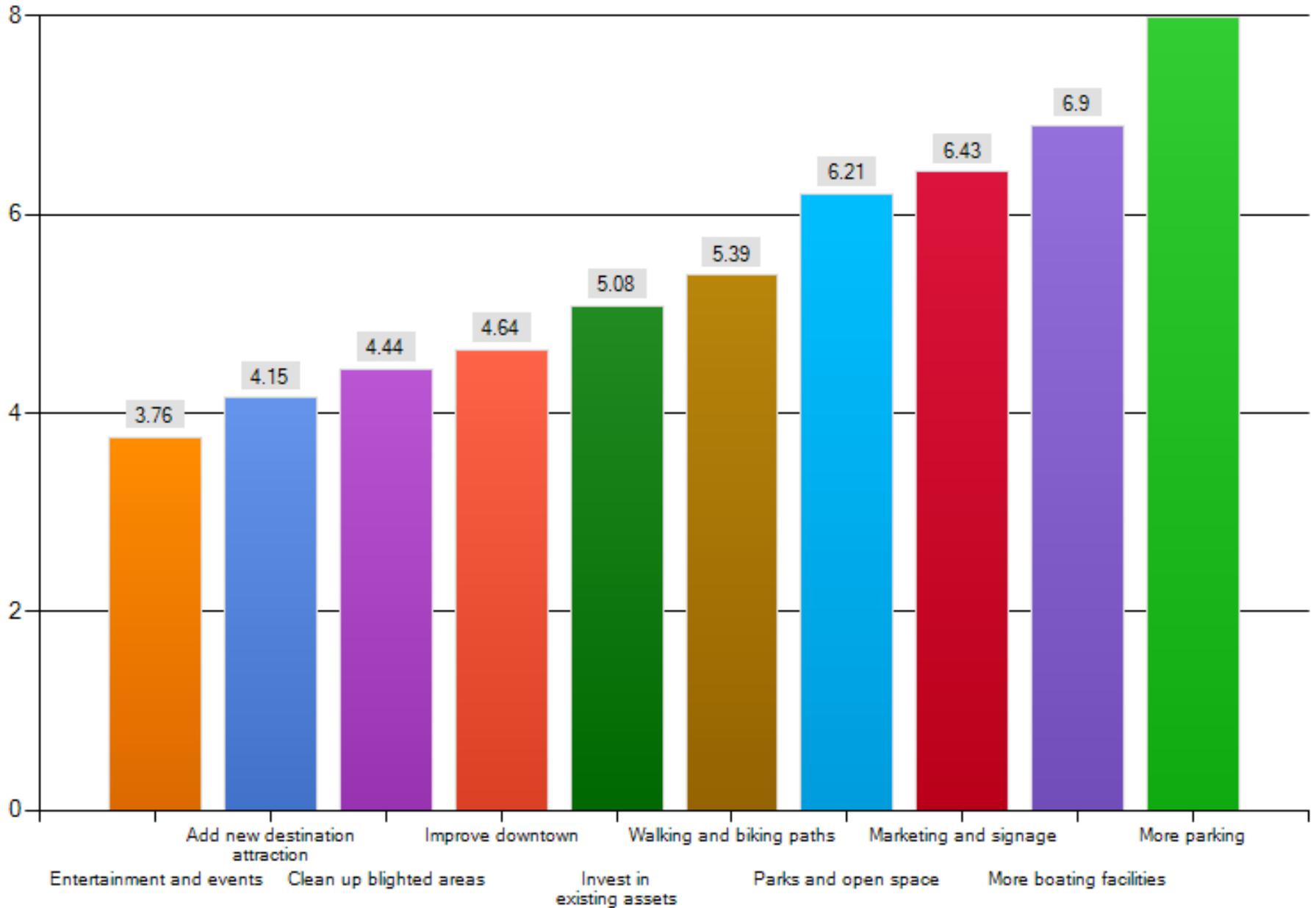
# In your opinion, which of the following improvements to Sterling would have the most economical impact?



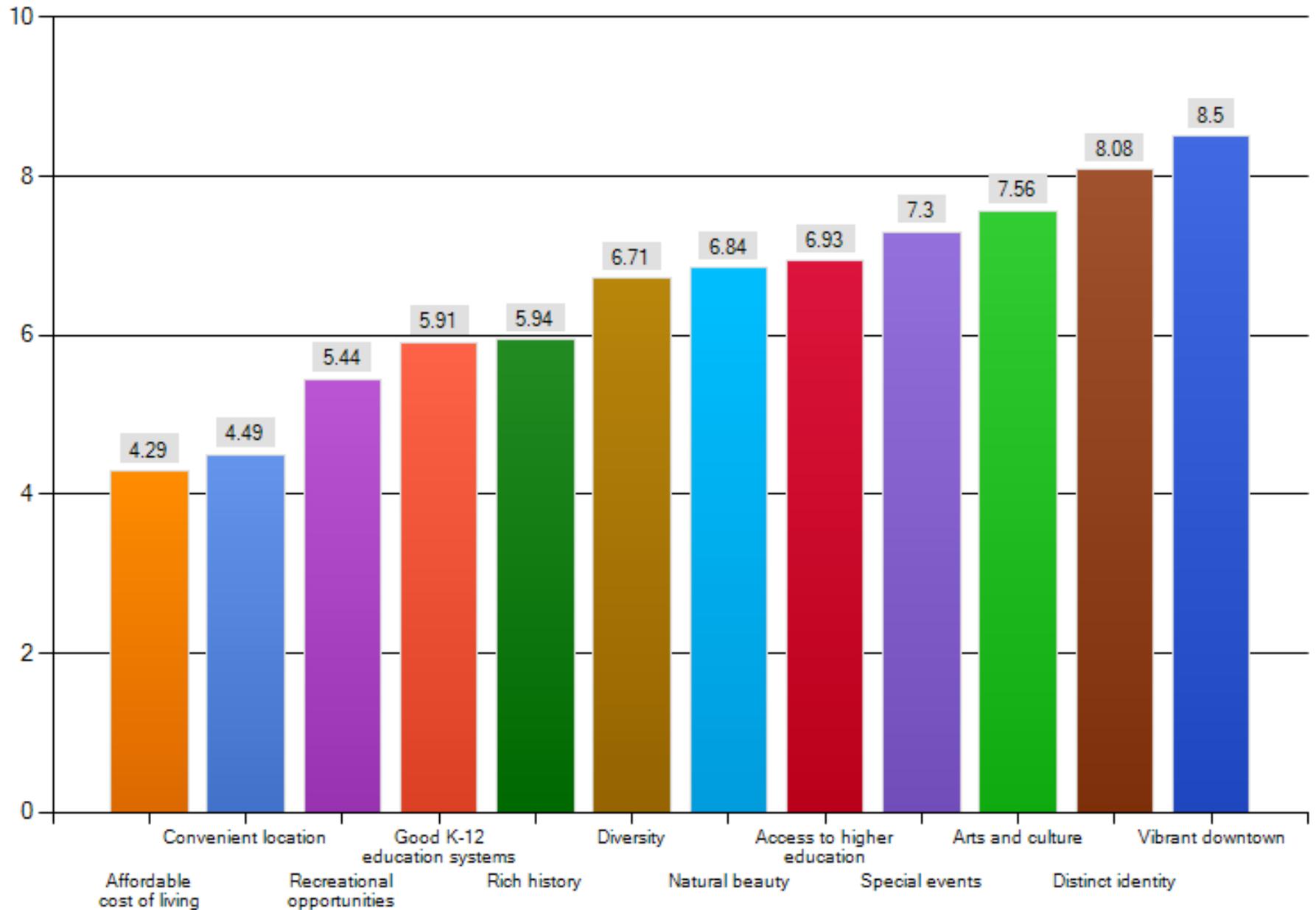
## Which of the following business/industry is best-suited for Sterling?



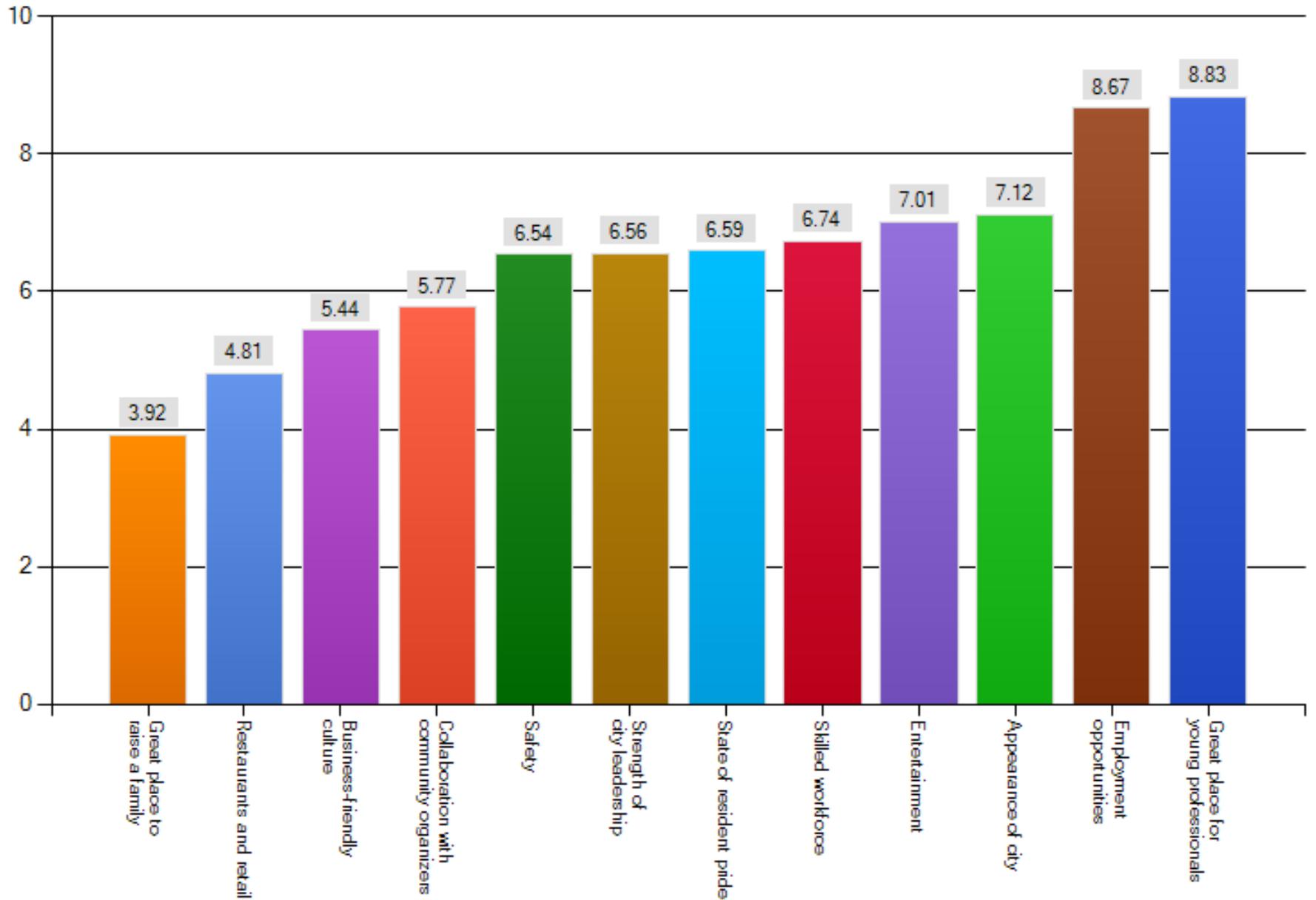
# Which of the following, if added, would have the biggest impact to tourism in Sterling?



## Please rank Sterling's assets from BEST to WORST.



## Please rank Sterling's attributes from BEST to WORST.





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# Online Results

## ONE THING STERLING IS MISSING (OPEN-ENDED)?

- o **Jobs 89/227 (39%)**
- o Entertainment 16/227 (7%)
- o Restaurants 15/227 (6.6%)
- o Riverfront 14/227
- o Improve downtown 9/227
- o Clean up housing/code enforcement 8/227
- o Things for youth to do 8/227
- o Hotel/motel 7/227
- o Major attraction 7/227 (3%)



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# Online Results

## WHAT IN STERLING ARE YOU MOST PROUD OF (OPEN-ENDED)?

- o **Education (Schools/Sauk) 41/227 (18%)**
- o Parks 30/227 (13%)
- o History 20/227 (8.8%)
- o Health care 14/227
- o Small town feel 13/227
- o People 12/227
- o Downtown 10/227 (4.4%)
- o City services 7/227
- o River 7/227
- o Community pride 5/227 (.2%)



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# Online Results

## WHAT UNITES STERLING AS A COMMUNITY (OPEN-ENDED)?

- o **People/families 38/203 (18.7%)**
- o Schools 30/203
- o Sports 24/203
- o Pride/sense to improve 14/203 (6.9%)
- o Special events 14/203
- o Diversity/culture 9/203
- o Downtown 4/203 (1.9%)



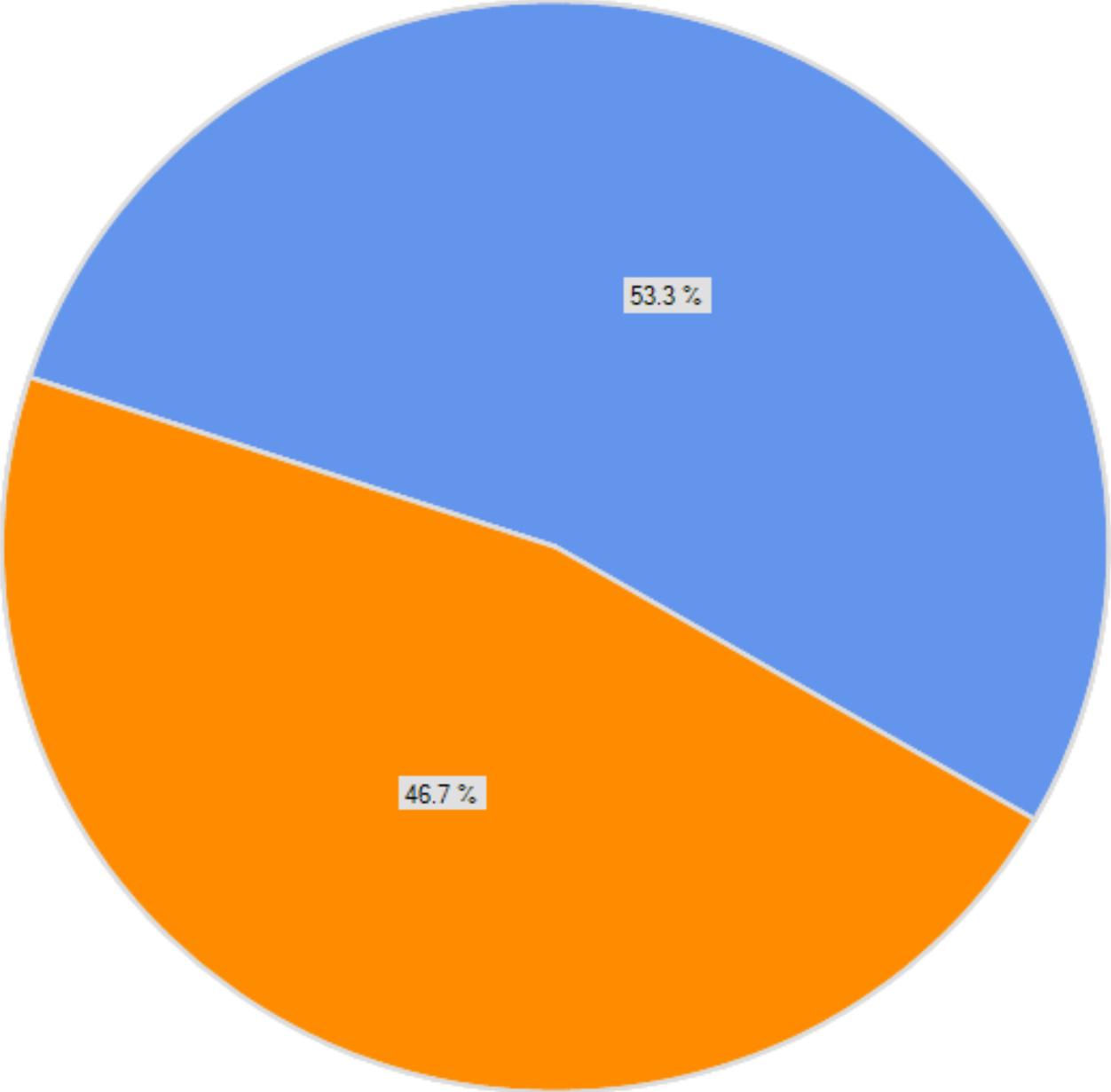
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# Online Results

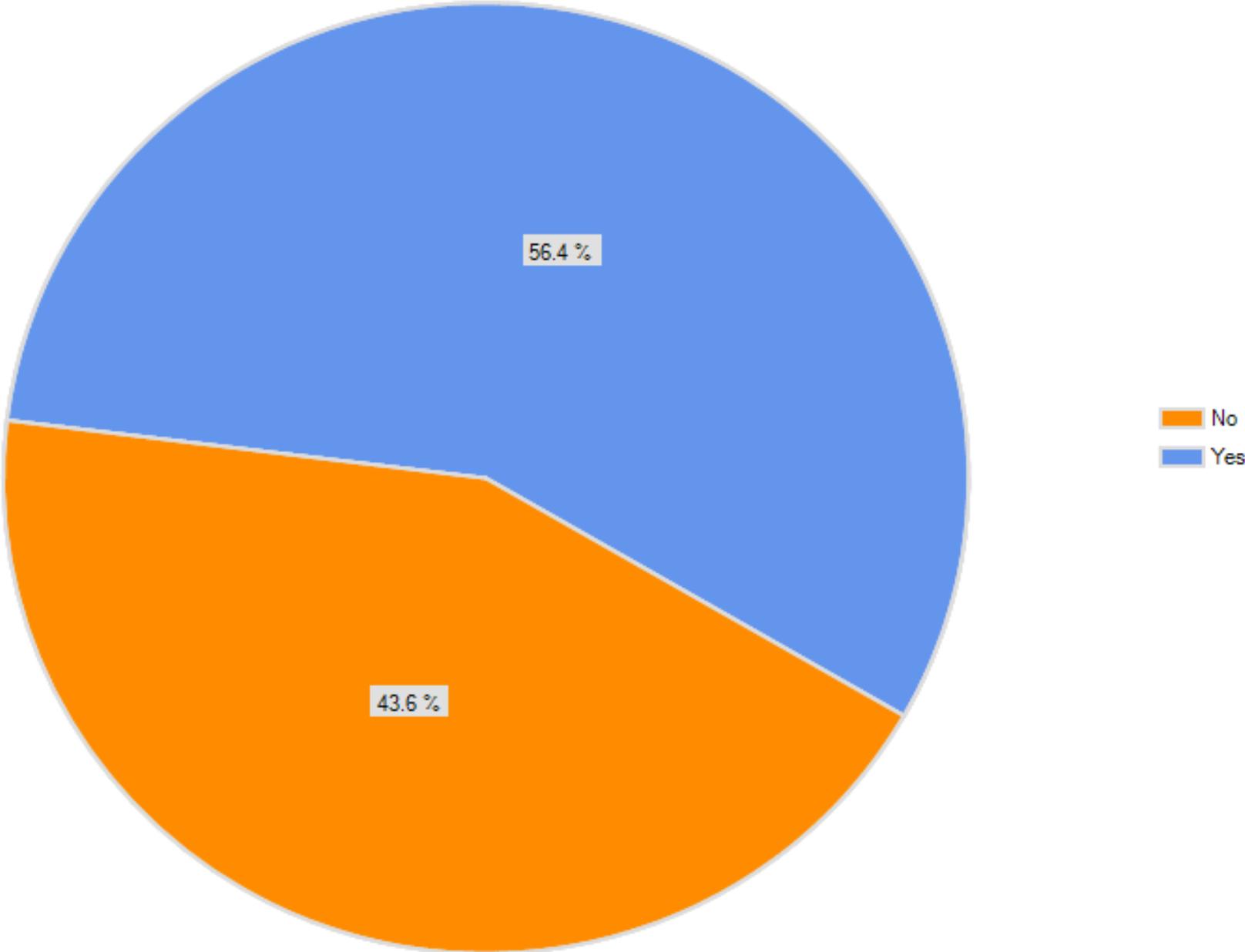
## IF YOU WERE FORCED TO MOVE AWAY, WHAT WOULD YOU MISS MOST (OPEN-ENDED)?

- o **Friends/family/people 68/227 (30%)**
- o Restaurants/foods 51/227
- o Small town/community feel 25/227 (11%)
- o Parks/recreation 21/227
- o River 14/227 (6.1%)

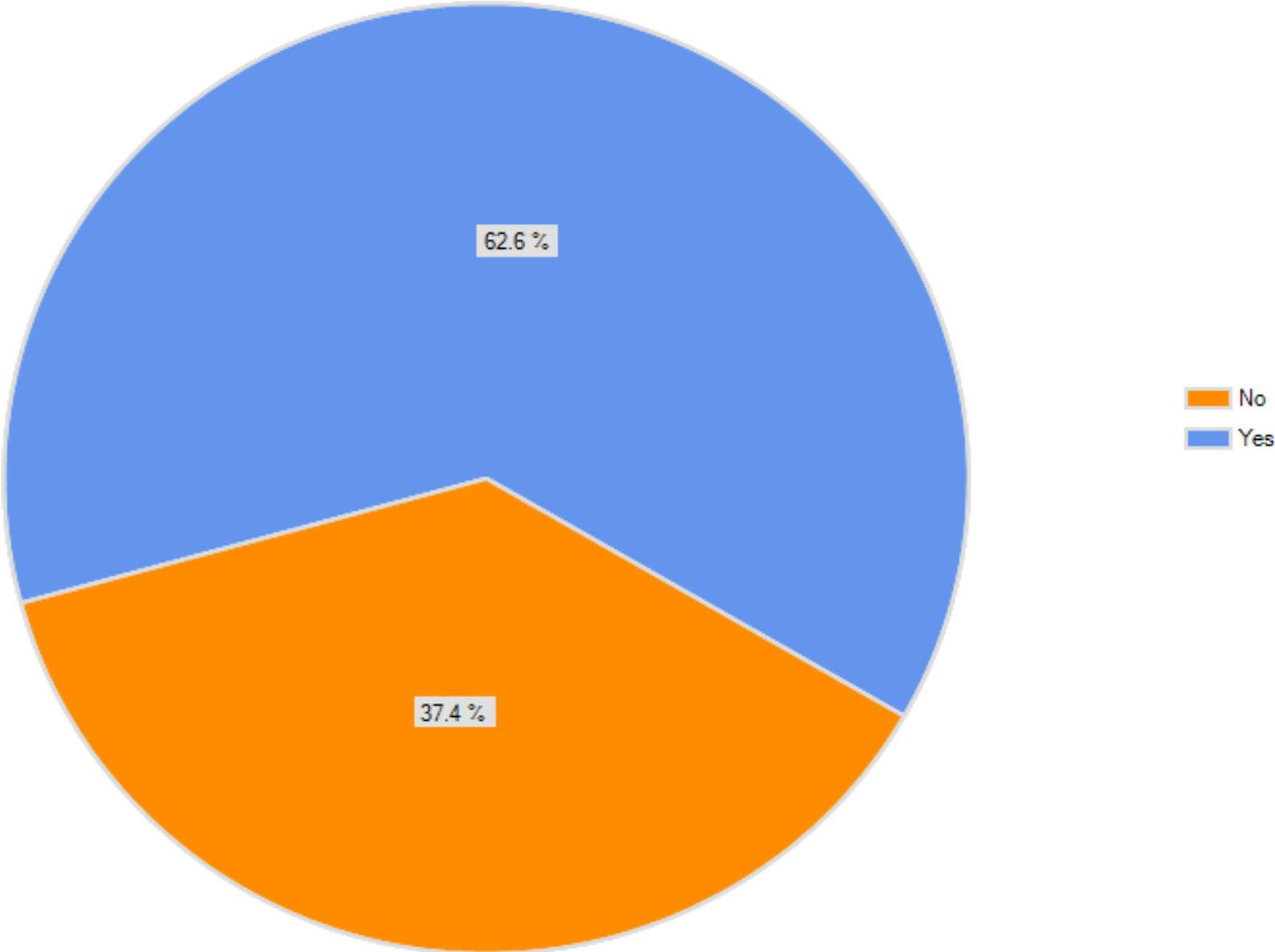
Would you recommend living in Sterling to a close friend?



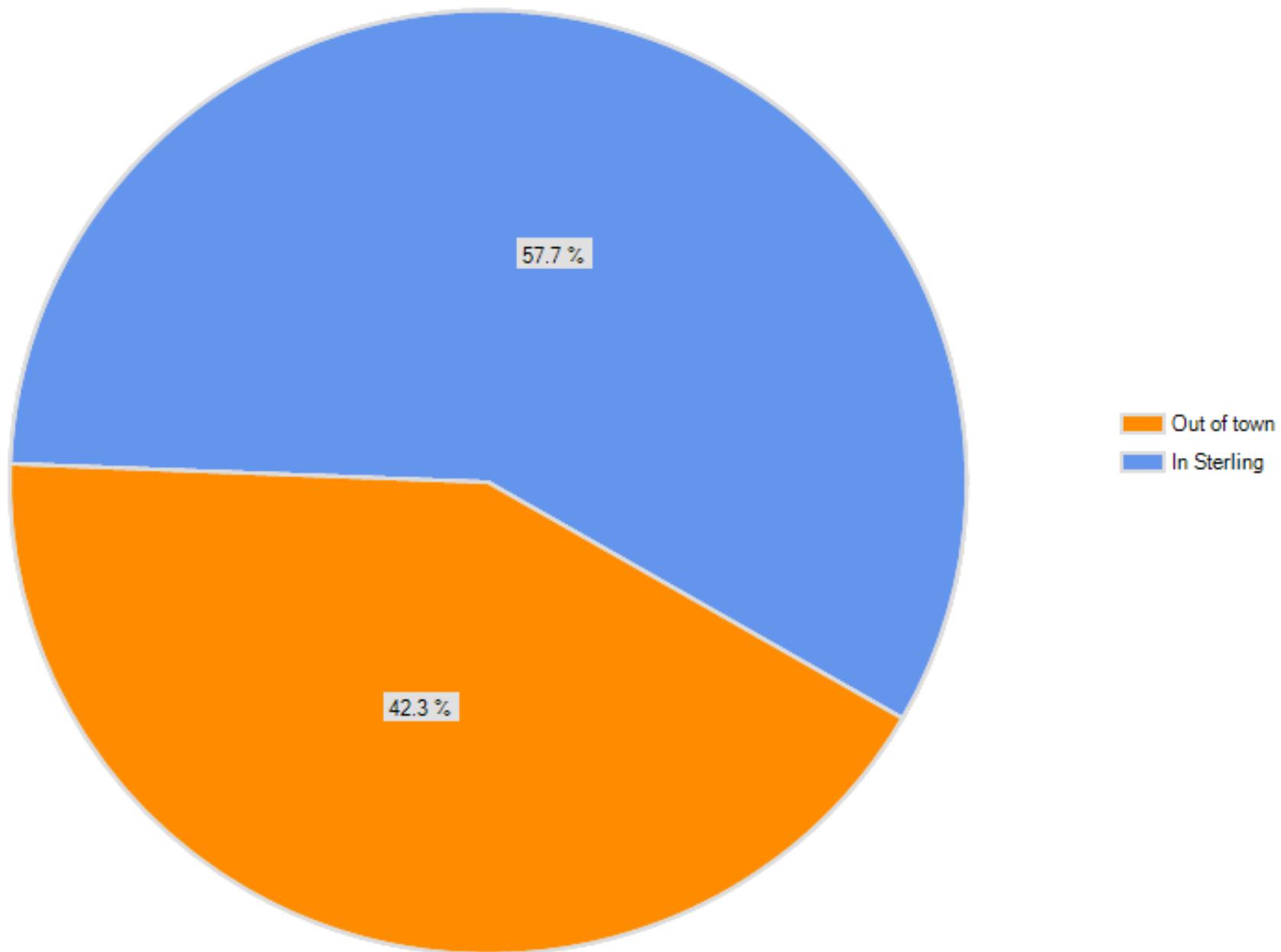
Would you recommend visiting Sterling to a friend or colleague?



**Would you recommend conducting business in Sterling to a friend or colleague?**



### Do you do more shopping in Sterling or out of town?





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# Online Results

## WHICH STORES DO YOU MOST FREQUENTLY SHOP AT IN STERLING?

- o **Walmart 121/227 (53.3%)**
- o Kroger 72/227
- o Northland Mall stores 53/227
- o Menards 47/227
- o Kohls 41/227



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# Online Results

## IN WHICH CITY DO YOU SHOP (OUTSIDE STERLING)?

- o **Quad Cities 109/227 (48%)**
- o Rockford 66/227
- o Chicago/suburbs 30/227
- o Dixon 20/227
- o Clinton, IA 11/227 (4.8%)



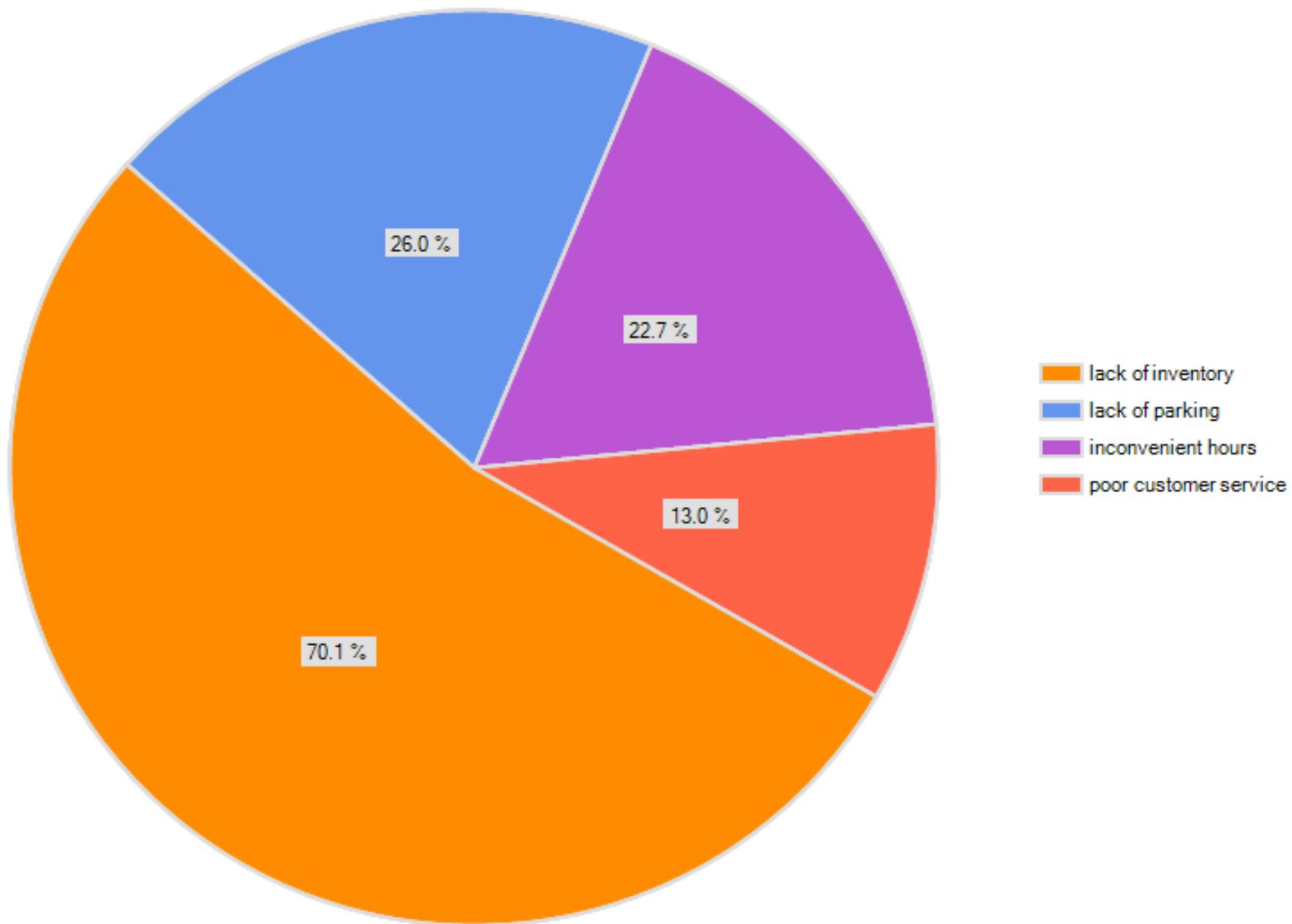
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# Online Results

## WHAT DO YOU THINK OF DOWNTOWN STERLING?

- o Needs more businesses (niche, specialty foods); mimic Galena or Dixon
- o Needs facelift/revitalization
- o Dislike of one-ways
- o Too many bars; nothing else to do
- o Not much for attractions
- o On the right track; potential
- o Dirty
- o Concerts, Fourth Fridays, bike shop, Martins, Wine Cellar, theatre exciting!

## If you do not shop in downtown Sterling, why?



# Online Results

## WHAT DO YOU DO FOR FUN?

- o **Exercise/Recreation 98/227 (43.1%)**
  - o Fish
  - o Camp
  - o Hike
  - o Bike
  - o Walk
  - o Disc golf
  - o Golf
- o Family/Friends 43/227
- o Movies, Theatre, TV 39/227
- o Eat/Restaurants 32/227
- o Attend sporting events 23/227
- o Music/concerts 22/227
- o Go out of town 21/227
- o Casino 7/227



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# Online Results

## WHERE DO YOU GO FOR ENTERTAINMENT?

- o **Quad Cities 99/227**
- o Chicago/suburbs 59/227
- o Rockford 43/227
- o Dixon 14/227
- o Clinton 12/227
- o Wisconsin 5/227
- o Galena 2/227



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# Online Results

## HOW OFTEN DO YOU GO OUTSIDE STERLING FOR ENTERTAINMENT/FUN?

- o Few times a year 41/227 (18%)
- o Once a month 41/227
- o Weekly 37/227
- o About 2x a month 34/227
- o Daily 28/227



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The End

Questions/Comments/Discussion