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CITYVIEW'S

BUSINESS JOURNAL



The tournament BOOM

Learn how area businesses have prospered from the traffic associated with Iowa high school state tournaments.

By Colson Thayer

The Iowa High School Athletics Association (IHSAA) and the Iowa Girls High School Athletic Union (IGHSAU) bring in thousands of fans with their annual tournaments at Wells Fargo Arena each year. Athletes, families, friends and students alike make their way to downtown Des Moines to celebrate the year's athletic achievements and cheer on their respective teams at boys state wrestling and boys and girls basketball. Fans pack the stands during the events, but what are they doing when their favorite athletes are not competing?

Oftentimes, they are contributing to the local economy.

"The dollar goes a lot of different places when people come to town," said Greg Edwards, president and CEO of Catch Des Moines.

Catch Des Moines put an estimated economic impact of all three tournaments — boys wrestling, boys and girls basketball — at about \$3.5 million. Fans from all over the state take these weeks as an opportunity to experience what Des Moines has to offer in dining, lodging, shopping and entertainment.

Wells Fargo Arena is the home of basketball and wrestling state tournaments.



Managing partner of Buzzard Billy's, Jeff Kirby.

Dining

Located less than 500 feet from Wells Fargo Arena is Buzzard Billy's at 615 Third St. The restaurant, a popular choice among sports fans, features a variety of American, Southern and Cajun cuisine. Being in the heart of downtown, Buzzard Billy's is an event-driven business, according to its managing partner of 10 years, Jeff Kirby.

"There's so many events throughout the year, whether it's the sports tournaments or the larger conventions, they all have a pretty big impact on our business," said Kirby.

Kirby said Buzzard Billy's busiest season, in terms of sales, is between January and June — particularly February and March, state tournament season. To handle the rush, Kirby said it just requires more planning. The restaurant reviews the sales of years past to forecast their schedules.

"The state wrestling tournament is typically our busiest week of the year," said Kirby. "We keep pretty good records as far as staffing we've done in years past to be able to properly prepare. Staffing is the critical aspect of it. It's kind of the secret to success to me."

Kirby relies on staff members in the kitchen who have worked at Buzzard Billy's for years. They do their best to retain "top-tier" talent in order to do high-volume sales.

Getting people to the restaurant is never an issue, so they do not need to run promotions or specials. The focus is serving as many people as they can.

"It's a lot of bigger groups. You get a lot of people, especially wrestling people, that come from a lot of small towns all throughout the state," said Kirby. "They've been coming into Buzzard Billy's year after year, as long as we've been here. We'll see a lot of the same faces year after year that have been our loyal customers for a long time."

During the week of state wrestling, Buzzard Billy's opens its lower level to serve concession-style food. Kirby considers it a "service to the public," providing food and drinks to as many people as they can.

"I think that the wrestling tournament and the basketball tournaments are probably some of my favorite weeks," said Kirby. "A lot of times, the managers will end up working 70-80 hours, but it's fun, and we enjoy it."



Catch Des Moines president and CEO Greg Edwards

Hotels

As soon as teams and athletes begin to qualify for the state tournaments, schools, families, current students and even alumni begin to book hotels for the week of the events, according to Jessica Dunker, president and CEO of the Iowa Hotel and Lodging Association.

"Tournaments bring capacity-filling numbers of people to area hotels," said Dunker. "It is an extremely important annual bump in business, especially midweek, and weather like we're facing, in what is generally a slow time of year."

The hotel industry, like many others, was devastated by COVID-19. Previous reporting by CITYVIEW showed occupancy rates at some hotels in the state were as low as 10% during the worst of the pandemic. Dunker said events like the state tournaments are important to returning to pre-pandemic levels.

"Hotel and lodging properties in the entire metro benefit from these large sporting events and appreciate the opportunity to host and serve as 'home base' for the many excited Iowans who come to town to cheer on their teams," Dunker said. "The hotel and lodging space depends on events like these as part of the long road to recovery post-pandemic. While revenues and room occupancies are returning to normal and even growth levels, we have three years of loss we're trying to recover from."

Reservations of all kinds are made for tournament weeks. Schools and teams typically book large, but usually no more than four people to a room. Dunker said that chains are popular with visitors and fans. However, there is some interest in boutique hotels.

"Some families and fans enjoy these styles of rooms, and even some schools will enjoy these styles of hotels," she said.

To accommodate the increase in traffic, hotel staffing levels are increased during tournament days as they do during similar sell-out situations. However, occupancy rates decline when more metro teams and athletes make the cut as locals do not need overnight accommodations.

"Locations near the event center tend to do really well, especially for winter events due to the skywalk system, as well as eliminating the need to find parking at the venue if they can just walk there," Dunker said.

A strong interest exists in suburban hotels, too. Those located near metro malls are popular for their proximity to shopping, dining and entertainment offerings during tournament downtimes.



Store leader at SCHEELS, Chrissy Brabandt

Shopping

"We treat wrestling, girls basketball and boys basketball like the holiday season. I treat those weeks like they're weeks in December," said Randy Tennison, general manager of Jordan Creek Town Center.

Tennison said, across the board, the retail and dining experiences offered by Jordan Creek see significant increases during tournament weeks. While he did not offer specific metrics, he did say that one of the events tends to outpace the others.

"Honestly, in my experience, I believe that wrestling seems to have a stronger increase," said Tennison. "A lot of that is, it seems, like there are more schools from outside the metro that come in for wrestling... it just seems like there are more people from other areas of the state."

Working in favor of Jordan Creek is the fact that some of its retailers have only one or very few stores in the state.

"When people come to the area, they're getting to shop at places they don't always get to shop at elsewhere in the state. They're not getting to get around those retailers very often, whether it's Apple or Pottery Barn or Williams Sonoma. We just



Randy Tennison, general manager of Jordan Creek Town Center

announced Lego, so that'll be something similar."

One of the leaders of those retailers, Chrissy Brabandt, the store leader at SCHEELS, agrees that extra traffic is seen during tournament weeks. Brabandt has worked for the company since 2001.

"We know the dates well in advance, so we are able to schedule extra crew to help us out with the extra traffic," she said. "From just before lunch until the evening events start is usually the most traffic. Because stuff is going on usually all day, the traffic flow is usually pretty consistent Friday and Saturday."

To accommodate all the extra visitors to Jordan Creek, Tennison and his team adjust general operations. Security and cleaning are increased to similar levels to that of the holiday season.

"It's fun to have February and March weeks feel like the holiday," said Tennison. "February is typically the slowest month for shopping centers nationwide. For us, to be able to have state wrestling here, makes it feel like a December week, which is a blast. It's fun to have that energy in February. It's fun to have that energy in March that you typically don't see at a shopping center." ■



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COMMERCIAL REAL ESTATE

COMMERCIAL REAL ESTATE TRANSACTIONS IN POLK COUNTY FROM NOV. 19, 2023 TO DEC. 18, 2023

**1100 ARMY POST ROAD,
DES MOINES**
SALE DATE: 2023-11-19
SALE PRICE: \$155,000
SELLER: LILE, KAREN
BUYER: STJ INVESTMENTS LLC
ACRES: 0.177
SQUARE FEET: 1,364

1077 27TH ST., DES MOINES
SALE DATE: 2023-11-20
SALE PRICE: \$220,000
SELLER: BUCKINGHAM ASSETS LLC
BUYER: PARE, JASON
ACRES: 0.182
SQUARE FEET: 2,563

9439 PLUM DRIVE, URBANDALE
SALE DATE: 2023-11-21
SALE PRICE: \$1,722,362
SELLER: LANDMARK OFFICE PARK
LLC
BUYER: GRACE REAL ESTATE
HOLDINGS LLC
ACRES: 7.908
SQUARE FEET: 0

3500 SIXTH AVE., DES MOINES
SALE DATE: 2023-11-29
SALE PRICE: \$700,000
SELLER: HENDERSON-HIGHLAND
PARK FUNERAL SERVICE LLC
BUYER: HS RENTAL LLC
ACRES: 0.419
SQUARE FEET: 4,972

**2812 BRATTLEBORO AVE.,
DES MOINES**
SALE DATE: 2023-11-30
SALE PRICE: \$241,000
SELLER: BEAVERDALE HOUSING
LLC
BUYER: GALLUZZO, STEVEN
ACRES: 0.182
SQUARE FEET: 3,544

1625 DIXON ST., DES MOINES
SALE DATE: 2023-11-30
SALE PRICE: \$111,000
SELLER: HOUGHMAN, RONALD
BUYER: SOUTHEAST 23RD STREET
PROPERTY LLC
ACRES: 1.056
SQUARE FEET: 1,056

5299 N.E. 22ND ST., DES MOINES
SALE DATE: 2023-12-01
SALE PRICE: \$4,700,000
SELLER: TRIP PORTFOLIO LLC
BUYER: SAIA MOTOR FREIGHT LINE
LLC
ACRES: 10.360
SQUARE FEET: 17,800

**175 S. NINTH ST., SUITE 445,
WEST DES MOINES**
SALE DATE: 2023-12-04
SALE PRICE: \$225,000
SELLER: BLUE IGUANA
INVESTMENTS LLC
BUYER: CUSTIS REAL ESTATE
HOLDINGS LLC
ACRES: 0.044
SQUARE FEET: 1,920

**175 S. NINTH ST., SUITE 450,
WEST DES MOINES**
SALE DATE: 2023-12-04
SALE PRICE: \$235,000
SELLER: BLUE IGUANA
INVESTMENTS LLC
BUYER: CUSTIS REAL ESTATE
HOLDINGS LLC
ACRES: 0.044
SQUARE FEET: 1,920

2400 HICKMAN ROAD, DES MOINES
SALE DATE: 2023-12-06
SALE PRICE: \$13,200,000
SELLER: HICKMAN PARTNERS LLC
BUYER: RT FAMILY PROPERTIES LLC
ACRES: 1.088
SQUARE FEET: 149,519

NO ADDRESS LISTED
SALE DATE: 2023-12-06
SALE PRICE: \$90,000
SELLER: THE PARKS FUNERAL
SERVICES INC
BUYER: CATON GOMEZ, JOSE
ACRES: 0.297
SQUARE FEET 0

1111 N. GRANT AVE., ELKHART
SALE DATE: 2023-12-06
SALE PRICE: \$200,000
SELLER: BILL & DONNA HUBER
FAMILY TRUST
BUYER: 1111 N GRANT AVENUE LLC
ACRES: 4.423
SQUARE FEET: 0

NO ADDRESS LISTED
SALE DATE: 2023-12-06
SALE PRICE: \$900,000
SELLER: CHAPMAN, KATHLEEN M
BUYER: IOWA ESTATE GROUP LLC
ACRES: 0.708
SQUARE FEET: 11,792

**7640 S.W. 22ND ST., SUITE 105,
DES MOINES**
SALE DATE: 2023-12-07
SALE PRICE: \$398,000
SELLER: 7600 SW 22ND STREET
LLC
BUYER: MOSAIC PROPERTY
GROUP LLC
ACRES: 0.220
SQUARE FEET: 3,000

1264 CUMMINS ROAD, DES MOINES
SALE DATE: 2023-12-08
SALE PRICE: \$4,200,000
SELLER: DES MOINES LEASED
HOUSING ASSOCIATES VIII LP
BUYER: SOUTHWINDS LLC
ACRES: 1.882
SQUARE FEET: 52,480

300 S.W. FIFTH ST., DES MOINES
SALE DATE: 2023-12-08
SALE PRICE: \$16,000,000
SELLER: HARBACH LOFTS LLC
BUYER: 300 SW 5TH LLC
ACRES: 1.129
SQUARE FEET: 103,428

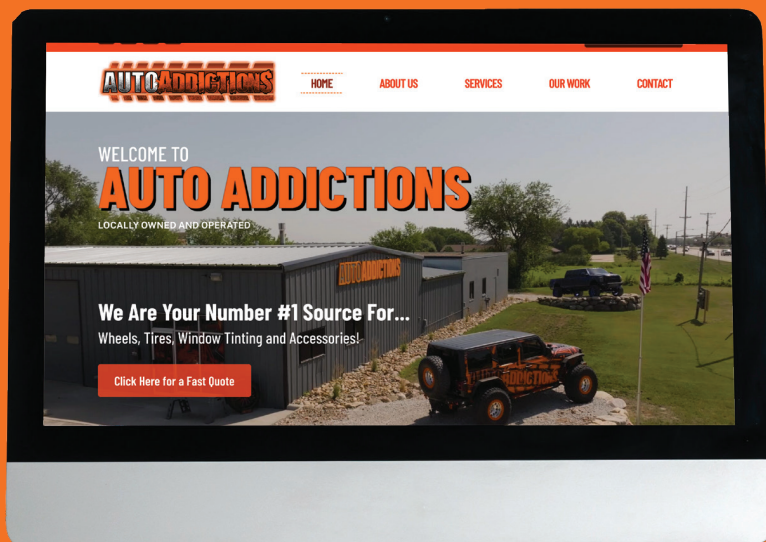
512 ELM ST., DES MOINES
SALE DATE: 2023-12-08
SALE PRICE: \$625,000
SELLER: ELM STREET
PARTNERSHIP LLC
BUYER: 512 ELM LLC
ACRES: 0.478
SQUARE FEET: 9,900

1208 S.E. 16TH COURT, ANKENY
SALE DATE: 2023-12-08
SALE PRICE: \$5,509,677
SELLER: LARSON FAMILY LLLP
BUYER: GBI-ANKENY LLC
ACRES: 3.082
SQUARE FEET: 34,900

5909 N.W. 90TH ST., JOHNSTON
SALE DATE: 2023-12-11
SALE PRICE: \$100,000
SELLER: IMPACT7G INC
BUYER: 7G DEVELOPMENT LLC
ACRES: 1.463
SQUARE FEET: 0

5095 N.E. 14TH ST., DES MOINES
SALE DATE: 2023-12-11
SALE PRICE: \$550,000
SELLER: MCKEE AUTO CENTER INC
BUYER: 5095 NE 14TH ST LLC
ACRES: 0.683
SQUARE FEET: 1,380

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1106 CLINTON AVE., DES MOINES

SALE DATE: 2023-12-11
SALE PRICE: \$230,000
SELLER: ARMADURA LEGAL INC
BUYER: COLLINS, SCOTT J
ACRES: 0.152
SQUARE FEET: 2,023

5965 MERLE HAY ROAD, JOHNSTON

SALE DATE: 2023-12-12
SALE PRICE: \$1,025,000
SELLER: LAS MANAGEMENT LLC
BUYER: EDF MANAGEMENT LLC
ACRES: 1.127
SQUARE FEET: 8,040

1908 E. EUCLID AVE., DES MOINES

SALE DATE: 2023-12-12
SALE PRICE: \$902,500
SELLER: MEADOWS WAREHOUSING COMPANY
BUYER: S&N REAL ESTATE LLC
ACRES: 13.161
SQUARE FEET: 16,848

NO ADDRESS LISTED

SALE DATE: 2023-12-13
SALE PRICE: \$300,000
SELLER: HALLER, WILLIAM R
BUYER: HALLER LIVING TRUST
ACRES: 12.029
SQUARE FEET: 7,200

NO ADDRESS LISTED

SALE DATE: 2023-12-13
SALE PRICE: \$1,305,000
SELLER: LONE WOLF REALTY LLC
BUYER: JEFFERSON WAY LLC
ACRES: 7.993
SQUARE FEET: 0

536 43RD ST., DES MOINES

SALE DATE: 2023-12-14
SALE PRICE: \$395,000
SELLER: BEAVERDALE HOUSING LLC
BUYER: DOORIRS II LLC
ACRES: 0.418
SQUARE FEET: 6,458

320 EIGHTH ST. S.E., ALTOONA

SALE DATE: 2023-12-15
SALE PRICE: \$700,000
SELLER: GUIDO'S BUILDING COMPANY LLC
BUYER: LIL-P-BUB LLC
ACRES: 0.516
SQUARE FEET: 3,750

2400 INGERSOLL AVE., DES MOINES

SALE DATE: 2023-12-15
SALE PRICE: \$1,059,810
SELLER: NOAH & SARA ANN
LAONA REV TRUST
BUYER: II LLC
ACRES: 1.242
SQUARE FEET: 12,004

1616 FULLER ROAD, WEST DES MOINES

SALE DATE: 2023-12-15
SALE PRICE: \$800,000
SELLER: SOMMERS, RONALD W
BUYER: 1616 LLC
ACRES: 0.880
SQUARE FEET: 9,620



701 LOOMIS AVE., DES MOINES

SALE DATE: 2023-12-18
SALE PRICE: \$1,307,000
SELLER: SOUTHTOWN TERRACE LLC
BUYER: NH1 PROPERTIES A LLC
ACRES: 1.500
SQUARE FEET: 16,512

320 S.E. GATEWAY CIRCLE, GRIMES

SALE DATE: 2023-12-18
SALE PRICE: \$664,906
SELLER: SSD PROPERTIES LLC
BUYER: 49TH ST INVESTORS LLC
ACRES: 2.828
SQUARE FEET: 0

1516 VALLEY WEST DRIVE, WEST DES MOINES

SALE DATE: 2023-12-18
SALE PRICE: \$1,875,000
SELLER: MDM EQUITY-2010 LLC
BUYER: CSA
ACRES: 2.004
SQUARE FEET: 20,212

1800 WATROUS AVE., DES MOINES

SALE DATE: 2023-12-18
SALE PRICE: \$22,744,275
SELLER: WAKONDA VILLAGE APARTMENTS PROPCO LLC
BUYER: WAKONDA OWNER LP
ACRES: 21.730
SQUARE FEET: 273,964

3950 VANDALIA ROAD, DES MOINES

SALE DATE: 2023-12-18
SALE PRICE: \$253,000
SELLER: JOHNSON, WALTER A
BUYER: JAROD & JODI SMITH
WHITEWATER REVOCABLE TRUST
ACRES: 1.754
SQUARE FEET: 13,380 ■

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Kaycee Butler Aesthetics LLC	WATERLOO	BLACK HAWK	01	\$45,000	1	1	1	NEW	All Other Personal Services
AA TREE SERVICE LLC	WATERLOO	BLACK HAWK	01	\$20,000	0	6	6	NEW	Landscaping Services
Mason City PR, Inc.	Mason City	CERRO GORDO	04	\$995,000	0	29	29	EXISTING	Limited-Service Restaurants
Orthaus Trucking	IONIA	CHICKASAW	04	\$35,000	0	3	3	NEW	General Freight Trucking, Local
Shivaya LLC	CLINTON	CLINTON	02	\$1,960,000	0	13	13	NEW	Hotels (except Casino Hotels) and Motels
Kahl & Durbin, LLC	Denison	CRAWFORD	04	\$166,000	2	0	2	EXISTING	All Other Professional, Scientific, and Technical Services
Hell of a View, LLC	Urbandale	DALLAS	03	\$349,400	9	1	1	NEW	Landscaping Services
Hell of a View, LLC	URBANDALE	DALLAS	03	\$50,000	8	2	2	NEW	Landscaping Services
Unleashed Pets Holdco, LLC	Waukee	DALLAS	03	\$2,814,500	6	5	5	NEW	Pet Care (except Veterinary) Services
4Ever Young Anti-Aging Solutions Des Moines	WAUKEE	DALLAS	03	\$50,000	9	0	2	NEW	Offices of All Other Miscellaneous Health Practitioners
F&L Holdings LLC	SPIRIT LAKE	DICKINSON	04	\$495,000	5	3	3	NEW	Hotels (except Casino Hotels) and Motels
RCSS LLC	Dubuque	DUBUQUE	01	\$450,000	2	0	0	NEW	Lessors of Miniwarehouses and Self-Storage Units
Bean Armory LLC	Guthrie Center	GUTHRIE	03	\$132,500	1	1	1	NEW	N/A
Bridget Drey	IDA GROVE	IDA	04	\$72,500	0	2	2	NEW	N/A
Bridget Drey	IDA GROVE	IDA	04	\$60,500	0	2	2	EXISTING	N/A
Wy2D, LLC	IDA GROVE	IDA	04	\$43,000	0	1	1	EXISTING	Other Accounting Services
Springhill Suites by Marriott	Coralville	JOHNSON	02	\$4,363,000	17	33	33	EXISTING	Hotels (except Casino Hotels) and Motels
Krystal Loes Design, LLC	IOWA CITY	JOHNSON	02	\$225,000	2	1	1	NEW	Interior Design Services
LITTLE VILLAGE, LLC	IOWA CITY	JOHNSON	02	\$20,700	0	18	18	EXISTING	Television Broadcasting
Smith Sanitation Services, LLC	TIFFIN	JOHNSON	02	\$350,000	0	1	1	NEW	Janitorial Services
Smith Sanitation Services, LLC	TIFFIN	JOHNSON	02	\$200,000	0	1	1	NEW	Solid Waste Collection
Smith Sanitation Services, LLC	TIFFIN	JOHNSON	02	\$150,000	0	1	1	NEW	Solid Waste Collection
Andy's Lawn Care, LLC	Cedar Rapids	LINN	01	\$355,000	7	15	22	NEW	Landscaping Services
Andy's Lawn Care, LLC	Cedar Rapids	LINN	01	\$355,000	7	15	22	NEW	Landscaping Services
Cain-Smith Enterprises, LLC	CEDAR RAPIDS	LINN	01	\$150,000	0	7	7	NEW	Packaging and Labeling Services
A-1 RENTAL, INC	CEDAR RAPIDS	LINN	01	\$115,000	0	8	8	EXISTING	General Rental Centers
A-1 Rental, Inc	Cedar Rapids	LINN	01	\$93,000	0	8	8	EXISTING	General Rental Centers
TLG-ENTERPRISES LLC	EMMETSBURG	PALO ALTO	04	\$15,000	2	0	1	NEW	Other Services Related to Advertising
Heartland Soles, LLC	Clive	POLK	03	\$370,000	12	31	31	EXISTING	N/A
Laz Laundry LLC	Des Moines	POLK	03	\$352,000	1	0	0	NEW	Coin-Operated Laundries and Drycleaners
Inmobiliaria, Inc	Des Moines	POLK	03	\$200,000	3	9	9	EXISTING	Other Accounting Services
The Little Book LLC	Des Moines	POLK	03	\$175,000	2	2	2	NEW	N/A
STONEPRO TRANS INC	DES MOINES	POLK	03	\$150,000	0	0	1	EXISTING	General Freight Trucking, Long Distance, Truckload
JB ENTERPRISES LLC	Des Moines	POLK	03	\$27,000	1	1	1	EXISTING	Other Activities Related to Real Estate
BAEHR REALTY INC	DES MOINES	POLK	03	\$20,000	1	1	1	EXISTING	Offices of Real Estate Agents and Brokers
HBF, LLC	Johnston	POLK	03	\$465,000	0	10	10	EXISTING	Nursery and Tree Production
LEI'ZE STYLES LLC	DAVENPORT	SCOTT	02	\$24,000	6	0	1	NEW	Beauty Salons
Jones Enterprise Llc	DAVENPORT	SCOTT	02	\$20,000	1	1	3	EXISTING	Other Activities Related to Real Estate
SAMPSON HAIR SALON	DAVENPORT	SCOTT	02	\$10,000	0	0	1	EXISTING	Beauty Salons
Wagner's Golf Shop LLC	AMES	STORY	04	\$150,000	5	5	7	EXISTING	N/A
JAX ELECTRICAL SERVICES LLC	ROLAND	STORY	04	\$40,000	1	0	4	EXISTING	Electrical Contractors
Lawn Ranger Yard and Tree	OTTUMWA	WAPELLO	02	\$167,500	0	2	2	NEW	Landscaping Services
Century Brick Repair LLC	CARLISLE	WARREN	03	\$50,000	0	8	8	NEW	Masonry Contractors



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