

A free resource for the central Iowa business community

CITYVIEW'S

BUSINESS JOURNAL



BUSINESS AND INDUSTRY TRENDS

that meet the moment

Shift creates both opportunities and challenges.

By Lindsey Giardino

Across retail, food and service industries, a noticeable shift is happening. Consumers are increasingly drawn to small, specialized businesses — places that offer craftsmanship, sustainability, personalization and a sense of connection that mass-produced options often lack.

Think vintage and resale shops. Artisan bakeries. Custom upholstery studios and eco-friendly refill stores.

For business owners, that shift has created both opportunity and challenge. Success now depends not just on what they sell, but how well they understand their niche, adapt to evolving consumer expectations and communicate their value. The following local businesses offer a snapshot of how these trends are playing out for them.



Myles Barth and his wife, Katie, own Refill and Chill LLC.



Big Sky Bread Iowa, an Urbandale-based company that makes bread from scratch and by hand, is owned by brother and sister, Steve Glas and Amy Reynolds.

Vintage revival

In Historic Valley Junction, the more antiques and vintage shops the better — and that's according to Stefanie Running Anderson, owner of Good Day Treasures, a shop featuring antiques, vintage and art.

Vintage goods and thrifting are seeing a resurgence. Sustainability is on the minds of many shoppers. Nostalgia and reducing waste are factors as well, and trends like maximalism and moody transitional decor are contributing to renewed popularity. The economy also has many consumers seeking ways to save on gifts and personal spending.

According to a report from CapitalOne Shopping Research, the U.S. secondhand and thrift market is growing rapidly. In 2025, it was estimated at about \$56 billion, up roughly 14% from the previous year and projected to reach \$61 billion in 2026 as resale sales continue to expand. Secondhand apparel alone accounted for 58% of U.S. shoppers buying used clothing in 2024. Resale sales are growing much faster than new retail and are expected to roughly double by 2029.

At Good Day Treasures, Anderson and her team are continually searching for inventory that fits their aesthetic.

"We do have a particular 'vibe,' though, and we have a lot of goods that just wouldn't work here," she says. "I have a 22-year-old son who happens to be on the autism spectrum, and he is going to be heading up our online sales, so we can continue to grow even though our store footprint is small. We have more than one small warehouse of goods right now, and this is the perfect opportunity for him to grow and gain

confidence as our store grows."

For others looking to enter the vintage market, Anderson believes focusing on a niche is key.

"You can't be all things to all people," she says. "The things I rarely sell are the things I spend the most time researching and finding out about its history and understanding the value. From a business perspective, I'd rather focus on the areas I have more knowledge in."

Bread boom

Bakeries are as old as they come, but in recent years there has been a boom — and breads seem to be top of mind for many consumers.

Big Sky Bread Iowa, an Urbandale-based company that makes bread from scratch and by hand, sees this trend firsthand.

"More people are trying to get away from factory-produced products," Amy Reynolds, co-owner of Big Sky Bread Iowa and Sibling Rivalry Granola Company, says. "For example, sourdough made from natural starter, from scratch, by hand and fewer ingredients versus instant starter made in a factory."

Market Reports World shares the global artisan bakery market is expanding, with consumer demand growing for handcrafted, natural baked goods. In 2024-2025, more than 63% of consumers reported purchasing artisan bakery items at least twice per week, and urban micro-bakeries have grown by about 31% as demand for locally made bread increases.

Reynolds notes that while specialty bakery goods — cakes, pastries and cookies — have surged, especially in the in-home bakery space since COVID-19, brick-and-mortar bread bakeries like Big Sky face



Riana LeJeune, owner of Repinned Luxury Upholstery, says she has seen an exodus in the industry.



different consumer price sensitivities.

"We have noticed that people are willing to pay \$12 to \$15 for a loaf of bread from an in-home bakery but are more cost conscious when buying from a brick-and-mortar bakery," Reynolds says. "That realization has led to the lesson that we just have to go with the flow. We have to be able to adapt and change as our customers' wants change."

Reynolds offers practical advice for would-be bakery owners:

"It's a lot of work, a lot of hours and a lot of sleepless nights," she says. "We would like to encourage people to purchase from licensed, inspected, reputable businesses."

Preserving the craft

More and more, people are looking to repurposed furniture for their homes. But, there's a gap to fill.

Riana LeJeune — owner of Repinned Luxury Upholstery and founder of the Renewabl visualization platform — isn't seeing more re-upholstery or custom furniture businesses opening locally. In fact, it's the opposite.

"We're not seeing an influx of upholsterers," she says. "We're seeing an exodus. The majority of professional upholsterers today are men nearing retirement age, and for decades there were almost no formal pathways into the trade. As they retire, the knowledge leaves with them."

This reality inspired LeJeune to create the nation's first Registered Apprenticeship for Professional Custom Upholstery in collaboration with the United States Department of Labor and the Iowa Office of Apprenticeship. In addition to her reupholstery shop, she also developed Renewabl, which earned support from VentureNet Iowa and the Iowa Economic Development Authority, to help clients visualize custom furniture and support skilled trades.

"If shops like ours don't actively train the next generation, these skills could realistically disappear from many communities," LeJeune says. "For us, it isn't about competition — it's about preservation and collaboration. Whether someone uses our shop or another qualified craftsman, what matters is that people begin thinking about the value of skilled labor and paying artisans what their expertise is worth."

Many customers choose restored furniture not because it's cheaper, but because longevity and quality matter.

"Modern furniture is often built for shipping efficiency and price point rather than lifespan," LeJeune says. "We frequently see sofas only a few years old that cannot be repaired because the frames are made from lightweight materials or engineered wood."

In contrast, she says a solid wood frame that has already lasted 50 or 70 years offers lasting value. Proper restoration can extend that life for decades, often saving clients money over time.

LeJeune has also seen shifts in customer expectations.

"In the past, clients chose fabrics from small swatches and had to imagine the finished result," she explains. "That uncertainty often delayed decisions. Today people expect to see the outcome first."

Renewabl's platform allows clients to preview their actual furniture with different fabrics and finishes before work begins, making decisions easier and boosting confidence.

Consumers increasingly want authenticity and individuality in their homes, LeJeune says, and



Eco-friendly refill shops such as Refill and Chill are trending.

small shops deepen the direct maker-to-customer relationship.

For those looking to enter the trade, her advice balances craftsmanship with business acumen:

"Technical skill alone isn't enough to sustain a craft business," she says. "Many talented craftspeople struggle not because of their ability to do the work, but because they were never taught how to lead, manage or operate a business. It's important to have a business plan, a mentor and a long-term strategy."

"I always encourage new craftspeople not to focus solely on becoming better upholsterers but also on becoming better leaders," LeJeune says. "Strong leadership allows you to train others, build a team and create a business that survives beyond one person's hands — and that's ultimately how a craft stays alive."

Refill and renew

Myles Barth and his wife, Katie, own Refill and Chill LLC, located at the Gray Moon Market in Newton.

Eco-friendly refill shops are trending, with several now operating in the Des Moines metro.

"We believe that whole health and the awareness of saving our health and our planet are more of a priority in the lives of others," Barth says. "We only get one life to live, so changing the way we live will be more sustainable and promote health within the products we are applying to our bodies and lives."

Studies show consumer demand for sustainable products is rising, with a growing share willing to pay more for eco-friendly options. Consumer surveys show most shoppers are increasingly prioritizing sustainability, with more than 70% saying they will pay higher prices for products that reduce environmental impact — a major influence on refill-focused businesses.

Barth says more awareness and education have driven shifts in expectations.

"Most consumers go to big box retails for convenience, so bringing awareness of ingredients and items we are putting on our bodies has become rewarding in educating others about our products we carry," he says.

Barth believes reducing waste is at the heart of the movement.

"Our landfills fill up quickly, and the decomposing rate is slow for all types of plastics, which a majority of plastics can't be recycled, so why are we making more of them? Let's reuse the bottles and containers we have already and not continue to purchase new ones every time we need laundry soap or other products that we can refill."

For other entrepreneurs looking to start a business that taps into eco-conscious consumer trends, Barth advises starting small, reusing what you can and educating consumers. ■

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Easter DINNER



Starter

Traditional Deviled Eggs

Entree

Spring Green Garden Salad

Pretzel Roll

Broccoli Salad

Scalloped Potatoes

Cherrywood Sliced Ham

Dessert

Carrot Cake

Cream Cheese Frosting & Pecans



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COMMERCIAL REAL ESTATE

COMMERCIAL REAL ESTATE TRANSACTIONS IN POLK COUNTY FROM SEPT. 15, 2025, TO OCT. 10, 2025

1458 N.E. 70TH AVE., ANKENY

SALE DATE: 2025-09-15
SALE PRICE: \$545,000
SELLER: HALBROOK RENTALS LLC
BUYER: SEABROOK PROPERTIES LLC
ACRES: 0.667
SQUARE FEET: 5,140

1700 S.E. 15TH COURT, DES MOINES

SALE DATE: 2025-09-15
SALE PRICE: \$300,000
SELLER: HUDDLESON, MELISA MARIE
BUYER: ROCK-IT LLC
ACRES: 2.934
SQUARE FEET: 0

807 S.W. 28TH ST., ANKENY

SALE DATE: 2025-09-18
SALE PRICE: \$29,400,000
SELLER: TRADITION APARTMENTS LLC
BUYER: TRADITION ANKENY ACQUISITION LLC
ACRES: 20.050
SQUARE FEET: 254,801

308 FIFTH ST., WEST DES MOINES

SALE DATE: 2025-09-18
SALE PRICE: \$604,095
SELLER: CUTLER DEVELOPMENT LLC
BUYER: TARIFA APARTMENTS LLC
ACRES: 0.166
SQUARE FEET: 2,469



206 FIFTH ST., WEST DES MOINES

SALE DATE: 2025-09-19
SALE PRICE: \$425,000
SELLER: GORDON ENTERPRISES LLC
BUYER: BLUE WEDNESDAY LLC
ACRES: 0.069
SQUARE FEET: 3,058

NO ADDRESS LISTED

SALE DATE: 2025-09-22
SALE PRICE: \$400,000
SELLER: BETTY LYNN WIUFF REVOCABLE TRUST
BUYER: SHARP STORAGE LLC
ACRES: 1.284
SQUARE FEET: 3,885

NO ADDRESS LISTED

SALE DATE: 2025-09-22
SALE PRICE: \$174,333
SELLER: ALTOONA PROPERTIES LLC
BUYER: SCHLENKER, RANDALL T
ACRES: 1.000
SQUARE FEET: 0



555 NINTH ST., N.E. ALTOONA

SALE DATE: 2025-09-23
SALE PRICE: \$25,000,000
SELLER: ENDEAVOR INVESTMENTS IX LLC
BUYER: PW FUND B LP
ACRES: 16.460
SQUARE FEET: 302,604

3330 109TH ST., UNIT 203, URBANDALE

SALE DATE: 2025-09-23
SALE PRICE: \$390,000
SELLER: GREENSPON PROPERTY MANAGEMENT INC
BUYER: BECKER, THOMAS D
ACRES: 0.154
SQUARE FEET: 32,500

3419 FIRST ST., DES MOINES

SALE DATE: 2025-09-24
SALE PRICE: \$244,200
SELLER: BROAD STREET EQUITY LLC
BUYER: SHOB PROPERTIES LLC
ACRES: 0.226
SQUARE FEET: 3,306

11842 N.E. 29TH ST., ELKHART

SALE DATE: 2025-09-24
SALE PRICE: \$1,700,000
SELLER: HOWARD, JEFFREY
BUYER: DLE FOUR WAY LC
ACRES: 8.200
SQUARE FEET: 1,844



7600 S.W. 22ND ST., SUITE 107, DES MOINES

SALE DATE: 2025-09-24
SALE PRICE: \$210,000
SELLER: CLASSIC ASSETS LLC
BUYER: GRIFFIN LAND INVESTMENTS LLC
ACRES: 0.110
SQUARE FEET: 1,500

1311 N.W. LAUREL ST., UNIT 113, ELKHART

SALE DATE: 2025-09-25
SALE PRICE: \$265,000
SELLER: 1311 INDUSTRIAL LLC
BUYER: KARI A HENSEN REVOCABLE TRUST
ACRES: 0.127
SQUARE FEET: 1,800



3700 S.W. NINTH ST., DES MOINES

SALE DATE: 2025-09-25
SALE PRICE: \$325,000
SELLER: NEXT PHASE DEVELOPMENT 3700 SW 9TH ST LLC
BUYER: CAMARENA, CESAR
ACRES: 0.460
SQUARE FEET: 2,580

1372 72ND ST., WINDSOR HEIGHTS

SALE DATE: 2025-09-25
SALE PRICE: \$500,000
SELLER: FRANCO, JESSICA S
BUYER: KINGMAN LLC
ACRES: 0.409
SQUARE FEET: 4,586

NO ADDRESS LISTED

SALE DATE: 2025-09-25
SALE PRICE: \$11,700
SELLER: LIFE MUSIC PROPERTIES ONE LLC
BUYER: CITY OF ANKENY
ACRES: 0.018
SQUARE FEET: 0

3311 CRESCENT DRIVE, DES MOINES

SALE DATE: 2025-09-26
SALE PRICE: \$210,000
SELLER: CRAN, CHRISTOPHER J
BUYER: CACTUS HOUSES LLC
ACRES: 0.281
SQUARE FEET: 2,532



104 S.E. THIRD ST., ANKENY

SALE DATE: 2025-09-26
SALE PRICE: \$1,050,000
SELLER: M&A CAPITAL PARTNERS LLC
BUYER: TIERNAN PROPERTIES LLC
ACRES: 0.447
SQUARE FEET: 6,900

5678 N.E. 22ND ST., DES MOINES

SALE DATE: 2025-09-26
SALE PRICE: \$500,000
SELLER: WILLIAMS FAMILY TRUST
BUYER: LOFT INVESTMENTS LLC
ACRES: 1.696
SQUARE FEET: 7,000

3810 66TH ST., URBANDALE

SALE DATE: 2025-09-28
SALE PRICE: \$220,000
SELLER: MCDONALD PROPERTY GROUP LLC
BUYER: CZECH MATE 2 LLC
ACRES: 0.200
SQUARE FEET: 1,174

NO ADDRESS LISTED

SALE DATE: 2025-09-29
SALE PRICE: \$390
SELLER: SEIDL PROPERTIES LLC
BUYER: CITY OF ANKENY
ACRES: 0.001
SQUARE FEET: 0



1610 S.E. CORTINA DRIVE, ANKENY

SALE DATE: 2025-09-30
SALE PRICE: \$4,000,000
SELLER: GRAHAM WAREHOUSE LP
BUYER: CORTINA WAREHOUSING LLC
ACRES: 9.110
SQUARE FEET: 90,540



7015 DOUGLAS AVE., URBANDALE

SALE DATE: 2025-09-30
SALE PRICE: \$850,000
SELLER: FLETCHER, JOHN K
BUYER: CITY OF URBANDALE
ACRES: 0.587
SQUARE FEET: 6,812



6900 HICKMAN ROAD, WINDSOR HEIGHTS

SALE DATE: 2025-10-01
SALE PRICE: \$900,000
SELLER: PHARMCO PROPERTIES LLC
BUYER: SOPER INVESTMENT PROPERTIES LLC
ACRES: 0.626
SQUARE FEET: 8,166

3115 S.E. 36TH CIRCLE, ANKENY
SALE DATE: 2025-10-01
SALE PRICE: \$583,000
SELLER: DRA PROPERTIES LC
BUYER: ACG INVESTMENTS LLC
ACRES: 2.631
SQUARE FEET: 0

2023 UNIVERSITY AVE., DES MOINES
SALE DATE: 2025-10-01
SALE PRICE: \$305,000
SELLER: KI PROPERTIES LLC
BUYER: DE AVILA ASSET
MANAGEMENT LLC
ACRES: 0.303
SQUARE FEET: 3,892



1701 E. 17TH ST., DES MOINES
SALE DATE: 2025-10-02
SALE PRICE: \$1,174,500
SELLER: SID TOOL COMPANY INC
BUYER: HOLT SALES & SERVICE LLC
ACRES: 0.964
SQUARE FEET: 7,150



3003 S.E. 14TH ST., DES MOINES
SALE DATE: 2025-10-02
SALE PRICE: \$350,000
SELLER: BURNHAM, GREGORY
SCOTT
BUYER: ANIMAL RESCUE LEAGUE OF
IOWA INC
ACRES: 0.260
SQUARE FEET: 2,570



4227 E. 43RD COURT, DES MOINES
SALE DATE: 2025-10-03
SALE PRICE: \$180,000
SELLER: HARDEN, SHANNON
BUYER: BRAUNCON LLC
ACRES: 0.308
SQUARE FEET: 2,000

**4540 LOWER BEAVER ROAD,
DES MOINES**
SALE DATE: 2025-10-03
SALE PRICE: \$120,000
SELLER: ROBINSON, GREG D
BUYER: EVERGREEN LLC
ACRES: 0.403
SQUARE FEET: 1,324

NO ADDRESS LISTED
SALE DATE: 2025-10-07
SALE PRICE: \$10,000
SELLER: TBJ LLC
BUYER: TASTY TACOS INC
ACRES: 0.009

NO ADDRESS LISTED
SALE DATE: 2025-10-07
SALE PRICE: \$903,000
SELLER: REVEIZ LLC
BUYER: POLK COUNTY
CONSERVATION BOARD
ACRES: 75.252
SQUARE FEET: 0

1310 MURPHY ST., DES MOINES
SALE DATE: 2025-10-08
SALE PRICE: \$885,139
SELLER: HRC NFS I LLC
BUYER: TELUS CONDOS LLC
ACRES: 1.052
SQUARE FEET: 0



**8600 NORTHPARK DRIVE,
URBANDALE**
SALE DATE: 2025-10-09
SALE PRICE: \$111,401
SELLER: HAND, JOSEPHINE M
BUYER: RMKJ 3 LLC
ACRES: 4.520
SQUARE FEET: 95,039

765 34TH AVE. S.W., ALTOONA
SALE DATE: 2025-10-09
SALE PRICE: \$3,500
SELLER: MIRANDA, ELIZABETH
BUYER: HOLMEN OFFICE
ASSOCIATES
ACRES: 0.072
SQUARE FEET: 0

NO ADDRESS LISTED
SALE DATE: 2025-10-10
SALE PRICE: \$1,845,195
SELLER: KNAPP-ELWELL LC
BUYER: MERCER, DAVID S
ACRES: 5.135
SQUARE FEET: 0

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Paul Bouwers, Jason Uhlenhake, Ben Buenzow, Tyler Fromm,
Chad Lyons, Taylor Carey. Not pictured: Faith Dorn-Spice, Steve Plym

Send information on new hires, promotions, expansions, openings and other business news to editor@dmcityview.com.

Davis appointed chair of the West Des Moines Chamber of Commerce Board of Directors

R&R Realty Group announces that Maria Davis, senior vice president of R&R Real Estate Advisors, has been appointed chair of the board of directors for the West Des Moines Chamber of Commerce.



Maria Davis

Jennings elected to board of directors of the Association of Leadership Programs

Lead DSM announced that its executive director, Amy Jennings, has been elected to the board of directors of the Association of Leadership Programs (ALP) — a national organization representing more than 300 community leadership programs across the United States. Jennings' appointment places Greater Des Moines at the center of a national conversation about how communities cultivate leaders, strengthen civic engagement, and build long-term leadership pipelines. Her three-year term began on Jan. 1.



Amy Jennings

Zollman appointed as Iowans for Adoption board president

Iowans for Adoption recently named Tony Zollman appointed as its board president. Zollman brings leadership, business and financial expertise to Iowans for Adoption. He is a financial advisor with a financial services company in West Des Moines, where he owns and operates his own practice. Prior to entering the financial services industry, Zollman served as president and CEO of Heartwood Imperial Homes, a custom home builder based in Minneapolis, Minnesota. Zollman and his wife, Jenni, live in Adel and share a strong personal connection to adoption. Tony is the father of two older children, Simon and Campbell, and he and Jenni adopted their daughter, Vivian, at birth. Their family's adoption journey has shaped their commitment to ensuring children have access to safe, permanent and loving families.



Tony Zollman

DMU president and CEO named 2026 Trailblazer in Higher Education

Angela L. Walker Franklin, PhD, president and CEO of Des Moines University Medicine and Health Sciences, has been named a recipient of Insight Into Academia Magazine's 2026 Trailblazer in Higher Education Award. This national honor recognizes higher education leaders whose bold, strategic innovation advances institutional excellence, strengthens community and belonging and delivers measurable impact for students, employees and the broader academic ecosystem. Franklin will be featured alongside 17 other distinguished honorees in the March 2026 issue of Insight Into Academia Magazine.



Angela L. Walker Franklin, PhD

DMU names new director of external affairs

Des Moines University Medicine and Health Sciences has named Lucas Casey, MPA, director of external affairs in the Office of the President. He began his role Feb. 16. Casey brings experience in higher education and external and government relations. From 2009 to 2015, he served as executive assistant to the president and director of community relations at Grand View University during a period of record growth and expansion. In that role, he was responsible for board governance, strategic planning and implementation and cross-departmental special projects and initiatives. He also managed external and government affairs for the university's president. ■



Lucas Casey

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