



MAIN STREET
Mount Pleasant

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Vibrantly
Pleasant

Downtown Mount Pleasant
a **Main Street Iowa** destination

Brilliantly
Pleasant



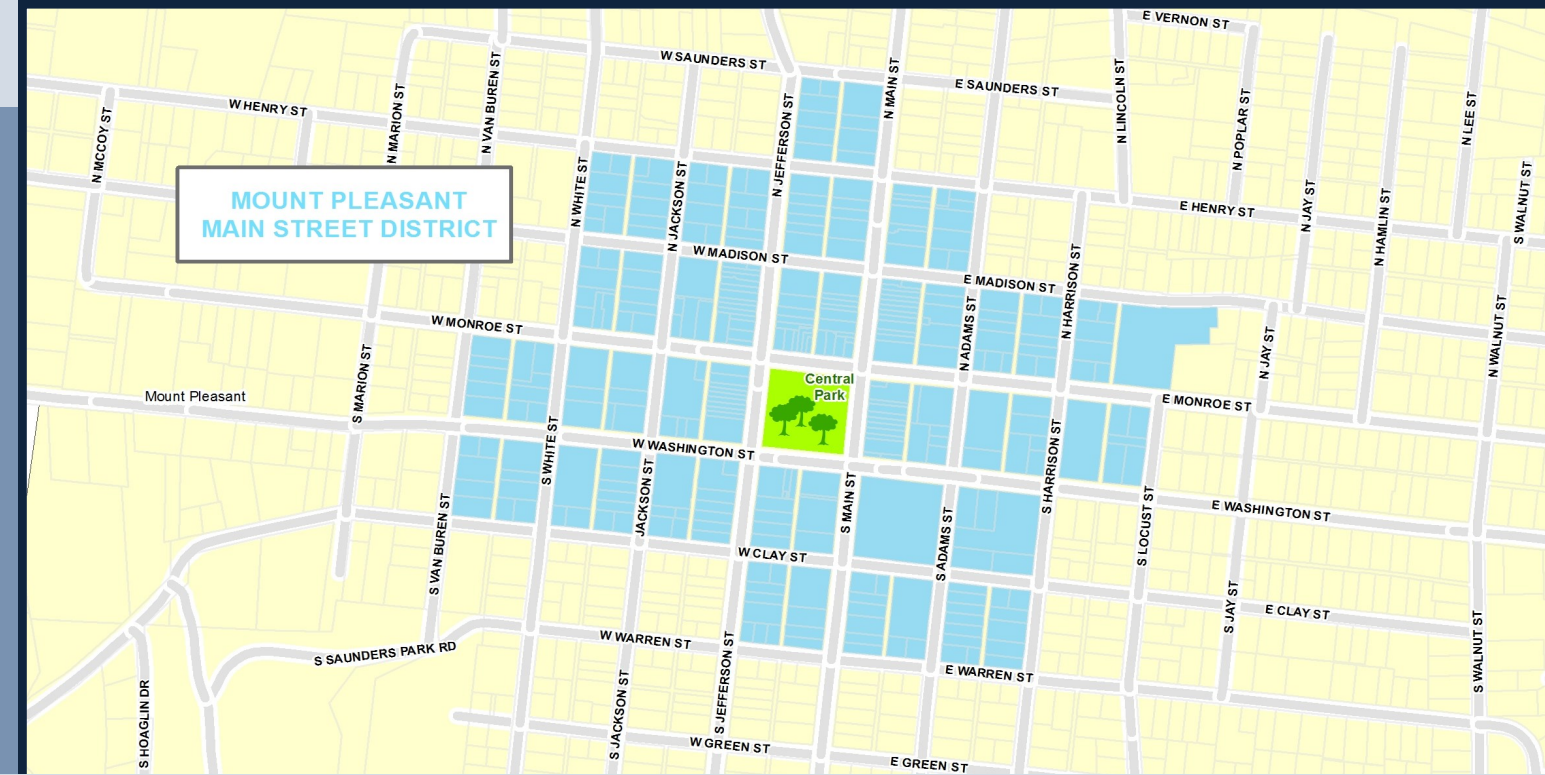
Be Pleasant
www.mountpleasantiowa.org

Welcome!

Main Street Mount Pleasant welcomes you to charming Mount Pleasant, a community steeped in progressive historical achievements that continue to define our vibrant culture and small town values that can famously be found in the great State of Iowa.

Don't let our small size fool you-we are home to a four year regional university, a hub of manufacturing and industry in the heart of the Midwest, and a unique and lively Main Street.

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EVENTS AND PROMOTIONS

November

Lip Sync Battle– The time has come for you to lip sync **FOR YOUR LIFE**. Come out and enjoy groups lip syncing to some of your favorite songs.

Small Business Saturday– Take advantage of great deals in Mount Pleasant the Saturday after Thanksgiving.

December

Holiday on Main– Enjoy live music, horse drawn carriage, s'mores, hot chocolate, and the popular ice skating rink.

Festival of Lights– Join us on a mile long drive with over 75 holiday displays that will have you smiling from ear to ear, located at Old Thresher Campground.

North Pole Express– Climb aboard the North Pole Express at McMillan Park. Reservations are required.

Top Six

Reasons to build your business in Downtown Mount Pleasant

1. **Great Access and High Traffic Counts**–Downtown Mount Pleasant is easily accessible from U.S. Highways 34 and 218/27 Avenue of the Saints. Over 13,000 vehicles travel through Downtown Mount Pleasant daily. Mount Pleasant is within a day's drive of every major market: Chicago, St. Louis, Indianapolis, Minneapolis/St. Paul, Kansas City, Des Moines and Omaha.
2. **Pro-Business Environment**–With free downtown parking, walkable streets, and continuous public investments, Downtown Mount Pleasant is great for business. Storefront and office space is available and an active Business Development Committee can provide relocation assistance.

Thrillingly

Pleasant

Old West, meet Midwest.
#MWOT

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Top *Six* reasons to build your

3. **Strong Main Street Program**-Mount Pleasant became a Main Street Iowa community in 2002. Main Street is a proven downtown revitalization approach that provides for extensive grassroots business involvement in sales, promotions, business retention and broad-based community support.
4. **Historic Central Business District**-The Main Street District is home to over 120 business and features many newly renovated historic buildings. Design guidelines and a knowledgeable Design Committee help business owners make cost effective improvements. Sign and Façade grant program is available for property and business owners.

August-
September

Midwest Old Threshers-5 days leading up to Labor Day. It began in 1950 and is a multi-faceted history and entertainment institution held at McMillan Park.

September

Crafts in the Park-is a craft show organized by the Chamber of Commerce and attract over 100 crafters, antique dealers, and artists.

Farm to Table-is a dinner held in Central Park to celebrate agriculture. The dinner is prepared by local chefs and highlights foods grown locally.

October

Red Flag Horseless Carriage Tour-is an annual run from New London to Brighton that reenacts an event that happened in the late 1800's in England, when they increase the speed limit from 4 MPH to 14 MPH.

Thrashers House of Terror-Iowa's #1 Haunted House held on Thursdays, Fridays and Saturdays in October at McMillan Park.

Midwest Haunted Rails- Ghost Train of No Return and The Ghostly Trolley is fun for all ages. Held on Fridays and Saturdays in October at McMillan Park.



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EVENTS AND PROMOTIONS

- January** Great Gatsby Party-Main Street Mount Pleasant's
- February** "Wine About Winter" -wine walk in the Main Street Businesses
- May-October** Farmers Market-at the Wright Pavilion in McMillan Park Wednesdays and Saturdays
- May** The Greater Iowa Swap & Flea Market-held Memorial Day Weekend at McMillan Park
- June** Triple B/Pit Row Car & Bike Show-a fun-filled event hosted by Main Street Mount Pleasant. Where bacon, brews , BBQ, and cars and bikes are the stars.
- June-August** Rock Around the Block-Chamber of Commerce annual concert in Central Park with food, beverages, games and prizes.
- Market on Main-Main Street Mount Pleasant hosts 3 farmers markets in Central Park

business in Downtown Mount Pleasant

- 5. **Upper Story Housing**-Mount Pleasant has helped create over 54 upper story housing units since 2002. The vibrant downtown features locally independent specialty coffee shops, retail and restaurants. In 2015, 13 new businesses opened in the Main Street district.
- 6. **Festival and Events Attract Tens of Thousands of Visitors Annually**-Mount Pleasant has many events that attract visitors including: Midwest Old Threshers, Triple B-Pit Row Car & Bike Show, Rock Around the Block Music Series, Market on Main Farmers Market, Iowa's #1 Haunted House and Spooky Rails, Festival of Lights, and Holiday on Main.



Uniquely

Pleasant

Uncover hidden treasures.

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Businesses wanted

In 2016 Main Street Iowa commissioned Downtown Professionals Network (DPN) to complete an advanced market analysis. An online survey determined that several business types would be successful in Downtown Mount Pleasant.

Brewpub-products and service offering would include unique atmosphere, diverse menu, craft beers, and great customer service. The brewpub will range between upscale and casual and appeal to patrons such as professionals transacting business in downtown Mount Pleasant and families looking for a downtown experience.

Henry County Health Center-407 South White Street. Mount Pleasant, IA 52641.
319.385.3141

Iowa Wesleyan University-IWU is the oldest co-education college west of the Mississippi. Chartered in 1842. Students can gain a variety of degrees in the fields of business, education, fine arts, human studies, language and literature, nursing, science and math.

Mt. Pleasant Community School District-largest district in the county serving over 2,100 students. There are 7 school facilities featuring one comprehensive high school, one alternative high school, one middle school, and four elementary schools.

Mt. Pleasant Christian School-the school is represented by 70 families and 20 churches.



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Quality of Life

City of Mount Pleasant—307 East Monroe, Mount Pleasant, IA 52641. 319.385.1470
cityofmountpleasantiowa.org .

Steve Brimhall--Mayor.

Brent Schleisman--City Administrator

Mount Pleasant Chamber Alliance—124 South Main. Mount Pleasant, IA 52641.
319.385.3101. mountpleasantiowa.org .

Lisa Oetken-Executive Director Main Street

Travis Kraus– Executive Vice-President Economic Development/Chamber of Commerce

Art Craft and Hobby Store—product and service offering would include complete line of artist supplies, general craft supplies, children’s educational and activity kits, paper goods and party supplies, yarn, patterns and other sewing and needlepoint supplies, hobby and craft tools, and instructional classes.

Sporting Goods/Bike Store—product and service offering would include disc golf equipment, recreational sports equipment, bikes and bike accessories and repairs, skateboards and longboards and accessories, exercise equipment and accessories.

Kitchen/Home Décor Store—product and service offerings could include a line of small appliances, utensils and kitchen gadgets, linens, demo kitchen and cooking lessons, spices, oils and cooking mixes, home décor items, small furniture items, and wine section with wines and wine accessories.



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Mount Pleasant Area Demographics

Census Category	Total Trade Area
2015 Population	17,449
2020 Population	17,567
2015-2020 rate of growth	+ .7%
2015 Households	6,691
2020 Households	6,752
2015-2020 rate of growth	+ .9%
2015 Housing Units	7,197
Owner Occupied	66.7%

Census Category	Total Trade Area
2015 Median HH Income	\$48,060
2020 Median HH Income	\$54,671
2015 Median Age	40.9
2030 Median Age	41.8

Major Local Employers	Employees
Walmart Logistics	608
West Liberty Foods	475
Innovairre	457
Mt. Pleasant Schools	350
Henry County Health Center	300
Hearth & Home	273
Continental Contitech	209