



We are Manning, Iowa and we are a proud, progressive community.

From our cultivated rows to our brick line streets, we have a deep-rooted history in thinking ahead, stepping up to the plate, and getting things done. And that is refreshing.

QUICK LOOK DEMOGRAPHICS

Drive Time	5 Minutes	10 Minutes	20 Minutes
Population			
2000 Census	1,470	1,867	5,602
2010 Census	1,472	1,821	5,112
2016 Estimate	1,464	1,813	5,312
2021 Projection	1,456	1,804	5,406
Change: 2016 – 2021	-0.5%	-0.5%	1.8%
Daytime Population	1,465	2,022	4,516
2016 Workers	715	1,121	2,021
2016 Residents	750	901	2,495
2016 Daytime Change	0.1%	11.5%	-15.0%
Households			
2000 Census	639	787	2,170
2010 Census	641	783	2,127
2016 Estimate	638	781	2,221
2021 Projection	636	778	2,264
Change: 2016 – 2021	-0.3%	-0.4%	1.9%
Median Age			
2016 Estimate	47.2	47.1	46.8
2021 Projection	47.0	47.4	47.9
Median HH Income			
2016 Estimate	\$42,418	\$44,014	\$49,884
2021 Projection	\$49,563	\$51,191	\$55,305
Change: 2016 – 2021	16.8%	16.3%	10.9%





MANNING AS A PLACE TO DO BUSINESS

Highlighting community efforts to support small business, The Iowa Small Business Administration awarded Manning as the recipient of its inaugural Iowa SBA **Small Business Community of the Year** in 2015.

Manning is a **Certified Connected Community** because of the availability, access, and use of broadband in Manning. Manning was the first community in Iowa under 5,000 population to receive this designation.

Manning owns its own **utilities**: natural gas, electricity, water, sewer, phone, internet, and television. Rates stay low and revenues are recirculated in the community. Whole-town power generation and underground electrical lines significantly lessen the risk of power outages.

Public and private **investment** in Manning has been on the rise. Over \$40 million has been invested in Manning in the last 10 years, including over \$7 million of grant monies. Private Main Street investment has totaled over \$2,000,000 since the start of the program in 2009.

Manning is known for its Hausbarn-Heritage Park. With over 4,000 visitors/year, it's the biggest **tourism** draw in Manning and is also a destination wedding venue. Other tourism includes the Carroll County Freedom Rock, the trail system, several parks, and the Arts & Antiquities Tour.

“MANNING’S MAIN STREET DISTRICT IS A UNIQUE CONSOLIDATION OF INDUSTRY, BUSINESS, SERVICE, ENTERTAINMENT AND HOUSING THAT RESPECTS HISTORY BUT CELEBRATES GROWTH AND RENEWAL. UNLIKE MANY COMMUNITIES THAT LOSE STRUCTURES AND BUSINESSES, INFILL AND RENEWAL HAVE BEEN A WAY OF LIFE, RESULTING IN A COMPACT, COMPLETE COMMUNITY FOCUS AREA.”

— HARVEY DALES, MAYOR OF MANNING

INCENTIVES

Revolving Loan Funds: New or expanding Manning businesses have access to low-interest loans to help with the project. The most popular loan is one with no payments or interest for the first year.

Main Street: As a Main Street Community, Manning downtown businesses have access to resources through Main Street Iowa. Some services utilized in the past include exterior and interior design, store layout, business coaching, and promotional training. Businesses downtown are also able to compete for Challenge Grants through Main Street Iowa.

Tax Increment Financing: Are public improvements a part of your project? The City has a long history of using TIF to help fund these. TIF is currently available downtown, in the industrial park, and around the Hausbarn-Heritage Park and Boulder’s Inn & Suites.

Resources: In addition to local incentives, resources may be available from the State of Iowa, the Small Business Development Center, Western Iowa Advantage, Carroll Area Development Corp, several colleges and universities, and others.



WHY MANNING FOR YOUR SANDWICH SHOP

*ESRI Food and Drink leakage by drive time:

5 minutes: \$740,667
 10 minutes: \$1,164,095
 20 minutes: \$4,743,068

*Market survey shows support: When asked, “How likely would you be to frequent and do business {with a sandwich shop} in Downtown Manning?” The results were:

Definitely Would: 34%
 Probably Would: 39%
 Might/Might Not: 18%
 Probably Wouldn't: 7%
 Definitely Wouldn't: 2%



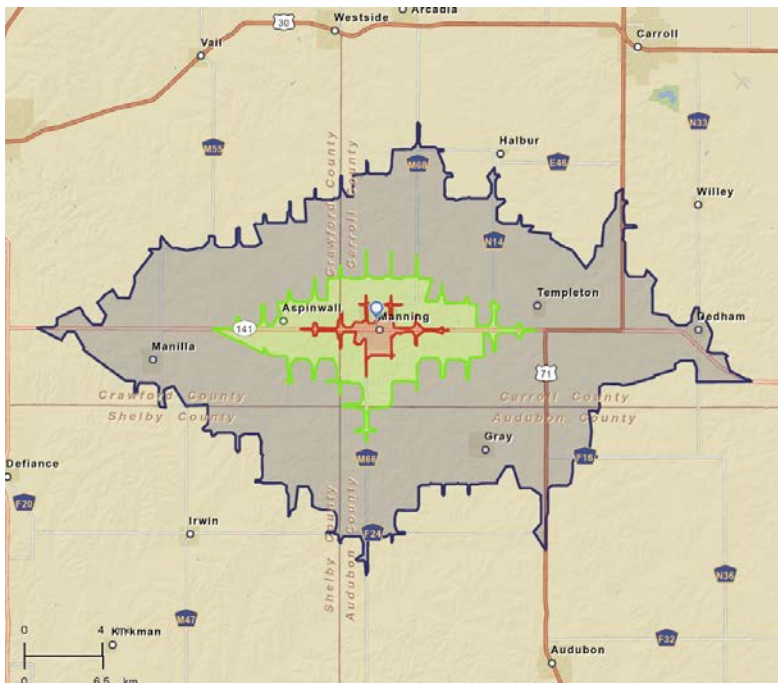
*Requests from the community:

Which of the following Sandwich Shop product lines, services or features are most important or appealing to you?

Response	Count	Percentage
Lunch Hours	31	66.0%
Sandwiches	30	63.8%
Salads/Soups	21	44.7%
Paninis	15	31.9%
Fresh Fruit	11	23.4%
Curbside Pickup/Drive-thru	9	19.1%
Fresh Veggies	6	12.8%
Ice Cream	6	12.8%
Other (please specify)	3	6.4%
Catering	1	2.1%

*Additional visitors during many downtown events, festivals, and promotions.

Drive time map



5 minute drive time
 10 minute drive time
 20 minute drive time

Manning is located within 30 minutes of four different county seats: Carroll, Audubon, Denison, and Harlan and within 90 minutes of three major cities: Des Moines, Omaha, Sioux City

Additional sources of customers:

- IKM-Manning school (grades 4-12)
- Boulder's Inn & Suites
- Hausbarn-Heritage Park (tourism)
- Manning Recreation Center
- Manning Regional Healthcare Center
- Retail niches downtown
- Sporting events (high school, little league, swim teams, basketball tournaments, etc.)



ECONOMIC DEVELOPMENT CONTACTS

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WHAT DO OTHERS SAY ABOUT MANNING?

“In my visits to Manning, I have experienced its vibrancy—it is indeed a very special place. Their engaged citizenry unites around a common vision, and because of the commitment of both the public and the private sectors, that vision can be realized.”

Debi Durham, Director of the Iowa Economic Development Authority

“Manning, arguably the most-innovative, hard-charging small town in Iowa. The southern Carroll County city received grants in recent days from both the Iowa Economic Development Authority and Iowa Department of Cultural Affairs for continued improvements in its downtown.”

Daily Times Herald

“The Iowa Restaurant Association team was impressed by the combined commitment of the Main Street Manning Leadership team, as well as the local restaurant operators to the community’s sustainability and growth.”

The Iowa Restaurant Association

“The key retail indicators for Manning are actually pretty impressive...Manning did not have a dip in retail sales during the recession like most of Iowa experienced...they actually had an increase in sales...Manning just barreled on through without noticing the recession...Manning has done well in retaining its population.”

Ron Prescott, Retail Trade Expert, Department of Economics, Iowa State University

Manning’s work with Drake University, Iowa State University, the Iowa Restaurant Association and the Iowa Economic Development Authority “speaks to its ability to get things done and think outside the resources in their own community.”

David Schmitz with the Iowa Department of Cultural Affairs