

A photograph of two women in a plant shop. They are standing in front of a tall wooden shelving unit filled with various potted plants and succulents. The woman on the left, with dark curly hair and sunglasses on her head, is looking at a small white pot held by the woman on the right. The woman on the right has glasses and is wearing a striped shirt. The background shows more plants and a bright window.

Retail DOWNTOWN IOWA CITY

Market Insights & Grant Support



FOR MORE INFORMATION

Nancy Bird
Iowa City Downtown District
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DOWNTOWN IOWA CITY

offers a rare retail opportunity to capture the market potential of a welcoming community that is young at heart, educated, and committed to local business success. As the “front porch” to the University of Iowa, downtown’s integration of community and learning creates a dynamic retail setting unlike any other.

YOU SHOULD BE HERE.

Catherine's

A woman with short dark hair, wearing a long-sleeved, off-the-shoulder dress with horizontal pink and white stripes, is looking down at a display of shoes in a store window. She is holding a small, rectangular clutch bag with a black and white leopard print pattern. The store window is filled with various items, including shoes, handbags, and decorative objects. The background is slightly blurred, showing the interior of the store and some outdoor lighting. The overall atmosphere is warm and inviting.

DOWNTOWN IOWA CITY: CENTRALLY LOCATED

MINNEAPOLIS

300 MILES

4.5 HOURS

CHICAGO

220 MILES

3.5 HOURS

MILWAUKEE

260 MILES

4 HOURS

KANSAS CITY

300 MILES

4.5 HOURS

OMAHA

250 MILES

3.75 HOURS

ST. LOUIS

260 MILES

4 HOURS



375K

within a 40-minute drive

143K

within a 20-minute drive

10%

growth since 2014



24K

employees within 1 mile
of Downtown



\$79K

average
household income

26%

of households
earn over \$100K



40%+

have BA or
higher education



40%

of population
aged 35-64

VISITOR MARKET



6.7M to Downtown Iowa City



670K to the Iowa City Public Library



5 hotels **575** hotel rooms

UNIVERSITY OF IOWA MARKET



34K students



14K University of Iowa
administration, staff & faculty



15K UI Hospitals & Clinics employees



DOWNTOWN COMPOSITION & URBAN FRAMEWORK

110+



Restaurants
and bars

60+



Retailers

20



Entertainment
& cultural
venues

120

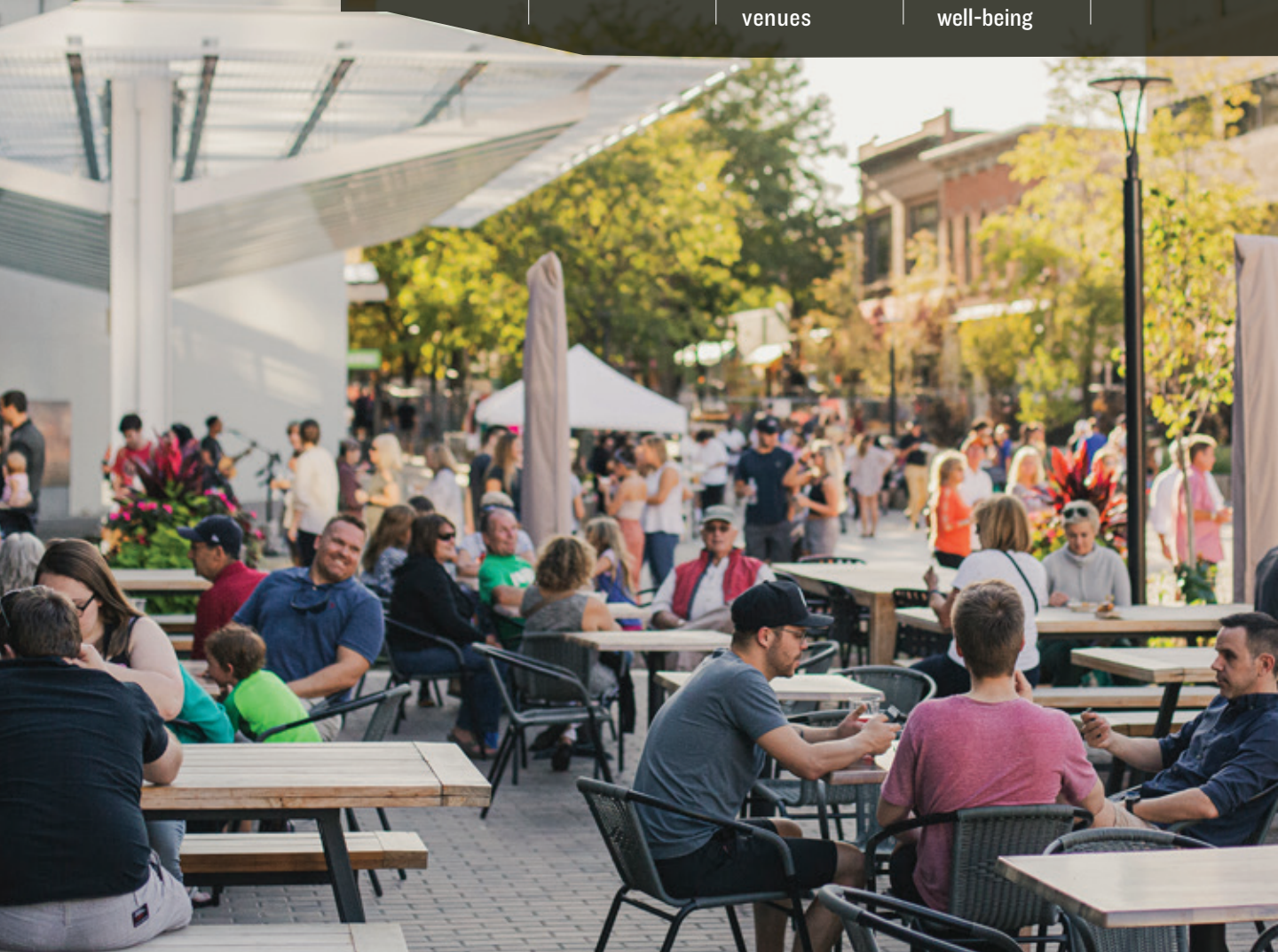


Professional,
health &
well-being

30+



Non-profits



NEW GRANT FUNDING & LEASE SUPPORT AVAILABLE



**\$15,000
Build-Out
Grants available
for eligible
retail lease**



**Complimentary
customer
insights /
foot traffic**



**Complimentary
retail delivery
service up to a
15-mile radius**



**Projecting
signage grant
match (CoSign+)**



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