



Public Policy and Persuasion

TARGETED BUSINESS ATTRACTION

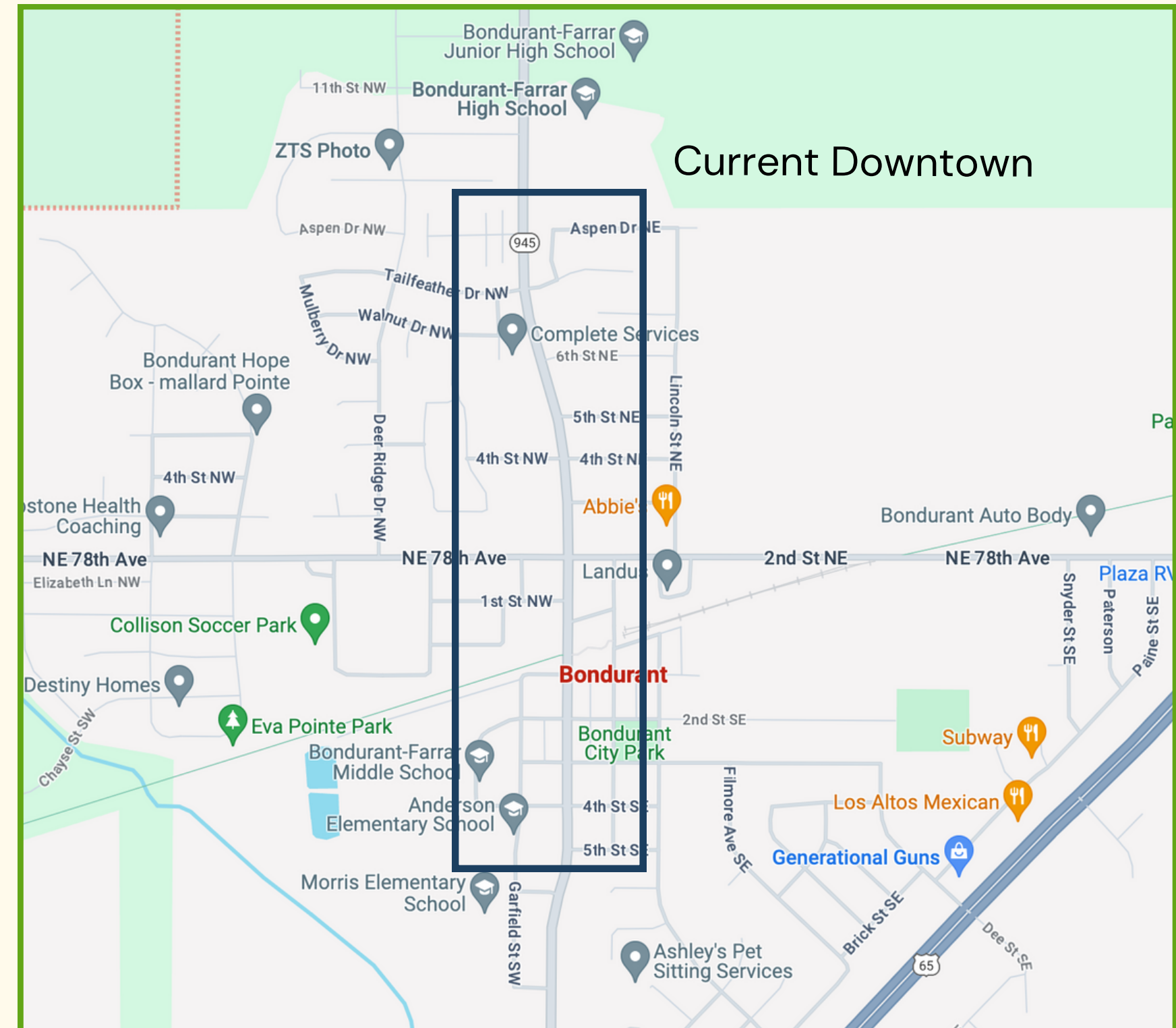
Bondurant, IA

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BACKGROUND

Bondurant is projected to over **triple** in size in the next 10 years



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Downtown Bondurant is unable to support its **current** population and needs to adapt to its residents



CURRENT STATE OF ISSUE



Basic Needs

- Grocery stores: 1
 - Pharmacies: 0
 - Tier health care facilities: 0
-

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Amenities

- Restaurants: **7**
- Walkability Score: **38/100**
- Indoor/outdoor sports complex: **0**

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Tourism

- Large number of festivals and events with **minimal** residential engagement
- Not much to set them apart from DSM area

BEST PRACTICES IN IOWA



North Liberty

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 - Comprehensive plan is **tiered**
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- **37,000** annual visitors to their autumn pumpkin patch

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- Invested in **agritourism** in a town of **406**
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Keokuk

- Similar in population size
- Grocery stores: **3**
- Pharmacies: **3**
- Health care facilities: **2**

HOW CAN BONDURANT PULL PEOPLE OFF THE INTERSTATE?



What?

- Increase the number of restaurants from **7 to 15**
- Increase the number of fast food restaurants from **1 to 7**

RESTAURANTS

HOW CAN BONDURANT PULL PEOPLE OFF THE INTERSTATE?



What?

- Increase the number of restaurants from **7 to 15**
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How?

- Cost varies depending on available land & **franchise vs small business**
- Range from **\$1-\$3 million** for fast food chains

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Why?

- Fast food options encourage drivers to stop
- Variety of restaurants gives options and may **attract visitors**

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What?

- A dynamic **indoor** complex
- Travel destination and entertainment hub

SPORTS COMPLEX

HOW CAN BONDURANT PULL PEOPLE OFF THE INTERSTATE?



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- Travel destination and entertainment hub

How?

- Can cost up to **\$50 million** to develop
 - Bondurant **funds** and other application based **grants**
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Why?

- Gathering space
 - **Adult** and **youth** uses
 - Nearby youth sports teams can utilize the space
-

HOW CAN BONDURANT PULL PEOPLE OFF THE INTERSTATE?



What?

- A **city square**
- Something similar to Iowa City's "ped mall"

WALKABLE AREA

HOW CAN BONDURANT PULL PEOPLE OFF THE INTERSTATE?



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- Roughly \$7 million
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How?

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Why?

- Central **gathering area**
 - Keeps the "**small town feel**" while adding businesses, theatres, & restaurants
-

HOW CAN BONDURANT SERVE ITS RESIDENTS?



What?

- Increase the number of grocery stores from **1 to 3**

GROCERY STORES

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What?

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How?

- Approx. **\$4 million** per grocery store (based on what North Liberty paid for an Aldi)

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Why?

- Keokuk (**9,623**) has 3 stores
 - Fort Madison (**10,134**) has 3 stores
 - Grinnell (**9,493**) has 3 stores
-

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What?

- Provide residents with access to a pharmacy **within city limits**

PHARMACIES

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How?

- Average cost is **\$400k-\$600k** for the franchise owner

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How?

- Average cost is **\$400k-\$600k** for the franchise owner

Why?

- 88.9% of Americans live within **5 miles** of a pharmacy
- Cities of similar size: **3-4 pharmacies**

HOW CAN BONDURANT SERVE ITS RESIDENTS?



What?

- Provide residents with access an **urgent care** within city limits

HEALTH CARE FACILITIES

HOW CAN BONDURANT SERVE ITS RESIDENTS?



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How?

- The average UIHC facility costs approx. **\$600k–1.98 million**

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How?

- The average UIHC facility costs approx. **\$600k–\$1.98 million**

Why?

- Access to health care facilities is important for **young families**
- Cities of similar size: **3 facilities**

HOW CAN AGRITOURISM ATTRACT VISITORS?



What?

- Build pumpkin patch from repurposed farm land
- Multi-purpose event venue
- Recommended size: **10 acres**

PUMPKIN PATCH

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How?

- Profit range: **1.5–6k** per acre
 - Overhead costs: **3–4k** per acre
 - Chose Iowa Grant Program
 - Iowa Agricultural Tourism Promotion Act
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Why?

- **66.34%** of Iowa residents visited
 - **52.20%** return to the same farm
 - Provides educational opportunities for students
-

NEXT STEPS



Finalize promotional video

- Our group is working closely with the film student to ensure best results



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- Host events where businesses can see benefits of Bondurant and the space, use social media



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- “Community Catalyst Building Remediation Program” for city square
 - “Enhance Iowa” for sports complex
 - “Chose Iowa”
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Follow Through

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 - Reaching out to landowners regarding development
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- Let interested businesses know about the many incentive programs



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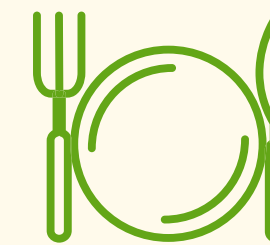
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Franchise form

- Fill out “Franchising Initial Inquiry Form” to become a franchisee (McDonald’s)



THANK YOU!

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