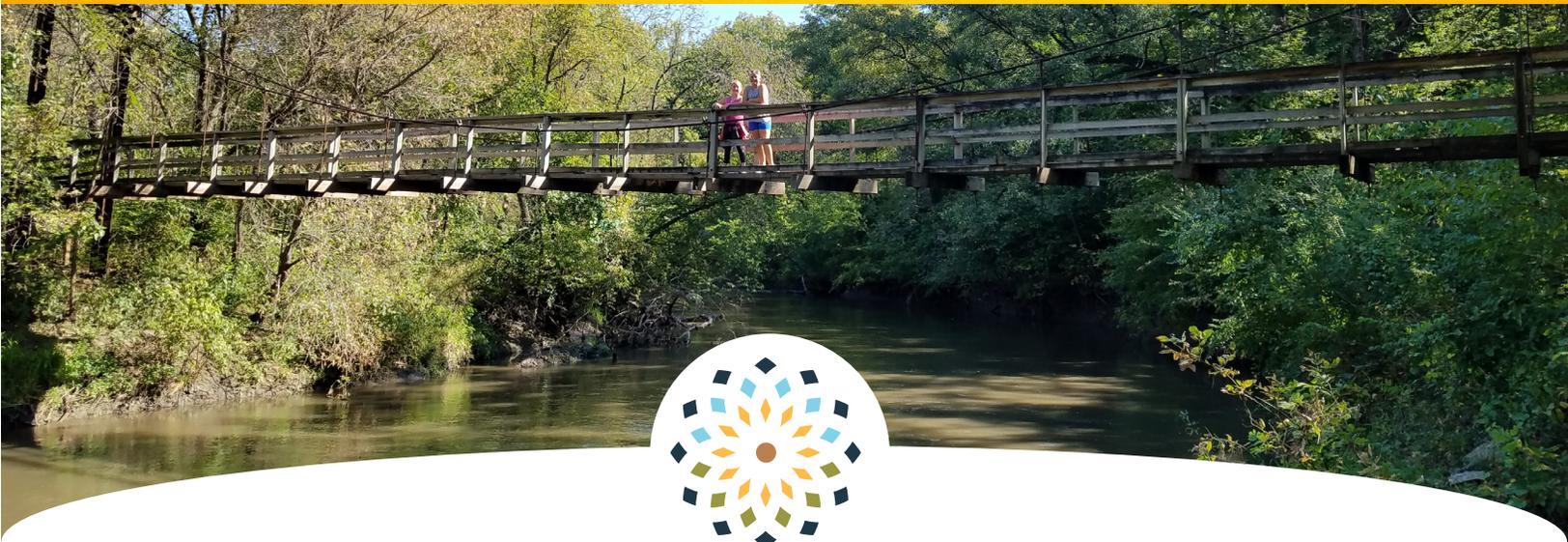


Hometown to the Great Outdoors



Coon Rapids

Naturally Iowa

Located at the intersection of Carroll, Guthrie, Greene and Audubon Counties, Coon Rapids is **centered between Omaha, NE and Des Moines, IA** along Hwy 141.

Coon Rapids is dedicated to making the community a viable rural Iowa community far into the future. They have been designated an **Iowa Great Place** since 2005 and a **Main Street Iowa community** since 2019.

Coon Rapids is **well positioned to support growth** with state-of-the-art municipal utilities, progressive city officials, an outstanding school system, a well-maintained housing base, excellent road and rail access, and strategic sites for business and residential development.



Whiterock Conservancy

15,000 annual guests, 40 miles of trails, campgrounds, dark skies

As the hometown to the great outdoors, Coon Rapids boasts a wide arrange of outdoor recreational opportunities. Tourism is expanding in Coon Rapids thanks to Whiterock Conservancy. This 5,500-acre non-profit land trust is open to the public year-round for recreation and exploration.

**We invite you to escape, feel at home and explore
Historic Coon Rapids, Connected, naturally.**



POPULATION	5 Minutes	10 Minutes	20 Minutes
2010 Total	1,062	1,681	3,991
2020 Total	1,029	1,620	3,799
2022 Estimate	1,022	1,604	3,744
2027 Projection	1,021	1,594	3,699
Growth (2022-27)	-0.1%	-0.6%	-1.2%

i Projected State Population Growth (2022-27) 1.0%



2022 DAYTIME POP	5 Minutes	10 Minutes	20 Minutes
Total Daytime Population	1,239	1,628	3,327
Workers	693	795	1,554
Residents	546	833	1,773
Daytime Change	21.2%	1.5%	-11.1%



HOUSEHOLDS	5 Minutes	10 Minutes	20 Minutes
2010 Total	455	697	1,677
2020 Total	441	676	1,611
2022 Estimate	439	671	1,595
2027 Projection	439	668	1,582
Growth (2022-27)	0.0%	-0.4%	-0.8%

i Projected State Households Growth (2022-27) 1.2%



MEDIAN HH INCOME	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	\$62,010	\$62,531	\$65,403
2027 Projection	\$69,226	\$69,157	\$76,136
Growth (2022-27)	11.6%	10.6%	16.4%

i 2022 State Median HH: \$64,852 2022-27 Growth: 14.8%



Building a thriving downtown

Main Street Coon Rapids's (MSCR) mission is to create a thriving downtown by nurturing business growth and improvement through increased community involvement and inclusion while being mindful of the past and focusing on the future. Since our inception in August 2019 MSCR has experienced

- ◆ 28 completed building projects
- ◆ \$1,031,600 privately invested in buildings
- ◆ \$1,246,360 in grants awarded
- ◆ \$252,948 of city investment
- ◆ 18 buildings sold
- ◆ 100 events hosted by MSCR
- ◆ volunteer hours 10,200



“Without Main Street Coon Rapids resources, my dream would not have happened. I am so thankful for them!”

Amy Gray, owner of Style on Main - opened May 2022

Opportunities

TOP RETAIL REQUESTS

- butcher/meat shop
- clothing boutique
- variety store
- sporting goods/outdoors store
- arts/crafts/hobbies
- pet store/boarding/grooming

TOP RESTAURANT REQUESTS

- pizzeria
- steakhouse
- deli/sandwich shop
- brewery
- ice cream/sweet shop
- breakfast/brunch restaurant

**Data from 2023 Market Study Results*



“Win-Win-Win...We teamed with Main Street Coon Rapids to triple our footprint and products for our customers.”

Coon Rapids Hardware Hank General Manager Adam Esdohr: major renovation and expansion - June 2021



PER CAPITA INCOME
2022 ESTIMATE

5 Minutes	\$31,083
10 Minutes	\$32,313
20 Minutes	\$35,320
State	\$36,238



MEDIAN AGE
2022 ESTIMATE

5 Minutes	42.0
10 Minutes	42.4
20 Minutes	44.3
State	39.5



2022 EMPLOYED
CIVILIAN POPULATION 16+

5 Minutes	97.6%
10 Minutes	97.6%
20 Minutes	97.9%
State	97.3%



Funding Resources

- Main Street Iowa Challenge Grant
- Community Catalyst Building Remediation Grant
- Main Street Coon Rapids (MSCR) Mini-Grants
- MSCR Business Expansion or Relocation Grant
- MSCR Business Startup Grant
- Carroll County Growth Partnership Jump-Start Accelerator Grant AND Micro Facade Grant
- Iowa Economic Development Authority
- Tax Increment Financing

Local Lenders

- Iowa Savings Bank
- Availa Bank
- Coon Rapids Municipal Utilities Revolving Loan Fund
- Region XII Revolving Loan Fund

Learn More

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(712) 999-4769 | growCoonRapids@gmail.com
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