



Grundy Center Chamber-Main Street Executive Summary



Grundy Center Chamber-Main Street
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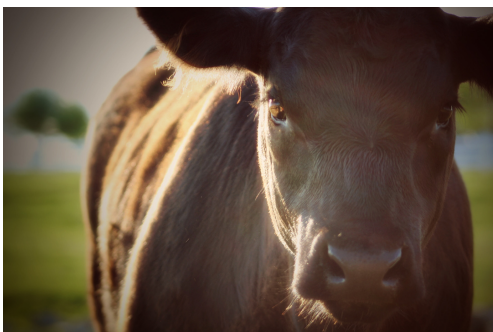
GRUNDY CENTER CHAMBER - MAIN STREET

Grundy Center Chamber-Main Street invests in the community through connections that strengthen business and economic vitality, preserve the history of the community's Main Street district, and promotes Grundy Center as a desirable place to live, shop, work, and play.

WELCOME TO GRUNDY CENTER!

Rich in agricultural heritage and nestled among some of the richest farmland in the world, the community of Grundy Center is an ideal place to call home. Just 30 minutes from the metropolitan area of Cedar Falls/Waterloo, and 90 minutes northeast of Des Moines, Grundy Center offers a typical small-town Iowa "look and feel," with amenities often found only in larger communities. You can find a relaxed atmosphere, safe environment, and residents who display pride for their community and care and concern for their neighbors.

The Grundy Center Chamber-Main Street program is a benefit to the central district of the city and beyond, where a unique blend of historic structures hold a wide variety of service, financial, retail, and dining establishments. A community-owned theatre is a mainstay of the Main Street district.

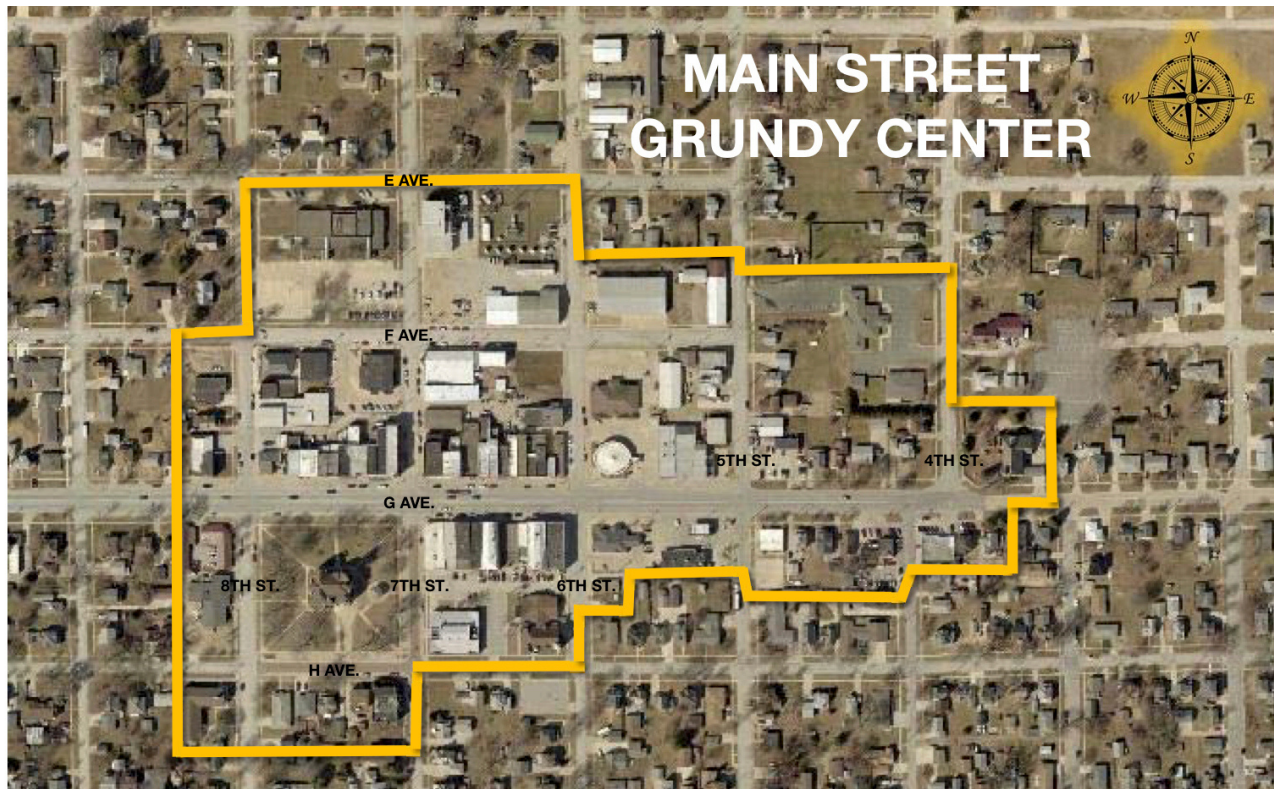


WHY GRUNDY CENTER?



Grundy Center is a special community located in Grundy County, Iowa. Through collaboration, we help provide better clarity and a sharper focus on quality growth and development, allowing our businesses to work on progressive solutions while enhancing the unique character of our community.

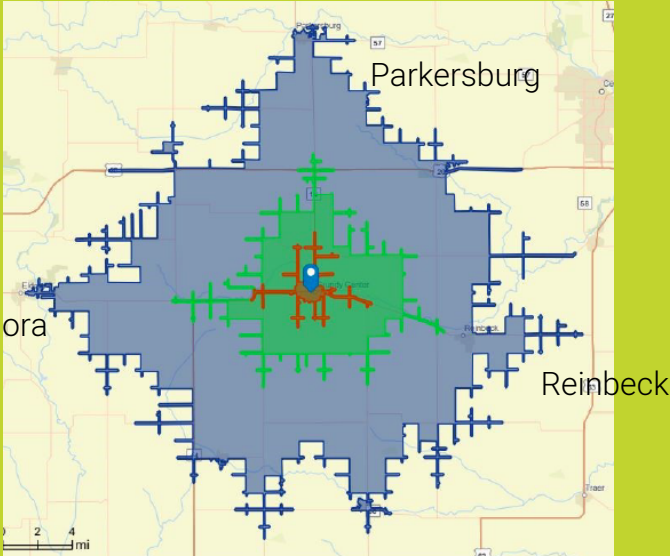
By locating in Grundy Center, you would be joining an established neighborhood that has built both a solid brand and a dedicated following. You would become part of a greater community, surrounded by successful entrepreneurs working collectively to create a destination to draw customers from throughout the region and beyond.



"I opened my storefront in Grundy Center because its the perfect place to have a shop. Cost effective rent, a supportive Chamber-Main Street program, and tons of events! I wanted a place to have my business and raise a family and this was just that!"

-Katie Lewis, owner of 319 Decor + Design

DEMOGRAPHICS



Red - 3 minute drive
Green - 5 minute drive
Blue - 20 minute drive

The demographic profile assembled for Grundy Center markets is based upon information contained in a series of Environmental Systems Research Institute (ESRI) reports generated for a three-, five-, and twenty-minute drive time areas originating from the center of the Downtown Grundy Center district. The three-minute drive-time market profiles a "captive" resident and convenience-oriented market for downtown Grundy Center.



POPULATION

3,453

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: -0.15%

Population	5 Min	10 Min	20 Min
2020 Estimate	2,631	3,454	12,722
Growth (2020-25)	-0.11%	-0.15%	-0.10%

i Est. State Pop Growth (2020-25) .52%



DAYTIME POP

3,144

10 MINUTE DRIVE TIME | 2020

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	2,336	3,144	10,951
Workers	949	1,377	4,492



HOUSEHOLDS

1,458

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: -0.10%

Households	5 Min	10 Min	20 Min
2020 Estimate	1,151	1,458	5,365
HH Growth (2020-25)	-0.09%	-0.10%	-0.06%

i Est. State HH Growth (2020-25) .52%



MEDIAN HH INCOME

\$62,212

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: 0.69%

Median HH Income	5 Min	10 Min	20 Min
2020 Estimate	\$59,797	\$62,212	\$64,646
Growth (2020-25)	0.65%	0.69%	1.09%

i 2020 State: \$59,343 | 2020-25 Growth: 1.2%



Located in the heartland, Grundy Center, Iowa is within a day's drive of all major Midwest markets:

Cedar Falls/Waterloo: 24 miles

Omaha: 180 miles

Minneapolis: 182 miles

Kansas City: 273 miles

Chicago: 329 miles

St. Louis: 366 miles

Grundy Center is located off HWY 20 by 7 minutes.

MARKET DATA



Consumer and business survey results provide market-driven data on local assets and emerging opportunities. The survey was conducted in early 2019.

Opportunities Ahead? Eating and Drinking Establishments

Potential prospects for expansion and recruitment based on the 2019 Downtown Grundy Center Top Prospects Survey completed by nearly 400 participants.

Ice Cream/Sweets	Breakfast/Deli	Restaurant	Bakery	Brew Pub	Wine Bar
Top Pick: 25.2%	Top Pick: 19.3%	Top Pick: 18.3%	Top Pick: 15.9%	Top Pick: 11.3%	Top Pick: 5.9%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Hand-dipped treats	Full breakfast	Casual, family-friendly	Donuts and pastries	Appetizers and specials	Live music
Outdoor seating	Fresh sandwiches, wraps	Steakhouse specialties	Fresh breads	Outdoor seating	Appetizers and specials
Cupcakes, cookies, etc.	Breakfast sandwiches	Breakfast	Made-to-order cakes	Unique craft beers	Wine by the glass
Specialty desserts	Donuts and pastries	Delivery and take-out	Cookies and brownies	Beer sampling/tasting	Bottles for purchase
Space for parties	Fresh-made salads	Alcoholic beverages	Homemade pies	Cocktails/Mixed drinks	Wines for sampling
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 49%	25 to 44: 42%	25 to 44: 36%	25 to 44: 37%	25 to 44: 45%	25 to 44: 64%
45 to 64: 29%	45 to 64: 32%	45 to 64: 42%	45 to 64: 44%	45 to 64: 43%	45 to 64: 32%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
<\$50K: 18%	<\$50K: 17%	<\$50K: 20%	<\$50K: 27%	<\$50K: 10%	<\$50K: 14%
\$50K to \$100K: 44%	\$50K to \$100K: 38%	\$50K to \$100K: 45%	\$50K to \$100K: 44%	\$50K to \$100K: 48%	\$50K to \$100K: 41%
\$100K+: 38%	\$100K+: 45%	\$100K+: 35%	\$100K+: 29%	\$100K+: 43%	\$100K+: 45%

Grundy Center Chamber-Main Street

(319) 825-6742

GrundyCenterCMS.org

Opportunities Ahead? Retail Establishments

Potential prospects for expansion and recruitment based on the 2019 Downtown Grundy Center Top Prospects Survey completed by nearly 400 participants.

Variety Store	Spa	Clothing Store	Hardware Store	Furniture Store	Shoes and Boots
Top Pick: 22.4%	Top Pick: 21.6%	Top Pick: 15.7%	Top Pick: 14.1%	Top Pick: 12.0%	Top Pick: 10.7%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Crafts and supplies	Manicures and pedicures	Women's casual	Nuts, bolts & fasteners	Home furniture (new)	Women's casual
Gifts and novelties	Massages	Family athletic wear	Gardening tools/supply	Flooring	Women's athletic
Health & beauty items	Facials	Men's casual	Plumbing supplies	Carpet	Men's athletic
Home furnishings	Waxing	Infants and children's	Paint	Delivery/Move-in	Men's casual
HH tools and hardware	Health & beauty items	Men's big & tall	Hand tools	Beds and mattresses	Women's dress
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 39%	25 to 44: 59%	25 to 44: 49%	25 to 44: 33%	25 to 44: 34%	25 to 44: 30%
45 to 64: 39%	45 to 64: 23%	45 to 64: 29%	45 to 64: 45%	45 to 64: 50%	45 to 64: 50%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
<\$50K: 20%	<\$50K: 16%	<\$50K: 24%	<\$50K: 18%	<\$50K: 14%	<\$50K: 8%
\$50K to \$100K: 56%	\$50K to \$100K: 36%	\$50K to \$100K: 44%	\$50K to \$100K: 39%	\$50K to \$100K: 36%	\$50K to \$100K: 53%
\$100K+: 25%	\$100K+: 48%	\$100K+: 32%	\$100K+: 43%	\$100K+: 50%	\$100K+: 40%

Potential Market Traction



Question:
How likely would you be to patronize the following types of businesses in Downtown Grundy Center?

Eating and Drinking Places	Weight	Retail Establishments	Weight
1. Full-service Restaurant	4.31	1. Variety Store	3.86
2. Ice Cream/Sweet Shop	4.09	2. Hardware Store	3.72
3. Breakfast/Deli	4.01	3. Shoes and Boots Store	3.66
4. Bakery	3.93	4. Clothing and Accessories	3.58
5. Brew Pub	3.45	5. Furniture/Home Furnishings	3.51
6. Wine Bar	3.00	6. Spa	3.24

Weighted Average Ranking | 1 = Definitely would not / 5 = Definitely would

Are you a prospect?

12

Potential Prospects

Are you interested in moving your business to, or opening a new business in, Downtown Grundy Center?

Interested in moving a business to downtown	2
Interested in opening a new business in downtown	10

3.4% of Survey Sample

Funding Sources Guide

Local Lenders: Green Belt Bank & Trust 319-824-2600 or GNB Bank 319-824-5431

Business Improvement Grant Program: Allows public funds (City of Grundy Center) to be available for the support of economic development initiatives and business development in the community. The program will provide a maximum of \$20,000 total project funding for economic development to private entities for improvements to local business and their facilities.

Butler-Grundy Development Alliance: This revolving loan program was created to assist small and emerging businesses in the two county region. Funds are meant to be used as gap financing, in partnership with a bank or other lending institution, or in situations where other funding may not be available. The program can be used for retail and service businesses, among others. The interest rate is generally around 3%, and there will be a maximum repayment term of 5 years. The maximum loan amount is \$20,000, and is dependent on the assets available in the fund.

Black Hawk IRP Program: This low-interest loan program assists business with the acquisition of real estate, purchase of machinery and equipment, building improvements and working capital. The IRP Program services all of Grundy County. Please contact bhed@bhed.org.

One Small Step Program: Available to Grundy Center Chamber-Main Street investors. Provides assistance and incentives for commercial property owners to enhance the design and appearance of their storefront facades or internal appeal. Contact Director@GrundyCenterCMS.org.

Main Street Iowa Challenge Grant: Available for brick and mortar building projects that contribute to the development of designated Main Street Iowa districts. 1:1 match is required. Maximum grant award is \$100,000, minimum grant award is \$25,000. Application opens yearly on July 1st and is due mid-September. Only one project can be represented per community and is chosen through a selection process.

TIF-Tax Increment Financing: For more information regarding the Urban Renewal Plan, contact City of Grundy Center at 319-825-6118.

Main Street Iowa Design & Business Assistance: Design & Business assistance is provided to downtown property owners and tenants as a free service through the Iowa Economic Development Authority's Main Street Iowa Program. The Design Specialists will provide design recommendations and develop conceptual renderings for each proposed project project. The Business Specialist will provide economic development assistance as well as one-on-one business consultations.

Funding Sources Guide

Main Street Iowa Open 4 Business Program: Eligible projects must be within the identified Main Street project area. Geared toward new or expanding businesses that fill a gap within the local Main Street district. Only the Main Street organization can submit an application on behalf of local businesses. Competitive applications accepted once a year in March.

Community Catalyst Building Remediation: Grants to cities for remediation or redevelopment of underutilized buildings. Applicant must be the city. Project must include financial and/or in-kind resources contributed by City. One grant per City. Maximum amount is \$100,000.

Small Business Linked Investments for Tomorrow (LIFT) Program: This program will inject capital into small businesses owned and operated by Iowa residents. One-half of the monies invested will be available for qualifying small businesses which are 51% or more owned, operated and actively managed by one or more women, minority persons, or persons with disabilities.

Target Small Business Program: Contact Iowa Center for Economic Successes at 515-283-0940 or 515-725-2275.

Small Business Administration (SBA) Resources:

504 Program

SBA 7(a)

Microloan

COVID19 Relief



AVAILABLE SPACE

A comprehensive list of available properties is available at www.GrundyCenterCMS.org.

LOCAL REALTORS

Lori Burmeister, Schuck Realty Co., 319-415-9980

Tiffany Carson, GNB Real Estate, 712-210-3545

Brittany Liekweg, Jennings Real Estate, 319-239-9551

Ryan Ross, GNB Real Estate, 319-290-5539

Sara Wegmann, Oakridge Real Estate, 319-343-3574

Matt Wikert, REMAX Real Estate, 319-823-0714

DOWNTOWN GRUNDY CENTER EVENTS

There are a number of community events held each year in Grundy Center, which are sponsored by both Chamber-Main Street and local businesses. Traditional favorites like the Main Street Mingle holiday celebration are joined by retail promotions such as Girls Night Out and Rock Around the Clock Tower to provide shopping and experiences year-round.

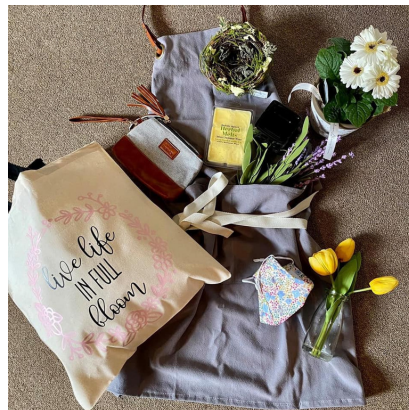
Grundy Center Chamber-Main Street also partners with local merchants to put together Grundy Goodness Bundles for customers to buy at a low cost of \$99. Bundles are valued over \$250.

Our local Ambassadors program do ribbon cuttings for all new businesses and help welcome you to the community!



Main Street Mingle

Spring Grundy Goodness Bundle



Ribbon cutting with our Ambassadors for The Funky Zebras



Rock Around the Clock Tower



Girl's Night Out Check Presentation



ABOUT GRUNDY CENTER CHAMBER - MAIN STREET

As of January 1, 2019, Main Street Grundy Center merged with the Grundy Center Chamber of Commerce. This merger is about building collective capacity. This organizational structure creates and allows for partnership that benefits Chamber members and Main Street investors, from marketing opportunities to a unified and consistent voice in business and community development.

As a designated Main Street Community, we will continue to focus on economic development through historic preservation in the downtown district through the nationally recognized four-point approach: Design, Organization, Promotion and Economic Vitality. As a merged organization with the Chamber, we will also provide valuable services to businesses beyond the downtown district.

By working together toward shared goals, we are better positioned to focus energy and resources for the benefit of our community, and eliminate overlapping agendas and service areas. Collaboration provides better clarity and a sharper focus on quality growth and development, allowing creative thinkers to work on progressive solutions while enhancing the unique character of our community.

There has never been a better time to be involved and invest in Chamber-Main Street! By working together, we have a greater impact to improve the overall economy and quality of life in Grundy Center and in the region.

