



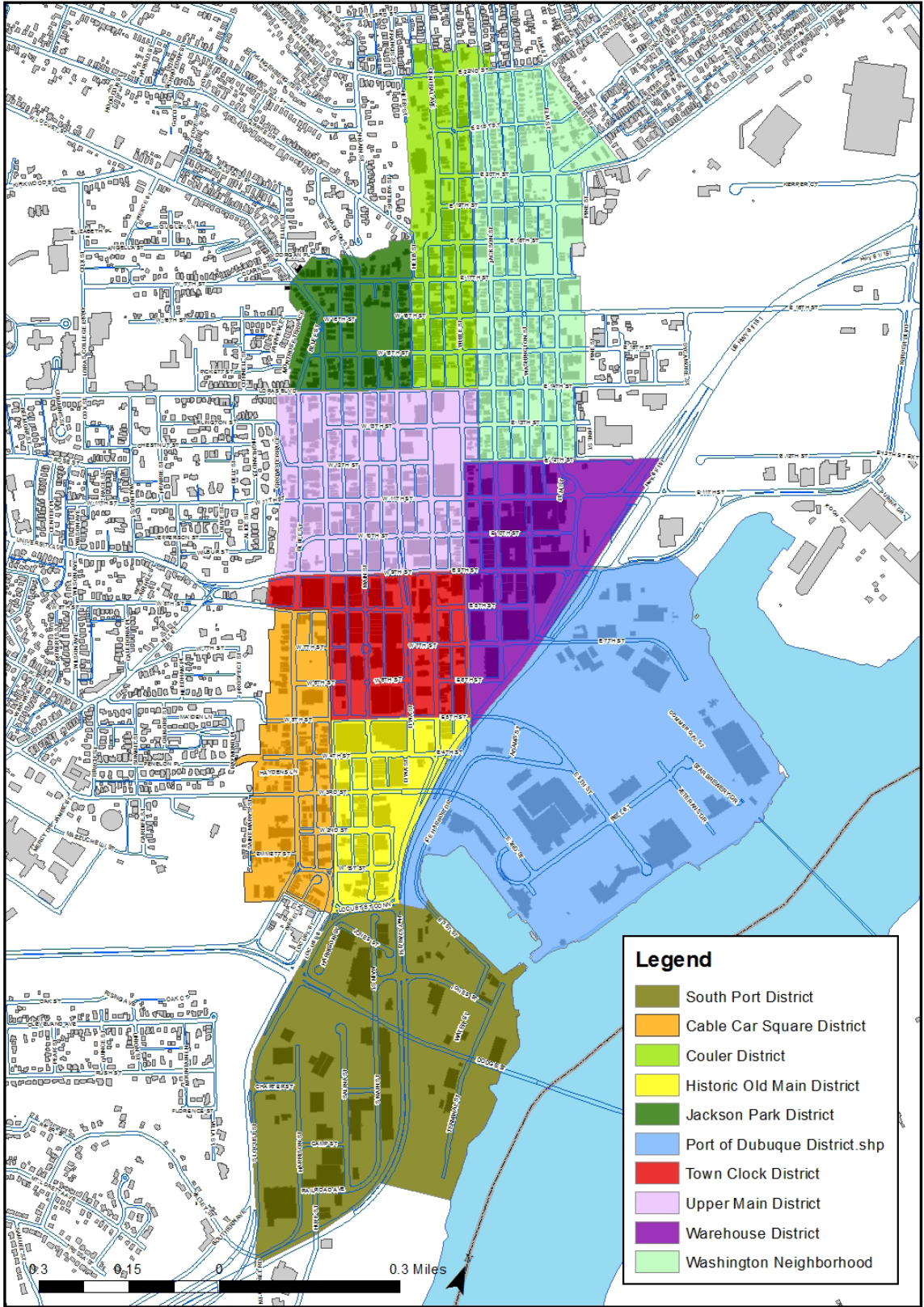
D U B U Q U E
MAIN STREET

**Downtown District
Business Recruitment
Information**

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DUBUQUE, IOWA
SITE VISIT ITINERARY
July 13, 2017
Doug Summers

9:00 a.m.	Introductions and Orientation	<i>Location</i> Hotel Julien Dubuque Lobby -200 Main Street	30 minutes
9:30	Driving Tour	<i>Location</i> Downtown Dubuque Participants: Summers, LoBianco, Wagener, & Vaassen	45 minutes
10:15	Break	<i>Location</i> DMS Office	15 minutes
10:30	Walking Tour/ Site Visit	<i>Location</i> Stop 1- former Food CoOp Participants: Summer, LoBianco, Wagener & Kann	45 minutes
11:15	Walking Tour/ Site Visit	<i>Location</i> Stop 2- 902 White Street Participants: Summer, LoBianco, Wagener, McNamara & Kann	45 minutes
12:00 p.m.	Lunch	<i>Location</i> Charlotte's Participants: Summers, LoBianco, Wagener, T. Thompson & Kann	45 minutes
12:45	Walking Tour/ Site Visit	<i>Location</i> Stop 3- former Central True Value Participants: Summer, LoBianco, Wagener, T. Thompson, Smith & Kann	45 minutes
1:30	Walking Tour/ Site Visit	<i>Location</i> Stop 4- former TNT 2204 Central Participants: Summer, LoBianco, Wagener, T. Thompson, Helbing & Kann	30 minutes
2:00	Break/ Consultant Team Work	<i>Location</i> NICC- 700 Main Street Participants : Summers, Bostron, J. Thompson, & Schlinsog	60 minutes
3:00	Break/ Project Team/ Consultant Work Session	<i>Location</i> NICC- 700 Main Street Entire Committee and Consultants	60 minutes



DUBUQUE MAIN STREET SERVICE AREA

Potential Financial Incentives Available

Dubuque Main Street Loan Pool – subsidized loan interest rate loan (up to \$250,000.00) program tied to historic renovation projects.

Dubuque Main Street/Main Street Iowa Challenge Grant Program – economic development grant up to \$75,000.00.

Dubuque Main Street Façade Program – free design assistance for façade renovation.

City of Dubuque Façade Grant Program – up to \$10,000.00 for historic façade renovation of commercial properties.

City of Dubuque Financial Consultant Grant Program – up to \$15,000.00 for financial consulting and feasibility studies.

City of Dubuque Planning and Design Grant Program – up to \$10,000.00 for predevelopment and architectural costs.

City of Dubuque Downtown Housing Incentive – up to \$10,000.00 per new market rate multi-family residential rental units created.

City of Dubuque Downtown ADA Assistance Program – 50% reimbursement of making a property ADA compliant after a 50% Federal Tax Credit up to \$5,000.00.

City of Dubuque Tax Increment Financing

City of Dubuque Micro Loan Program – loans of up to \$3,000.00 for new businesses through the US Small Business Administration.

State of Iowa State Historic Tax Credit – 20% Iowa Income Tax credit available to offset costs incurred during historic property rehabilitation.

Federal Historic Tax Credit – 25% Federal Income Tax credit available to offset costs incurred during historic property rehabilitation.

Downtown Major Employer List

1	IBM	Technology	499
2	Diamond Jo/ Boyd Gaming	Gaming	490
3	Dubuque Bank & Trust / Heartland	Financial Service	482
4	City of Dubuque	Government	472
5	Cottingham & Butler	Insurance	460
6	Prudential	Retirement Financial Service	450
7	County Courthouse	Government	439
8	Flexsteel Industries	Furniture	432
9	Hartig Drug	Retail	393
10	Woodward Communications	Media	360
11	McGraw Hill	Publishing	350
12	American Trust	Financial Service	340
13	Platinum	Insurance	285
14	Humach	Customer Support Call Center	245
15	Fischer Companies	Real Estate	165
16	Bimbo Bakery	Food Production	140
17	National Mississippi River Museum & Aquarium	Tourism	119

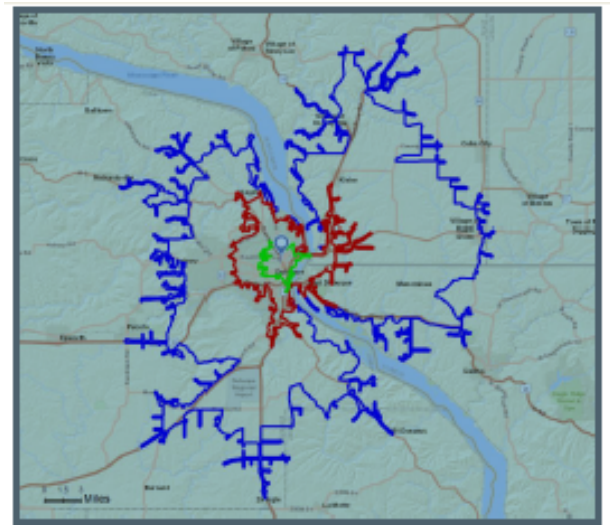
Drive Time Geographies

The profile assembled for the Downtown Dubuque Drive Time Market is based upon information contained in a series of Esri reports generated for a five, ten and twenty-minute drive time area originating from the downtown area.

The **five-minute drive-time market** profiles a “captive” resident and convenience-oriented market for downtown Dubuque. The population residing and working within the five-minute drive time area would also be more likely access downtown on foot, bicycle and via other alternative modes of transportation. Demographic and psychographic data could be particularly useful for assessing performance and expansion opportunities for convenience-oriented businesses and uses, and for analyzing and profiling the composition of the current and potential downtown Dubuque area housing market.

The area plotted for the **ten-minute drive time** includes the broader Dubuque vicinity. Data and information for the ten-minute drive time area could be helpful for comparing the traits and **characteristics of the “close to downtown”** population with that in the wider community. The consumer profile may also be indicative of the “**comparison market**” for Dubuque area service, retail and eating & drinking uses.

The **twenty-minute drive time** is more regional in nature. Consumers, particularly at the outer reaches of this regional area and all things being equal, may be more naturally inclined to frequent other Dubuque area commercial centers and commercial areas in other communities, based on convenience, broader variety and/or anchor tenants. Opportunities for downtown Dubuque to capture consumers from the broader region, and to increase its retail market share, will most likely revolve around retail and service anchors; specialty retail and destination-oriented eating & drinking places; recreational attractions and venues; and events.



Downtown Dubuque Drive Time Markets

Fast Facts

Population	5 Min	10 Min	20 Min
2000 Census	18,702	50,564	78,041
2010 Census	18,189	49,574	80,310
2016 Estimate	18,740	51,102	84,144
2021 Projection	19,203	52,388	86,983
Change: 2016 - 2021	2.5%	2.5%	3.4%
Households	5 Min	10 Min	20 Min
2000 Census	7,392	20,114	30,023
2010 Census	7,257	20,365	32,134
2016 Estimate	7,526	21,137	33,848
2021 Projection	7,749	21,766	35,116
Change: 2016 - 2021	3.0%	3.0%	3.7%
Median HH Income	5 Min	10 Min	20 Min
2016 Estimate	\$32,953	\$43,759	\$51,763
2021 Projection	\$30,985	\$46,163	\$56,728
Change: 2016 - 2021	-6.0%	5.5%	9.6%

Source: Esri Market Profile.

The demographic snapshot compiled for the Downtown Dubuque Drive Time Market benchmarks and tracks changes in the marketplace. The data reveals:

-Both the population and number of households across the drive time areas are expected to increase within a range of 2.5% to 3.7% through 2021, with the largest increases projected at the twenty-minute drive time level. **Iowa's population and number of households** are expected to grow at five-year rates of 3.4 and 3.3%, respectively.

-The daytime population in the five- and ten-minute drive times increases by 41% and 14%, respectively, per 2016 estimates of daytime workers and residents – a pattern typically associated with inbound commuters.

-Median age in the five-minute drive time area (31.2 years) is significantly younger than that found in the surrounding drive times (37.5 to 39.6), where median age more closely aligns with the Iowa population, which was estimated at 38.7 years in 2016 and is expected to reach 39.3 by 2021.

-Concentrations of renter-occupied housing units (49.7%) and vacant units (11.1%) are higher in the five-minute drive time area, per 2016 estimates. The percentage of vacant units in the ten- and twenty-minute drive times, estimated in 2016 to range from 6% to 7%, is lower than statewide estimates which assigned vacant status to 8.9% of units and anticipate an increase to 9.1% by 2021.

-Median household and per capita income estimates for the twenty-minute drive time are about 4% less than statewide estimates, while income numbers in the five-minute drive time are nearly 40% less. Projected five-year income growth rates for the drive times are expected to trail those forecast for the state through 2021.

Iowa	2016	2021	+%
Median HH	\$53.7K	\$60.3K	12.2%
Per Capita	\$28.5K	\$31.5K	10.3%

-The estimated percentage of the drive times' civilian population age 16-plus that was unemployed in 2016 ranges from 2.9% to 5.5%, as compared to a 3.2% estimate for the Iowa population.

Drive Time	5 Minutes	10 Minutes	20 Minutes
Population			
2000 Census	18,702	50,564	78,041
2010 Census	18,189	49,574	80,310
2016 Estimate	18,740	51,102	84,144
2021 Projection	19,203	52,388	86,983
Change: 2016 – 2021	2.5%	2.5%	3.4%
Daytime Population			
2016 Workers	16,760	32,723	51,447
2016 Residents	9,619	25,345	40,423
2016 Daytime Change	40.8%	13.6%	9.2%
Households			
2000 Census	7,392	20,114	30,023
2010 Census	7,257	20,365	32,134
2016 Estimate	7,526	21,137	33,848
2021 Projection	7,749	21,768	35,116
Change: 2016 – 2021	3.0%	3.0%	3.7%
Median Age			
2016 Estimate	31.2	37.5	39.6
2021 Projection	32.2	38.1	40.1
Housing Units – 2016			
Owner Occupied Units	39.3%	58.3%	65.1%
Renter Occupied Units	49.7%	34.6%	28.6%
Vacant Housing Units	11.1%	7.0%	6.3%
Housing Units – 2021			
Owner Occupied Units	38.9%	57.9%	64.7%
Renter Occupied Units	49.6%	34.7%	28.6%
Vacant Housing Units	11.5%	7.4%	6.7%
Median HH Income			
2016 Estimate	\$32,953	\$43,759	\$51,763
2021 Projection	\$30,985	\$46,163	\$56,728
Change: 2016 – 2021	-6.0%	5.5%	9.6%
Per Capita Income			
2016 Estimate	\$18,801	\$24,901	\$27,422
2021 Projection	\$19,739	\$27,021	\$30,089
Change: 2016 – 2021	5.0%	8.5%	9.7%
Civilian Population 16+ in Labor Force			
2016 Employed	94.5%	96.4%	97.1%
2016 Unemployed	5.5%	3.7%	2.9%

Source: Esri Market Profile.
Percentages may not equal 100% due to rounding.

Retail Market Performance

Esri's Retail MarketPlace data provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market place, the leakage and surplus factor summarizes the relationship between supply (retail sales by businesses) and demand (consumer spending by household). Deviations from potential sales may reveal areas of opportunity in the trade area's retail sectors, keeping in mind any extenuating circumstances that may be driving the results.

Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups within Retail Trade sector, and four industry groups within the Food Services & Drinking Establishments subsector. To estimate sales, the Retail MarketPlace database combines a number of data sources, including:

- ▶ Census Bureau's Census of Retail Trade (CRT) and Monthly Retail Trade (MRT)
- ▶ Census Bureau's Nonemployer Statistics (NES)
- ▶ Esri's demographic data
- ▶ Infogroup
- ▶ Consumer Expenditure surveys from the Bureau of Labor Statistics

All estimates of actual sales (supply) reflect current dollars derived from receipts of businesses primarily engaged in selling merchandise. Potential sales (demand) is estimated by using Esri's consumer spending data which provides estimated expenditures for more than 700 products and services that are consumed by U.S. households. The estimate of a trade area's demand is based upon estimated expenditures by households within the trade area.

Leakage within a specified trade area represents a condition where supply is less than demand. Retailers outside of the trade area are fulfilling demand for retail products. Surplus within a specified trade area represents a condition where supply exceeds the area's demand. Thus, retailers are attracting customers that reside outside the trade area.

Sales Surplus and Leakage Estimates

Total Retail Trade and Food & Drink demand versus sales comparisons show sales leakage occurring at the five- and ten-minute drive time levels, increasing from about \$3.9 million for the five-minute drive to \$70.6 million for the ten-minute drive time. At least some portion of leakage is likely being captured by business within the twenty-minute drive time ring as evidenced by a sales surplus estimated at \$169.9 million for the twenty-minute drive time area.

NAICS Code: Business Description	5 Minutes	10 Minutes	20 Minutes
	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate
Total Retail Trade and Food & Drink (NAICS 44 – 45, 722)	(\$3,920,206)	(\$70,569,596)	\$169,868,888
Total Retail Trade (NAICS 44 – 45)	(\$24,848,212)	(\$83,895,601)	\$162,019,102
Total Food & Drink (NAICS 722)	\$20,928,007	\$13,326,004	\$7,849,586

Estimates and patterns for the Retail Trade sector are consistent with overall patterns, with sales leakage occurring at the five- and ten-minute drive time levels ranging from \$24.8 million to \$83.9 million, respectively; and a sales surplus estimated at about \$162 million for the twenty-minute drive time. Estimated surplus sales for the twenty-minute drive time are driven in large part by higher volume sales reported in the Motor Vehicle & Parts Dealers, Building Materials, Garden Equipment & Supply Stores, Gasoline Stations, and General Merchandise categories.

The Food & Drink sector shows a sales surplus at all drive time levels, with the highest figure of nearly \$21 million reported for the five-minute drive time area. Surplus sales figures are largely fueled by the performance of the Restaurants/ Other Eating Places subcategory.

500 Bell St

Current/Former Occupant: Former Star Brewery
Rent/Sale: Rent
Square Footage: Various Spaces Available
Contact Information: Platinum Realty | 563-554-6037

Bluff Street

409 Bluff St.

Current/Former Occupant: Outside the Lines Gallery
Rent/Sale: Sale
Contact Information: American Realty | 563-556-4577

919 Bluff St.

Current/Former Occupant: Former Carol's Snip a Bit
Rent/Sale: Sale
Contact Information: Jeff Cremer/Ann Halverson |
563-542-1356

Central Avenue

1501 Central Ave.

Rent/Sale: Rent or Sale
Square Footage: All brick building with 2 store fronts
(2,350 sq ft or divided to 950 sq ft and 1,400 sq ft.) Also
has four upper apts.
Contact Information: David Frommelt | 563-590-7411

1540-42 Central Ave.

Rent/Sale: Sale
Square Footage: 6,600 sq. ft.
Contact Information: Terry Duggan | 563-556-2525

1564 Central Ave.

Current/Former Occupant: Current Gun Depot
Rent/Sale: Sale
Square Footage: Store front with apartment above
Contact Information: Brissey Realty | 563-583-1737

1701 Central Ave.

Rent/Sale: Rent or Sale
Square Footage: 5-Plex
Contact Information: Richard Schlitz | 563-556-3645

1706 Central Ave.

Rent/Sale: Sale
Square Footage: Small Retail Store, 3 Story, Built 1900,
5096 SF, Bsmt. 5096 SF
Contact Information: David Frommelt | 563-590-7411

1838 Central Ave.

Current/Former Occupant: Former Singer Sewing
Rent/Sale: Sale
Square Footage: Single Store Front
Contact Information: Dubuque Main Street |
563-588-4400

1902 Central Ave.

Current/Former Occupant: Players Sports Bar
Rent/Sale: Rent
Contact Information: Jason Conrad | 563.213.5145

2024-26 Central Ave.

Current/Former Occupant: Former Preferred Mortgage
Rent/Sale: Sale
Square Footage: 2,600 Sq. Feet
Contact Information: Jason Conrad | 563-231-7738

2095 Central Ave.

Current/Former Occupant: Multi-Family Residential
Rent/Sale: Rent
Square Footage: 6-plex
Contact Information: Jason Conrad | 563-213-5145

2097 Central Ave.

Current/Former Occupant: Current Auto Ranch
Rent/Sale: Sale
Contact Information: Jason Conrad | 563-580-0766

2123 Central Ave.

Rent/Sale: Rent
Contact Information: Dave & Colleen Lindecker |
563-213-5145

2160 Central Ave.

Current/Former Occupant: Former Dubuque Pawn
Rent/Sale: Sale
Contact Information: Greg Adams | 563-590-2016

2230-2234 & 2236 Central Ave.

Current/Former Occupant: Formerly Unique Boutique
Rent/Sale: Rent
Square Footage: Access Both from Central Ave. & White
Contact Information: Locators, Ltd. | 563-556-1414

210-14 W. 1st

Current/Former Occupant: Bonnet Building/ Heritage Works
Rent/Sale: Sale
Contact Information: Bob Felderman | 563-213-0398

36 W. 4th Street

Current/Former Occupant: Canfield Hotel
Rent/Sale: Sale
Square Footage: 6 story Hotel; 4,206 Sq. Ft.
Contact Information: Dave Frommelt | 563-590-7650

330 W. 5th Street

Rent/Sale: Sale
Contact Information: Chelsea Ellingson | 563-231-7738

406 E. 7th Street

Current/Former Occupant: Fromer FPI, Inc.
Rent/Sale: Rent
Square Footage: 3,000 Sq. Ft
Contact Information: Dan Fitzsimmons | 563-556-2982 or 563-557-2678

346 W. 8th Street

Current/Former Occupant: Former Radio Dubuque
Rent/Sale: Sale
Square Footage: two-story; 9,024 Sq. Ft
Contact Information: Terry Duggan | 563-590-7650

West 9th Street

120 E. 9th Street

Rent/Sale: Rent
Square Footage: 1,000 sq ft, great visibility and signage possibilities
Contact Information: Nancy Kann | 563-580-7257

140 E. 9th Street

Rent/Sale: Rent
Square Footage: 5,500 sq ft, variety of floor plans
Contact Information: Nancy Kann | 563-580-7257

333 E. 10th Street

Current/Former Occupant: Novelty Iron Works
Rent/Sale: Rent
Square Footage: Various
Contact Information: Bob Johnson | 563-583-4883

180 W. 15th Street

Current/Former Occupant: Four Oaks
Rent/Sale: Rent or Sale
Contact Information: Ray Oczak | 630-494-4700

201 W. 17th Street

Rent/Sale: Sale
Square Footage: 31 Units
Contact Information: Brissey Realty | 563-583-1737

1146 Elm St.

Rent/Sale: Sale
Square Footage: 15,362 sq ft
Contact Information: New Eagle Realty | 563-556-3645

400 Ice Harbor Dr

Current/Former Occupant: Former Durrant Building
Rent/Sale: Rent
Square Footage: Approx 18,000 sf. All new state of the art, LEED Gold systems. Excellent visibility and location. 60 parking spaces.
Contact Information: Theresa Engelke | 563-580-5213

Iowa Street

999 Iowa St.

Current/Former Occupant: Parking Lot
Rent/Sale: Sale
Contact Information: Bob Felderman | 563-213-0398

1044 Iowa St.

Rent/Sale: Rent
Square Footage: 5,500 Sq. Ft.
Contact Information: American Realty | 563-590-7411

1084 Iowa St.

Rent/Sale: Rent
Square Footage: 10,000 Sq. Ft.
Contact Information: American Realty | 563-590-7411

1637 Iowa St

Current/Former Occupant: Multi-Family Residential
Rent/Sale: Sale
Square Footage: 7-plex
Contact Information: David Frommelt | 563-590-7411

Jackson Street

801 Jackson St.

Current/Former Occupant: Millwork District
Rent/Sale: Rent
Square Footage: Office/Commercial
Contact Information: Nancy Kann | 563.580.7257

898 Jackson St.

Current/Former Occupant: Key City Iron Works
Rent/Sale: Sale
Contact Information: Jason Conrad | 563-580-7257

900 Jackson St.

Current/Former Occupant: CARADCO Building
Rent/Sale: Rent
Contact Information: Nancy Kann | 563-580-7257

975 Jackson Street

Current/Former Occupant: Millwork District
Rent/Sale: Rent or Sale
Square Footage: 5,100 sq ft, exposed bricks, beams, columns, joists
Contact Information: Nancy Kann | 563.580.7257

1000 Jackson Street

Current/Former Occupant: Warehouse
Rent/Sale: Rent
Contact Information: Tim McNamara | 563-556-8881

1098 Jackson Street

Current/Former Occupant: CARADCO Headquarters
Rent/Sale: Rent
Square Footage: 13,624 sq. ft
Contact Information: Jaime Lukens | 563-580-3135

Locust Street

700 Locust Street

Current/Former Occupant: Roshek Building
Rent/Sale: Rent
Contact Information: Nancy Kann | 563-580-7257

800 Locust St.

Rent/Sale: Rent
Square Footage: 2 Story
Contact Information: David Frommelt | 563-590-7411

820 Locust St.

Rent/Sale: Rent
Square Footage: 2160 Sq. Feet; 5 offices, reception, breakroom, and conference room.
Contact Information: David Frommelt | 563-590-7411

1108 Locust St.

Current/Former Occupant: Formerly Naughty Dog
Rent/Sale: Rent
Square Footage: 4,418 Sq. Feet
Contact Information: Bob Felderman | 563-557-1465

1449 Locust St.

Current/Former Occupant: Multi-Family Residential
Rent/Sale: Sale
Square Footage: 5-Plex
Contact Information: David Frommelt | 563-590-7411

199 Loras

Current/Former Occupant: Currently Mandolin Inn
Rent/Sale: Sale
Contact Information: Gwen Kosel | 1-855-480-1672

Main Street

40 Main Street, Suite 104

Rent/Sale: Rent
Square Footage: 1,800 Sq. Ft
Contact Information: Aaron Healy | 563-513-8668

90 Main St.

Rent/Sale: Rent
Contact Information: Remax | 563-588-3078

198 Main St., Unit 4

Rent/Sale: Rent
Contact Information: Bob Felderman | 563-557-7010

300 Main St.

Current/Former Occupant: Formerly Welcome Center
Rent/Sale: Rent
Contact Information: Dave Sandman | 563-588-3078

Main Street (Cont.)

744 Main St.

Current/Former Occupant: KFXB-TV
 Rent/Sale: Sale
 Square Footage: 3,900 Sq. Feet
 Contact Information: David Frommelt | 563-590-7411

799 Main St.

Current/Former Occupant: Former Nesler Center
 Rent/Sale: Rent
 Contact Information: Bob Felderman | 563-557-1465

909 Main St.

Current/Former Occupant: Fischer Building
 Rent/Sale: Rent
 Square Footage: Multiple Spaces
 Contact Information: David Frommelt | 563-590-7411

962-980 Main St.

Rent/Sale: Rent or Sale
 Square Footage: 3,000-6,200 Sq. Ft.
 Contact Information: Bob Felderman | 563-557-1465

1275 Main St.

Rent/Sale: Sale
 Square Footage: Drive Up Window, 22 parking spaces
 Contact Information: American Realty | 563-556-4577

990 Washington Street

Rent/Sale: Rent or Sale
 Square Footage: 5,452 sq ft
 Contact Information: Nancy Kann | 563-580-7257

White Street

800 White Street

Current/Former Occupant: Office Space
 Rent/Sale: Rent
 Square Footage: 1,860 sq ft, abundant natural lightning
 Contact Information: Tim McNamara | 563-556-8881

902 White Street

Rent/Sale: Rent
 Contact Information: Nancy Kann | 563-580-7257

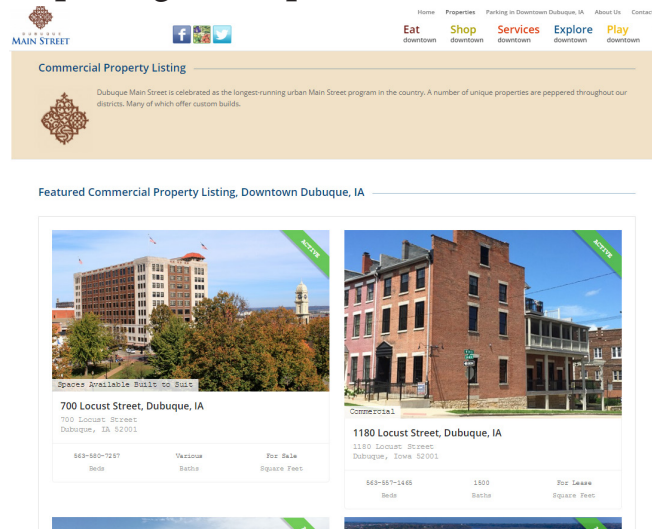
990 White Street

Rent/Sale: Sale
 Square Footage: 2,044 Sq. Ft.
 Contact Information: Nancy Kann | 563-580-7257

Updated 6.28.2017

Stay up to date on:

www.downtowndubuque.org/dubuque-main-street/commercial-property-listing/



The screenshot shows the website's header with navigation links: Home, Properties, Parking in Downtown Dubuque, IA, About Us, Contact Us. Below the header are icons for social media (Facebook, Twitter) and a search bar. The main content area features a 'Commercial Property Listing' section with a sub-header 'Featured Commercial Property Listing, Downtown Dubuque, IA'. Two property listings are displayed as cards:

- 700 Locust Street, Dubuque, IA**: 700 Locust Street, Dubuque, IA 52001. 669-680-7257. Beds, Various Bath, For Sale Square Feet.
- 1180 Locust Street, Dubuque, IA**: 1180 Locust Street, Dubuque, Iowa 52001. 563-557-1465. Beds, Bath, For Lease Square Feet.

Dubuque Main Street:

Dan Lobianco, *Executive Director*

563-588-4400 dan@dubuquemainstreet.org

Michaela Freiburger, *Program Specialist*

563-588-4400 michaela@dubuquemainstreet.org

Jo Lynn Pike, *Office Manager*

563-588-4400 jolynn@dubuquemainstreet.org

City of Dubuque:

Maurice Jones, *Economic Development Director*

563-589-4393 mjones@cityofdubuque.org

Small Business Development Center and Start Up Dubuque:

Jay Wickham, *Director*

563-588-3350 wickhamja@nicc.edu

Greater Dubuque Development Corporation:

Rick Dickinson, *President and CEO*

563-557-9049 rickd@greaterdubuque.org