

GET TO
KNOW

Newton

MAIN STREET

DOWNTOWN DISTRICT

BUSINESS RECRUITMENT INFORMATION



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ITINERARY

Newton, Iowa

Site Visit Itinerary

June 20, 2019

Brett Schoneman, LPE Development

9:30 a.m.	Introductions & Orientation (Main Street Board Room)	Craig Armstrong, Tanya Michener, Danielle Rogers, Graham Sullivan	30 minutes
10 a.m.	Driving Tour	Tanya, Craig	45 minutes
11 a.m.	Break		15 minutes
11:10 a.m.	Walking Tour	Graham, Danielle	50 minutes
12 p.m.	Lunch Midtown Cafe	All	45 minutes
12:45 p.m.	Lederman Building	Craig, Tanya	30 minutes
1:15 p.m.	Jewel Building	Craig, Tanya	30 minutes
1:45 p.m.	Goldfinch Growth County Garage Building	Craig, Tanya	30 minutes
2:30 p.m.	Wrap-up & Farewell (Main Street Board Room)		

GET TO KNOW NEWTON — COMMUNITY OVERVIEW



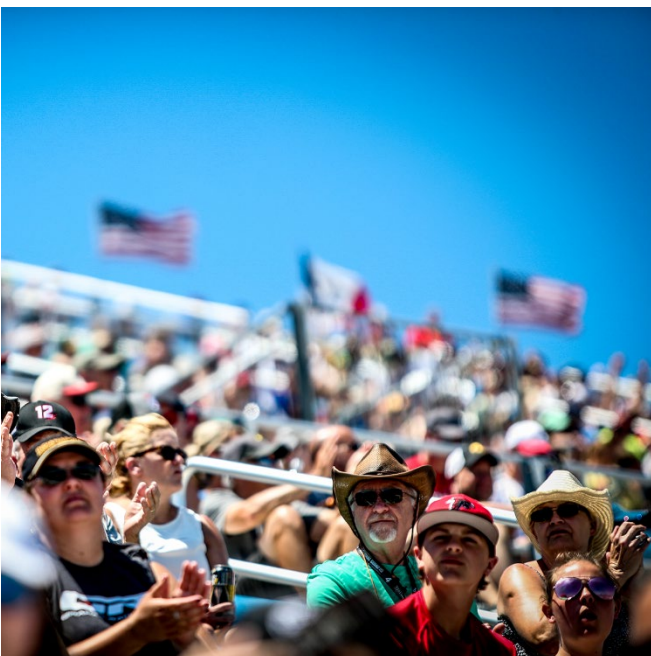
Whether you're raising a family, starting a business or building a home — you'll want to get to know Newton. The community has many great amenities — unique entertainment, excellent schools, beautiful art displays and parks. Established in 1846 and incorporated as a city in 1857, Newton is the county seat of Jasper County and the largest city in the county.

Newton focuses on providing a safe community with a high quality of life, engaged residents, and a strong business community. Our community vision statement is “Newton Shines Bight: Newton is a progressive, family friendly community, a shining star of Central Iowa, and a place to call home.” We've received a variety of awards from the Iowa City Manager's Association for the implementation of Newton's

Future: A Comprehensive Plan and the Get to Know Newton community outreach program. Newton was also named one of the “Top 10 Affordable Small Towns Where You Actually Want to Live”; by Realtor.com.

LOCATION & CONVENIENCE

Located 30 minutes east of downtown Des Moines, our central Iowa location makes us the perfect city for raising a family, starting a business or building a home. Newton is located on Interstate 80 and near Interstate 35 in the “Crossroads of the Midwest.” It's easy for Newton residents to travel throughout the region for work, entertainment, cultural events, shopping, and night life. Newton is also home to MercyOne Newton Medical Center — so staying healthy in our community is easy and convenient.



ENTERTAINMENT & RECREATION

Newton's entertainment and recreation options provide a plethora of activities and events for residents and visitors. From the speedway to concerts in the park, from a downtown square to a drive-in theater, from dog parks to bike trails — we have something for everyone. With organized recreation leagues and the Newton YMCA, there are also team activities for children and adults! You can enjoy a visit at Maytag Dairy Farms, join thousands of spectators for a race at the Iowa Speedway, or catch a movie at the Valle Drive-In. You can also check out great events such as the Newton Fest, Bowlful of Blues or the Iowa Sculpture Festival.



EDUCATION

Newton Community School District offers K – 12 schools that are full of academic, athletic, and artistic opportunities. The district’s motto is to do whatever it takes to ensure all students learn to think, innovate and succeed. Different students have different needs and their school experience reflects that individuality. Our entire community feels the Red Pride we have for our schools and the Cardinal sports teams.

Newton Christian School is a community of families, staff and friends working together to provide students with a loving, nurturing environment which promotes strong academic development for K – 8 students. Their motto, “Training to a Higher Standard”, is the guiding principle for all their education.

Newton also has post-secondary opportunities. Des Moines Area Community College (DMACC) Newton Campus is a place for students of all ages to begin college, enhance their skills for career advancement or prepare for a new career. DMACC achieves academic excellence through affordable tuition, helpful staff and small class sizes. Buena Vista University offers classes at the DMACC Newton campus and online, allowing students to complete a bachelor’s degree in a variety of majors.



ARTS & CULTURE

Newton is passionate in its support of the arts and culture. This includes nearly 90 displays of public art (including sculptures and murals), a community theatre that performs several shows each year, talented local musicians, the annual Bowlful of Blues music festival and a historical museum that celebrates Newton’s history.

ABOUT NEWTON MAIN STREET

WE ENCOURAGE THE "LIVE, WORK, PLAY" DOWNTOWN MENTALITY.
WHEN YOUR DOWNTOWN IS STRONG, YOUR COMMUNITY IS STRONG.



WHO ARE WE?

We believe that everyone deserves access to a vibrant neighborhood – a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong. Newton Main Street is a 501(c)3 economic development that focuses on historic preservation organization. We operate under the IEDA but are fully funded by the community. We are one of 54 Main Street communities in the state of Iowa and one of thousands nationwide!

WE STRIVE TO BRING VIBRANCY BACK DOWNTOWN.

Our mission is to preserve the history invest in the future and develop pride in our downtown district through community involvement, volunteerism and private public partnerships within the Main Street district, the heart of Newton.

**WE NEED YOUR HELP TO CONTINUE OUR WORK AND MAKE OUR DOWNTOWN A PLACE
WE CAN ALL BE PROUD OF!**

WHAT HAVE WE ACCOMPLISHED?

SINCE 2014 NEWTON MAIN STREET HAS...

Developed Downtown Design Guidelines to help building owners keep the historic integrity of their buildings and remain part of the National Register of Historic Places. • Helped invest \$1 million dollars in our downtown through programs like the Downtown Improvement Grant. • Partnered with the City of Newton on the Downtown Housing Grant to help renovate and update second-story living spaces. • Received two challenge grants from IEDA totaling \$150,000. • Logged over 6,900 volunteer hours. • Took over the long-standing Newton Farmers Market. • Partnered with the University of Iowa on a mural restoration project.



MARKET DEMOGRAPHIC INFORMATION

DOWNTOWN NEWTON

NEWTON, IOWA



MARKET SNAPSHOT

Evi 2018

Newton Main Street and community partners are taking a proactive approach to planning for the future prosperity of Newton's traditional downtown business district.

The efforts of Newton Main Street and its partners, along with investments made by the public and private sectors, are working to heighten the appeal of the traditional business district among consumers, investors and entrepreneurs. Moving forward, it will be critical for the community to capitalize upon and leverage these investments and ongoing Newton Main Street marketing efforts to position downtown Newton as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, prepared as part of a more comprehensive study and technical assistance services commissioned by Main Street Iowa, highlights and summarizes demographic, lifestyle and retail data, characteristics and trends in the marketplace. The information, along with market insights explored during the project's ensuing phases, provides groundwork, benchmarks and a basis for important decision-making processes that will help guide future business development strategies.



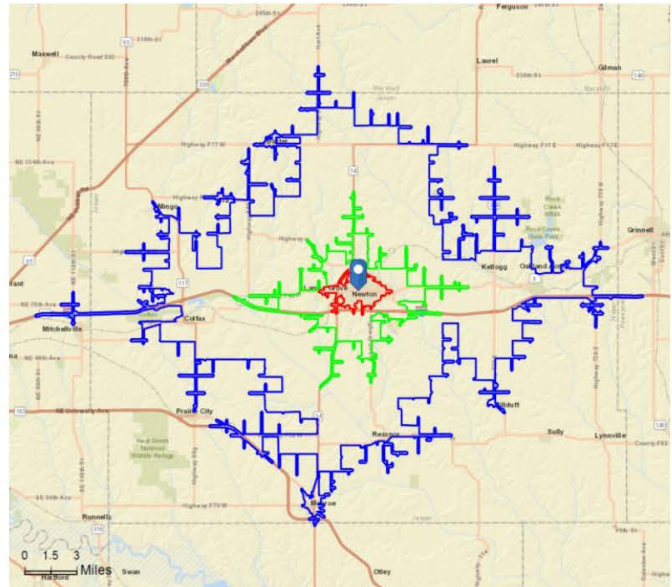
Newton is a Main Street Iowa community.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on the unique identity, assets and character of their historic commercial district.

DOWNTOWN NEWTON DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS

Evi 2018



POPULATION

26,842

20 MINUTE DRIVE TIME | 2018
2018—23 GROWTH: 0.3%

Population	5 Min	10 Min	20 Min
2018 Estimate	11,325	16,648	26,842
Growth (2018-23)	-0.1%	0.0%	0.3%

i Est. State Pop Growth (2018-23) | 3.2%



DAYTIME POP

24,655

20 MINUTE DRIVE TIME | 2018
DAYTIME CHANGE: -8.1%

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	12,278	17,911	24,655
Daytime Change	8.4%	7.6%	-8.1%



HOUSEHOLDS

10,835

20 MINUTE DRIVE TIME | 2018
2018—23 GROWTH: 0.2%

Households	5 Min	10 Min	20 Min
2018 Estimate	5,059	7,215	10,835
HH Growth (2018-23)	-0.2%	0.0%	0.2%

i Est. State HH Growth (2018-23) | 3.0%



MEDIAN HH INCOME

\$52,480

20 MINUTE DRIVE TIME | 2018
2018—23 GROWTH: 10.0%

Median HH Income	5 Min	10 Min	20 Min
2018 Estimate	\$49,206	\$50,332	\$52,480
Growth (2018-23)	9.4%	8.6%	10.0%

i 2018 State: \$56,647 | 2018-23 Growth: 8.7%

Source: [Esri Market Profile](#) | 02.19

MARKET TRAITS ESRI 2018



HOUSING UNITS

2018 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2018 Estimate	5,752	8,091	12,046
- Owner Occupied	56.4%	60.2%	64.8%
- Renter Occupied	31.6%	29.0%	25.2%
- Vacant	12.0%	10.8%	10.1%
Estimated State Percent Vacant (2018)			9.1%



TENURE AND MORTGAGE

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

2010 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	64.2%	67.5%	72.1%
— With Mortgage	41.9%	43.4%	46.2%
— Free and Clear	22.3%	24.1%	25.9%
Renter Occupied	35.8%	32.5%	27.9%



DIVERSITY

2018 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2018 Diversity Index	15.4	16.1	16.2

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



\$26,525

PER CAPITA INCOME
5 MINUTES | 2018

10 Minutes	\$26,488
20 Minutes	\$26,914
State	\$30,363



42.3

MEDIAN AGE
5 MINUTES | 2018

10 Minutes	42.7
20 Minutes	42.5
State	38.9



96.9%

2018 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	97.0%
20 Minutes	96.9%
State	97.0%



2018 EMPLOYMENT BY OCCUPATION

2018 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	5,233	7,661	12,370
- White Collar	58.8%	58.3%	55.6%
- Services	14.3%	14.7%	15.6%
- Blue Collar	26.9%	27.0%	28.8%

Source: [Esri Market Profile](#) | 02.19

LIFESTYLE PROFILE ESRI 2018

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

Top Drive Time Area Esri Tapestry LifeMode Groups

Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Cozy Country Living and GenXurban LifeMode Groups are among those most prevalent in the Newton drive time areas.



Cozy Country Living (LM6)

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
2,138	40.9%	3,203	44.8%	5,490	54.6%

- ▶ Empty nesters in bucolic settings
- ▶ Largest Tapestry group, almost half of households located in the Midwest
- ▶ Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- ▶ Politically conservative and believe in the importance of buying American
- ▶ Own domestic trucks, motorcycles, and ATVs/UTVs
- ▶ Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- ▶ Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- ▶ Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching



GenXurban (LM 5)

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,392	26.7%	2,071	29.0%	2,551	25.4%

- ▶ Gen X in middle age; families with fewer kids and a mortgage
- ▶ Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees
- ▶ About a fifth of residents are 65 or older; about a fourth of households have retirement income
- ▶ Own older single-family homes in urban areas, with 1 or 2 vehicles
- ▶ Live and work in the same county, creating shorter commute times
- ▶ Invest wisely, well-insured, comfortable banking online or in person
- ▶ News junkies (read a daily newspaper, watch news on TV, and go online for news)
- ▶ Enjoy reading, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

Source: [Esri Community Tapestry Segmentation](#) | 02.19

RETAIL VIEW ESRI 2017

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, a sales surplus or leakage, expressed in current dollars, is calculated to summarize the relationship between supply (retail sales by businesses) and demand (consumer spending by household). Deviations from potential sales, or demand, may reveal areas of opportunity in the trade area's retail sectors, keeping in mind any extenuating circumstances that may be driving the results.

Calculating Sales Surplus/(Leakage) Estimates

Estimated Actual Sales — Potential Sales = Surplus/(Leakage)

Example: Food Services & Drinking Places (NAICS 722) | 5 Minutes

Estimated Sales (Supply)	\$ 12,478,660
— Potential Sales (Demand)	\$ 12,673,951
= Surplus or (Leakage)	(\$ 195,291)

Esri estimates of actual sales reflect current dollars derived from receipts of businesses primarily engaged in selling merchandise. Potential sales 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, or drive time's, demand is based upon estimated expenditures by households within the defined trade area. The following table displays the total amount of estimated sales surplus or leakage for the three drive time geographies.

DOWNTOWN NEWTON DRIVE TIME AREAS

SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

Sales Surplus & Leakage (\$MM)	5 Minutes	10 Minutes	20 Minutes
	Surplus/ (Leakage)	Surplus/ (Leakage)	Surplus/ (Leakage)
Total Retail Trade (NAICS 44 – 45)	(\$60.5)	(\$68.7)	(\$111.4)
Total Food & Drink (NAICS 722)	(\$0.2)	\$2.5	(\$3.0)
Total (NAICS 44 – 45, 722)	(\$60.7)	(\$66.1)	(\$114.4)

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace.

Data Note: The polarity of surplus/leakage estimates shown in this document (as compared to those shown in source Esri reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential and Retail Sales. A positive value represents a surplus in retail sales, often indicating a market where customers are drawn in from outside the defined trade area.

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 in the Retail Trade sector, as well as three industry groups within the Food Services & Drinking Places subsector. For more information on Retail MarketPlace data and to download the methodology statement visit:

PERFORMANCE BY CATEGORY

Sales gap factors provide an at-a-glance means of assessing the relative strength of various retail categories within a defined geography. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage). A positive value represents a surplus of retail sales and can be indicative of a market where customers are drawn in from outside the trade area. Categories showing the highest surplus factors may signal possible opportunities for expansion or the introduction of complementary product and service lines to build on market strengths or existing and evolving niche markets. Likewise, categories with negative value factors might offer an initial indication of gaps in the business mix and potential targets for expansion or recruitment.

SALES GAP FACTORS | DOWNTOWN NEWTON DRIVE TIME AREAS

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle & Parts Dealers	(63.6)	(44.4)	(41.5)
Furniture & Home Furnishings Stores	(29.1)	(18.9)	(32.4)
Electronics & Appliance Stores	(78.6)	(83.6)	(80.6)
Building Materials, Garden & Supply	(38.1)	(20.4)	(17.1)
Food & Beverage Stores	2.9	(5.7)	(8.9)
Health & Personal Care Stores	20.1	5.4	(6.0)
Gasoline Stations	(10.8)	(3.0)	7.8
Clothing and Clothing Accessories	(43.3)	(41.4)	(57.3)
Sporting Goods, Hobby, Book, Music	(41.0)	(45.7)	(57.1)
General Merchandise Stores	(95.3)	(23.9)	(24.5)
Miscellaneous Store Retailers	6.9	(6.9)	(22.6)
Nonstore Retailers	(85.2)	(89.6)	(52.6)
Food Services & Drinking Places	(0.8)	6.4	(5.4)

Source: [Esri Retail MarketPlace Profile](#) | 02.19

Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and many other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, county, city, primary and third party sources is accurate and reliable.

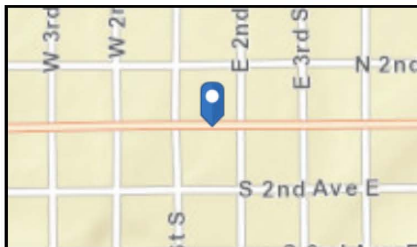
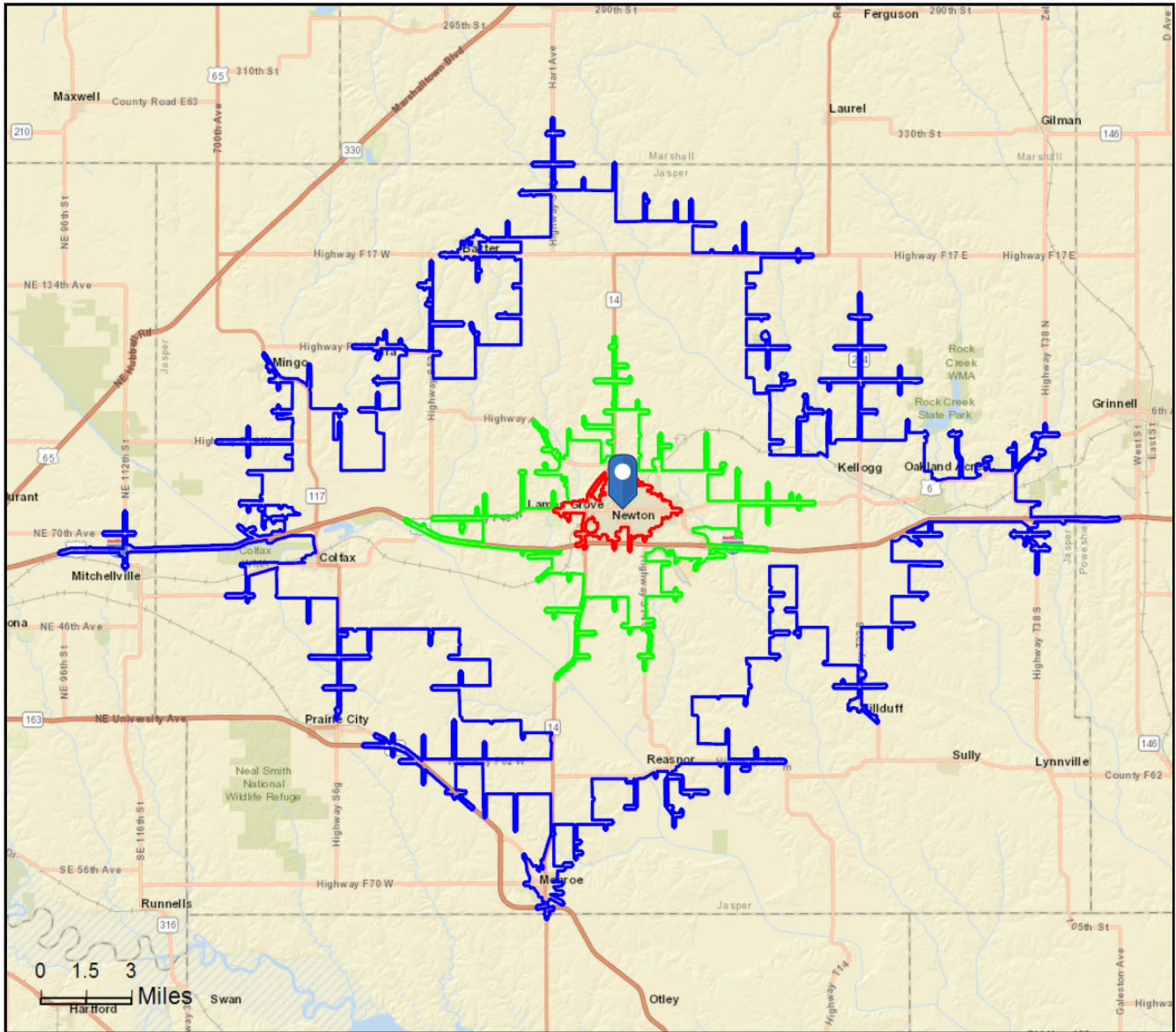
Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.



Site Map

113 1st Ave E, Newton, Iowa, 50208
Drive Time: 5, 10, 20 minute radii

Iowa Downtown Resource Center
Latitude: 41.69953
Longitude: -93.05286



February 07, 2019

At a Glance

2019 TOP PROSPECTS SURVEY RESULTS

1,241
Survey Sample

Newton resident	78.8%
Live within 20 miles of Newton	14.2%
Live 20+ miles from Newton	7.0%

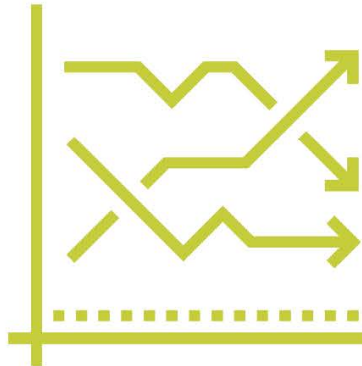
73%
Female

21%
Work Downtown

Traffic Generators

Businesses and Places Visited Most Often

1. Bridgehouse Coffee	11.2%
2. Capitol Theatre	10.2%
3. Panda Garden	8.5%
4. PJ's Deli	7.4%
5. Uncle Nancy's Coffeehouse	7.3%



Downtown Trends

Describe recent trends in Downtown Newton

Improving or making progress	41.1%
Steady or holding its own	34.6%
Declining or losing ground	24.3%

Opportunities Ahead? Eating and Drinking Establishments

Potential prospects for expansion and recruitment based on the 2019 Downtown Newton Top Prospects Survey completed by more than 1,100 participants.

Restaurant	Upscale Restaurant	Bakery	Ethnic Restaurant	Wine, Cheese, Meat	Distillery
Top Pick: 34.5%	Top Pick: 24.0%	Top Pick: 14.8%	Top Pick: 8.4%	Top Pick: 7.0%	Top Pick: 6.4%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Full-service	Multi-course meals	Donuts and pastries	Italian cuisine	Fine cheese/charcuterie	Live music
Dinner menu	Full-service bar	Fresh-baked bread	Thai cuisine	Wines for sampling	Eatery
Healthy menu options	Outdoor dining	Homemade pies & tarts	Indian cuisine	Food menu	Tasting Room
American-style cuisine	Upscale atmosphere	Cupcakes	Outdoor dining	Live music	Liquor options
Lunch menu	Live music	Made-to-order cakes	Middle Eastern cuisine	Bottles of wine for sale	Other beverage options
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 37%	25 to 44: 38%	25 to 44: 26%	25 to 44: 52%	25 to 44: 37%	25 to 44: 63%
45 to 64: 44%	45 to 64: 37%	45 to 64: 46%	45 to 64: 30%	45 to 64: 46%	45 to 64: 29%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
<\$50K: 26%	<\$50K: 15%	<\$50K: 27%	<\$50K: 28%	<\$50K: 23%	<\$50K: 17%
\$50K to \$100K: 40%	\$50K to \$100K: 41%	\$50K to \$100K: 47%	\$50K to \$100K: 41%	\$50K to \$100K: 30%	\$50K to \$100K: 42%
\$100K+: 34%	\$100K+: 44%	\$100K+: 26%	\$100K+: 30%	\$100K+: 47%	\$100K+: 41%

Opportunities Ahead

Retail Establishments

Potential prospects for expansion and recruitment based on the 2019 Downtown Newton Top Prospects Survey completed by more than 1,100 participants.

Clothing	Outdoor Recreation	Pet Emporium	Men's Clothing	Home Furnishings	Jeweler
Top Pick: 58.3%	Top Pick: 12.4%	Top Pick: 8.5%	Top Pick: 7.9%	Top Pick: 6.0%	Top Pick: 4.0%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Women's casual	Hunting/Fishing gear	Grooming/Bath station	Casual/Dressy apparel	Farmhouse Modern	Jewelry repair
Men's casual	Hiking apparel	Toys	Jeans, T's, sweats, shirts	DIY classes & supplies	Jewelry custom design
Women's dress/business	Croup kayaking	K9 training & classes	Shoes, socks, belts, etc.	Vintage-style decor	Watch repair
Women's plus-size	Canoe/Kayak rentals	Specialty foods & treats	Men's Big & Tall	Modern Traditional	Precious stones
Infants and children's	Canoe and kayak sales	Natural/Organic foods	In-house tailoring	Mid-Century Modern	Wedding/Engagement
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 36%	25 to 44: 59%	25 to 44: 39%	25 to 44: 35%	25 to 44: 48%	25 to 44: 17%
45 to 64: 41%	45 to 64: 30%	45 to 64: 40%	45 to 64: 40%	45 to 64: 33%	45 to 64: 69%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
<\$50K: 20%	<\$50K: 20%	<\$50K: 19%	<\$50K: 31%	<\$50K: 20%	<\$50K: 32%
\$50K to \$100K: 43%	\$50K to \$100K: 43%	\$50K to \$100K: 40%	\$50K to \$100K: 33%	\$50K to \$100K: 37%	\$50K to \$100K: 27%
\$100K+: 37%	\$100K+: 37%	\$100K+: 41%	\$100K+: 36%	\$100K+: 43%	\$100K+: 41%

Potential Market Traction



Question:
How likely would you be to patronize the following types of business in Downtown Newton?

Eating and Drinking Places	Weight	Retail Establishments	Weight
1. Restaurant	4.13	1. Clothing and Accessories	4.09
2. Bakery	3.80	2. Men's Clothing	3.40
3. Upscale Restaurant	3.72	3. Outdoor Recreation	3.24
4. Ethnic Restaurant	3.58	4. Furniture/Furnishings	3.18
5. Wines, Cheeses and Meats	3.32	5. Pet Emporium	2.92
6. Distillery	3.07	6. Jeweler	2.90

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

Are you a prospect?



38

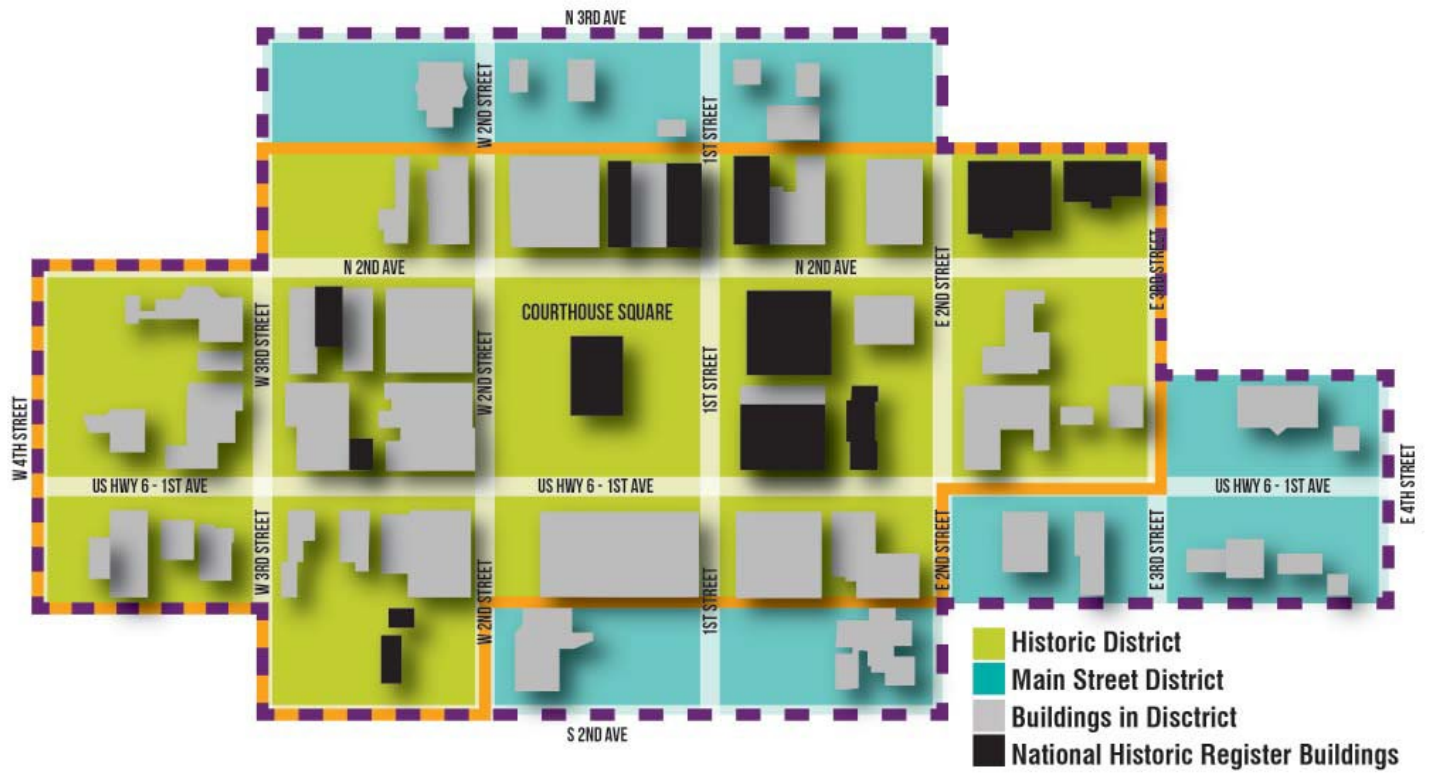
Potential Prospects

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

Interested in moving a business to downtown	5
Interested in opening a new business in downtown	33

4% of Survey Sample

DOWNTOWN NEWTON MAP



AVAILABLE FINANCIAL INCENTIVES

City of Newton/Newton Main Street Downtown Improvement Grant

All commercial buildings and businesses in the Main Street District are eligible. The applicant must demonstrate ownership of the building or obtain written permission from the building owner. All projects must meet the recommendations specified within the Downtown Historic District Design Guidelines as approved by the Newton City Council.

Match Required: 1:1, Permit fees are not an eligible expense.

- Sign or Sign Removal: Maximum award amount is \$750. A property or business may receive one award for sign removal and one award for new sign installation.
- Non-historic Façade Removal: Maximum award amount is \$2,000. A property or business may receive one award for non-historic façade removal.
- Façade Rehabilitation: Maximum award amount is \$5,000. May receive one award per street or alley façade.
- Painting or Paint Removal: Maximum award amount is \$1,500. A property or business may receive one award for paint removal and one award for painting.
- New Awning or Awning Removal: Maximum award amount is \$2,500. A property or business may receive one award for awning removal and one award for new awning.
- Architectural fees: Maximum award amount: 7.5% of the total project costs, not to exceed \$3,750. Architectural fees are only eligible for grant funds when the rehabilitation project's total cost equals or exceeds either 50% of the assessed building value (not including land value) or \$50,000, whichever is less. A property or business may receive one award for architectural fees.

City of Newton/Newton Main Street

All commercial buildings located in the Main Street District are eligible. The applicant must demonstrate ownership of the building or obtain written permission from the building owner. All projects must meet the recommendations specified within the Downtown Historic District Design Guidelines, adopted codes for the City of Newton, and the program instructions.

Match Required: 1:1 up to a maximum of \$20,000 per unit, Permit fees are not an eligible expense, other grants received cannot count towards the applicant's match requirement.

- Window rehabilitation or replacement in accordance with the Downtown District
- Design Guidelines (applicant would need to show how rehabilitation of historic windows is not feasible)
- Plumbing, Electrical, and Mechanical work, fixtures, units
- Basic appliances including: dishwasher, clothes washing machine, clothes dryer, refrigerator, stove
- Flooring or rehabilitation of historic flooring
- Construction materials
- Contractor's fees
- Design services from an Architect licensed in the State of Iowa (State Code may require architect involvement in some cases)

Historic Preservation Tax Credits

In 2014, Newton's downtown was listed as a historic district on the National Register of Historic Places. The designation brings financial incentives for district building owners. Substantial renovations of historic buildings within a National Register district can receive state and federal historic preservation tax credits.

Other available financial incentives:

Restaurant Grant

- In the process of being established by the City of Newton

Tax Increment Financing

- Available through the City of Newton

COMMERCIAL PROPERTY AVAILABLE

VACANT DOWNTOWN BUILDINGS



118 N 2nd Ave E

A large downtown two-story storefront with 5,808 sq. ft. available on the main floor and a mezzanine with 1,760 sq. ft. The building also includes a high ceiling basement. The building is for sale but a lease option is available.

Available SF: 5,808
Asking price: \$159,900
Lease: Option available.



102 1st St N

Great location on the east side of the Courthouse Square in a high traffic area of downtown Newton. Good access to the building from the square. Very visible site and building that could be used for office, service or commercial users. Video monitor included. Lease available at \$1,150.00/month Gross.

Available SF: +/- 1720
Asking price: \$119,500
Lease: \$1,150 per month



113 W 2nd St S Historic County Jail/Fire House

115 W 2nd St S has been a part of the Newton community for over 100 years. It started its life as part of a public safety complex that included the sheriff's residence and jail. For many years it has been used as storage space for Jasper County. The building's brickwork and stepped parapet create a unique sense of place. After a historic rehabilitation, time-period appropriate windows, entrances, and lighting will showcase the craftsmanship of industrial buildings in the early 20th century. South Second Avenue and the adjacent 48 space public parking lot in Newton underwent a complete reconstruction in 2017.

Available SF: 2,527
Lease rate: \$8 - \$12