

NOW PRE-LEASING
OFFICE, RETAIL,
FOOD & BEVERAGE



MIXED-USE DEVELOPMENT | IOWA STATE UNIVERSITY | UNIVERSITY BOULEVARD & JACK TRICE WAY | AMES, IOWA 50014



IOWA STATE UNIVERSITY™



CYTOWN OVERVIEW



94 Acres
13 Buildings | 5 Existing | 8 New
575,000 SF of New Space
Delivery Fall 2027

CELEBRATE. PLAY. SHOP. GATHER. PERFORM.

CyTown will transform Ames into a vibrant, year-round destination in the heart of the Iowa State Center, between Jack Trice Stadium and Hilton Coliseum. This dynamic development will create a unique experience centered around Iowa State University's iconic sports and performing arts venues, driving economic growth and providing new amenities for students, faculty, staff, and residents. CyTown offers premier leasing opportunities within a vibrant mixed-use development, featuring flexible spaces for office, retail, food and beverage.

Available Space:

- Office
- Retail
- Food & Beverage Anchor

Lease Rates:

- Available upon request

Property Features:

- 1.3 Million+ annual visitors
- Activated year-round, 365-days
- Prime central location with easy access
- Regional draw with an expanded trade area
- Leverage the Iowa State University brand
- Ample on-site parking (excluding home football games)
- Signage opportunities
- Professional event programming and management



IOWA STATE
UNIVERSITY

IOWA STATE UNIVERSITY
ResearchPARK



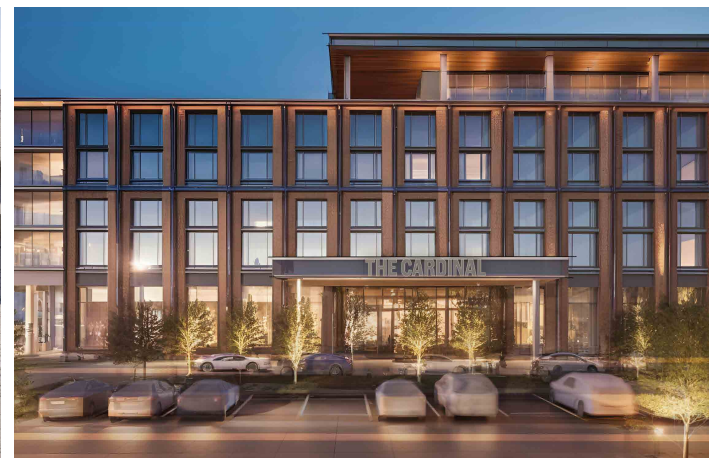
Iowa State Center
Fisher Theater • Scheman Building • Stephens Auditorium
IOWA STATE UNIVERSITY

BUILDING AVAILABILITY

| | | | |
|----------|--|------------------|-----------------|
| A | McFARLAND CLINIC 3 Floors / 78,000 Square Feet | | |
| B | FOOD & BEVERAGE ANCHOR | | |
| | For Lease | Available | Use |
| | Floors 1 & 2 | Up to 12,000 SF | Food & Beverage |
| C | RETAIL & CYTOWN SUITES | | |
| | For Lease | Available | Use |
| | Floor 1 | Up to 12,600 SF | Retail, F&B |
| D | RETAIL & OFFICE | | |
| | For Lease | Available | Use |
| | Floor 1 | Up to 14,600 SF | Retail, F&B |
| | Floors 2-3 | Up to 48,000 SF | Office |
| E | RETAIL & CYTOWN SUITES | | |
| | For Lease | Available | Use |
| | Floor 1 | Up to 12,500 SF | Retail, F&B |
| F | RETAIL & OFFICE | | |
| | For Lease | Available | Use |
| | Floor 1 | Up to 15,600 SF | Retail, F&B |
| | Floors 2-3 | Up to 48,000 SF | Office |
| G | SUKUP CYLO AMPHITHEATER | | |
| H | CARDINAL HOTEL | | |



RENDERINGS



TRAFFIC DRIVERS

CyTown and its surrounding venues will be seamlessly programmed year-round, complementing one another with a dynamic mix of events, performances, concerts, and activities. From athletic events and arts performances to business conferences, graduation ceremonies, and weddings, CyTown ensures a steady and diverse flow of residents, students, fans, and visitors throughout the year.

| Venue | Annual Visitors |
|---|---------------------|
| Jack Trice Stadium | 400,000 |
| Hilton Coliseum | 500,000 |
| Iowa State Center (Scheman, Stephens, Fisher) | 250,000 |
| ISU Alumni Center & Reiman Gardens | 225,000 |
| Total Annual Visitors | 1.3 Million+ |

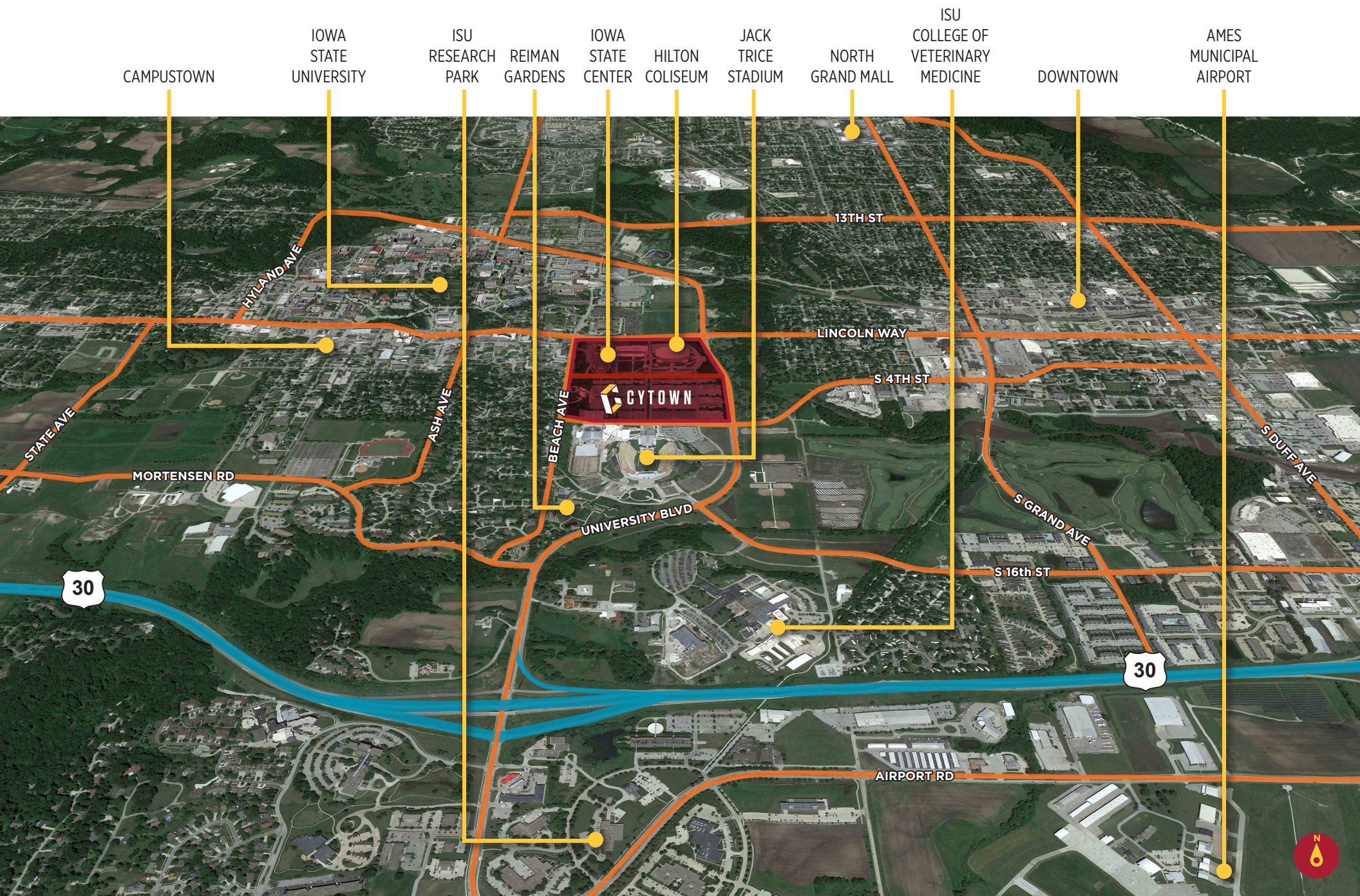
| Select Community Events, Activities, & Groups | Attendance |
|--|------------------|
| Iowa Games, Special Olympics, and other Special Events | 110,000+ Annual |
| ISU Student Commuters (parking in lots adjacent to CyTown and riding CyRide to Campus) | 2,000 Daily |
| CyRide Bus Passengers | 1 Million Annual |
| Ames Residents / ISU Students | 66,000 |
| ISU Research Park Employees | 2,500 |
| George Strait & Chris Stapleton Concert @ Jack Trice (2024) | 50,000+ |
| McFarland Clinic at CyTown Patients & Employees | 900+ Daily |

Key Future Events

- Iowa High School Boys State Basketball Tournament (Hilton Coliseum, 2027–2031)
- Marquee concerts with headliner artists (Jack Trice Stadium)
- Music performances and stage events (Sukup Cylo Amphitheater)
- University hosted events, ISU athletic celebrations, and game watch parties
- Conferences, graduations, weddings, and private events
- Community festivals and seasonal farmers’ markets



LOCATION



MARKET OVERVIEW

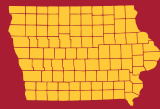
Ames is a dynamic hub of innovation, education, and economic diversity, fueled by Iowa State University and industries such as agriculture, technology, research, healthcare, and manufacturing. The ISU Research Park serves as a powerful catalyst for startups and tech growth, while over 4,225 businesses strengthen the economy. Major employers like Iowa State University, Mary Greeley Medical Center, Danfoss, and the Iowa Department of Transportation contribute to a skilled workforce. With cutting-edge research, a strong community, and a high quality of life—affordable housing, excellent schools, and abundant recreation—Ames provides an ideal environment for both businesses and residents to thrive.

IOWA STATE UNIVERSITY™

Enrollment (2025)
31,105 Students

First-year Students.....6,160
Undergraduate Students.....26,346
Graduate Students.....4,116
Veterinary Medicine.....643

Students from...



All 99 counties



All 50 states



116 countries

IOWA STATE UNIVERSITY
ResearchPARK

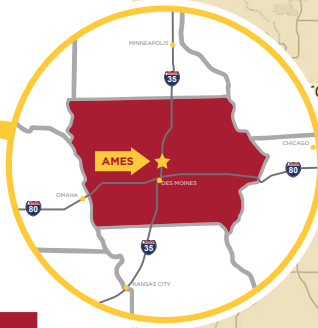
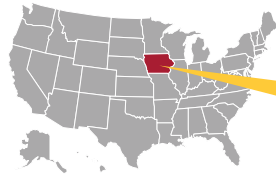
550 Acres
17 Buildings
1 Million SF GLA
135+ Companies
2,500 Employees



INNOVATE at Iowa State



DEMOGRAPHICS



| Demographics | 1 Mile | 5 Miles | 15 Miles | 45 Min. Drive Time |
|--------------------------|----------|----------|----------|--------------------|
| Population 2024 | | | | |
| Total Population | 17,428 | 72,005 | 118,808 | 613,512 |
| Daytime Population | 21,553 | 80,914 | 122,798 | 658,438 |
| Median Age | 20.4 | 24.7 | 29.4 | 35.4 |
| Household Income | | | | |
| Average Household Income | \$70,590 | \$92,587 | \$99,121 | \$107,295 |
| Total Households | 3,306 | 28,157 | 47,228 | 245,752 |
| Places of Work | | | | |
| Total Businesses | 381 | 2,349 | 4,007 | 23,835 |
| Total Employees | 10,637 | 42,905 | 61,557 | 365,809 |

Approximate Drive Times



| | |
|---------------------------|---------|
| AMES AIRPORT | 6 MIN |
| NEVADA | 16 MIN |
| BOONE | 19 MIN |
| STORY CITY | 22 MIN |
| ANKENY | 26 MIN |
| DES MOINES | 35 MIN |
| DSM INTERNATIONAL AIRPORT | 47 MIN |
| FORT DODGE | 67 MIN |
| CEDAR RAPIDS | 94 MIN |
| OMAHA | 155 MIN |
| MINNEAPOLIS | 196 MIN |
| KANSAS CITY | 212 MIN |
| CHICAGO | 325 MIN |





CYTOWN

CYTOWN.COM

CONTACTS



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