

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 2028

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		



BUILDING B

B

FOOD & BEVERAGE ANCHOR

For Lease

Available

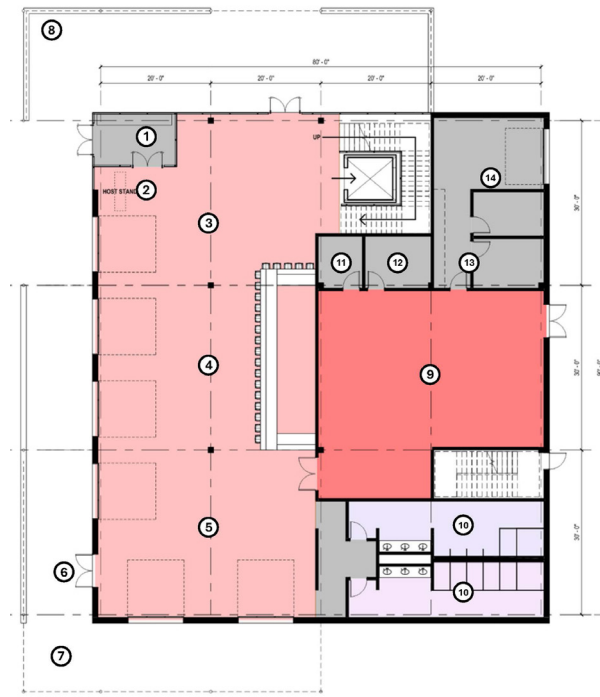
Use

Floors 1 & 2

Up to 12,000 SF

Food & Beverage

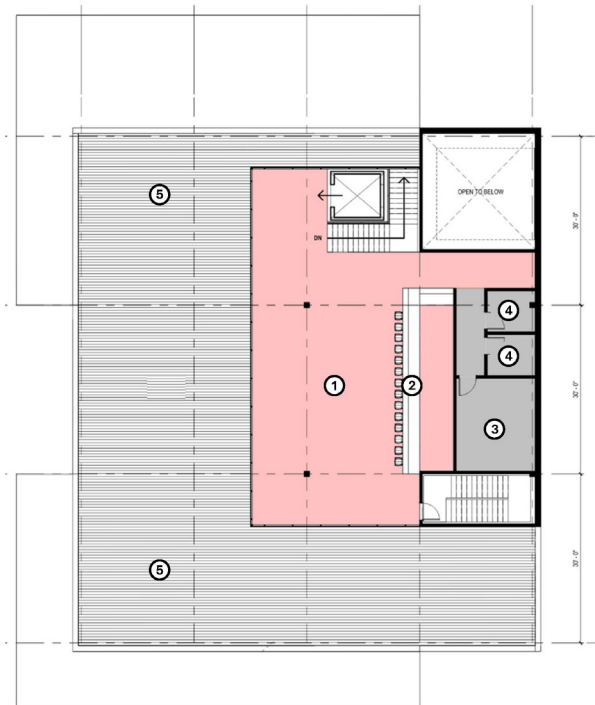
Floor 1: Food & Beverage



Legend:

- 1. Main Entry
- 2. Host Stand
- 3. Dining Area
- 4. Bar
- 5. Tailgate Dining
- 6. Patio Entry
- 7. Beer Garden
- 8. Dining Garden
- 9. Kitchen
- 10. Restroom
- 11. Employee Restroom
- 12. Mechanical
- 13. Cooler
- 14. BOH/Loading/Trash

Floor 2: Food & Beverage



Legend:

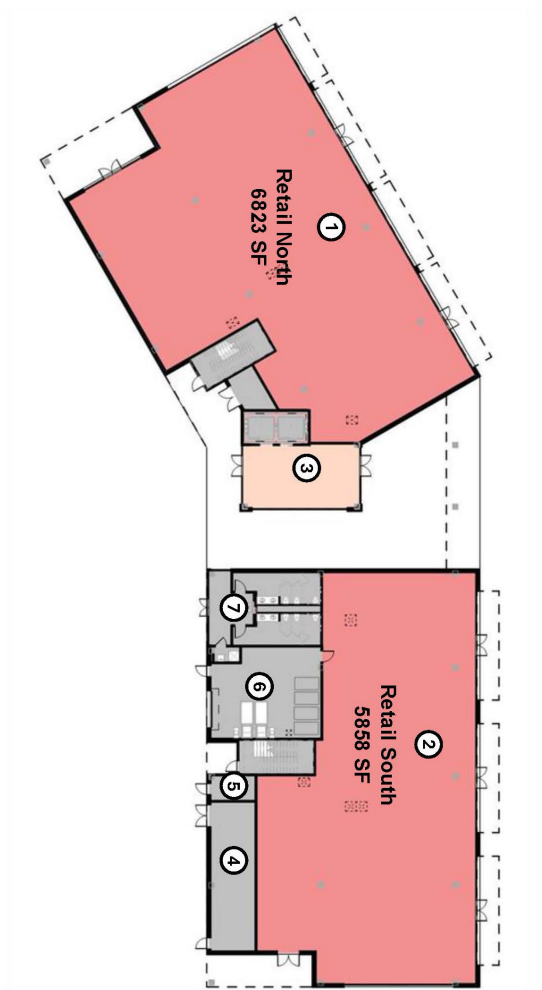
- 1. Dining/Lounge
- 2. Bar
- 3. BOH
- 4. Restrooms
- 5. Roof Deck



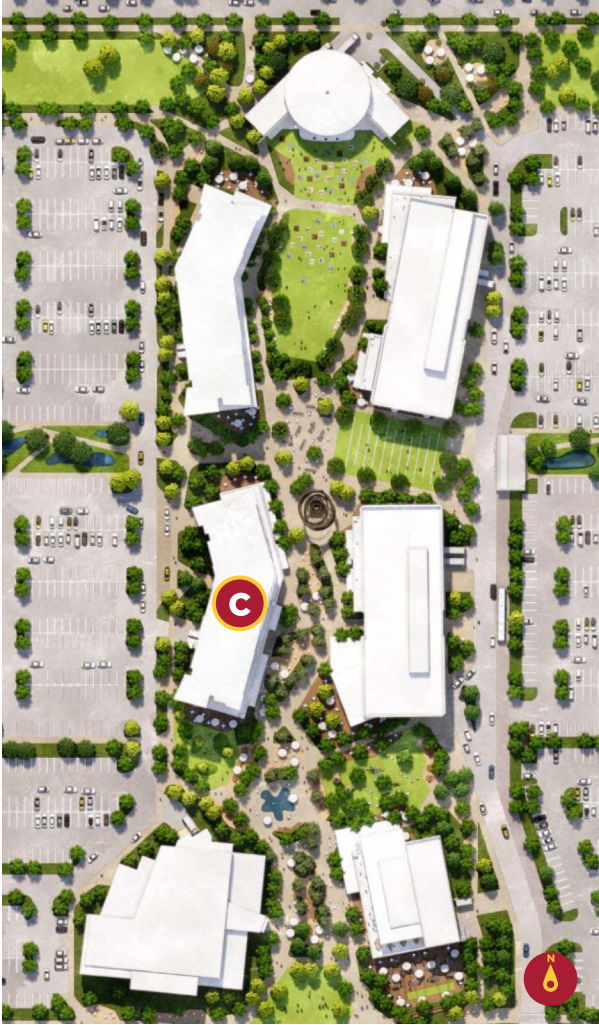
BUILDING C

C	RETAIL & CYTOWN SUITES		
	For Lease	Available	Use
	Floor 1	Up to 14,600 SF	Retail, F&B

Floor 1: Retail, F&B



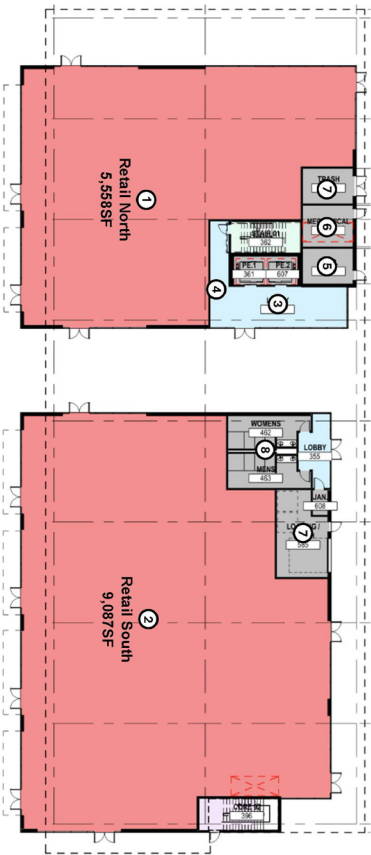
- Legend:
- 1. Retail North
 - 2. Retail South
 - 3. Suites Lobby
 - 4. Electrical & MDF
 - 5. Fire riser room
 - 6. Trash
 - 7. Restroom



BUILDING D

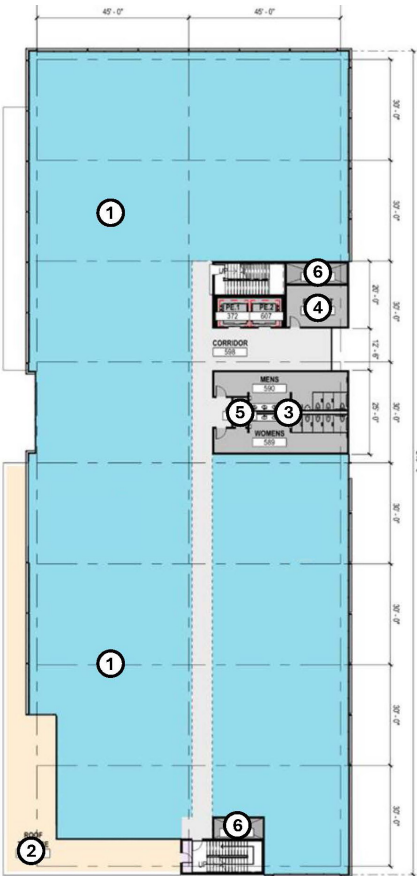
D	RETAIL & OFFICE		
	For Lease	Available	Use
Floor 1		Up to 12,600 SF	Retail, F&B
Floors 2-3		Up to 48,000 SF	Office

Floor 1: Retail, F&B



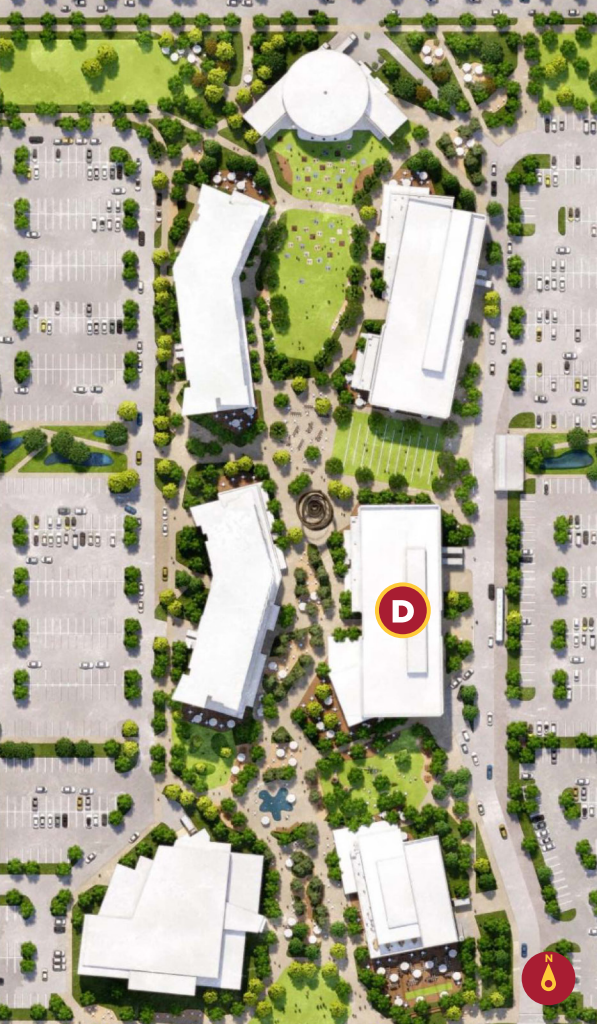
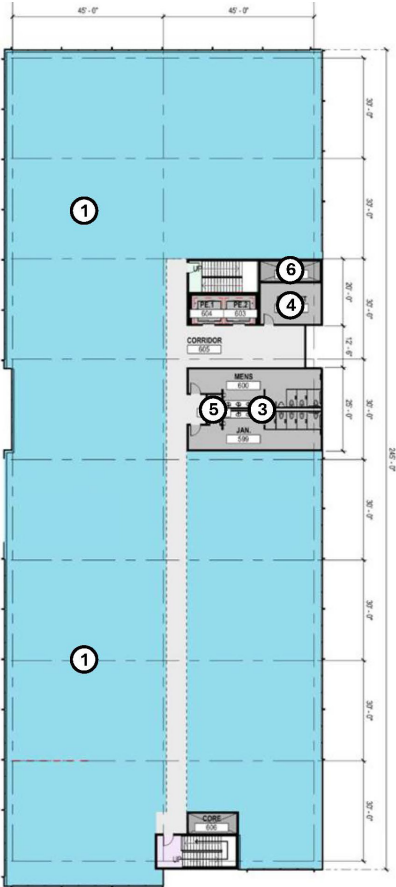
- Legend:
- 1. Retail North
 - 2. Retail South
 - 3. Office Lobby
 - 4. Mailbox
 - 5. Electrical
 - 6. Mechanical
 - 7. Trash
 - 8. Restroom

Floor 2: Office



- Legend:
- 1. Office
 - 2. Roof Deck
 - 3. Restroom
 - 4. Electrical/I.T.
 - 5. Janitor
 - 6. Mech Shafts

Floor 3: Office



BUILDING E

E	RETAIL & CYTOWN SUITES		
	For Lease	Available	Use
	Floor 1	Up to 12,500 SF	Retail, F&B

Floor 1: Retail, F&B



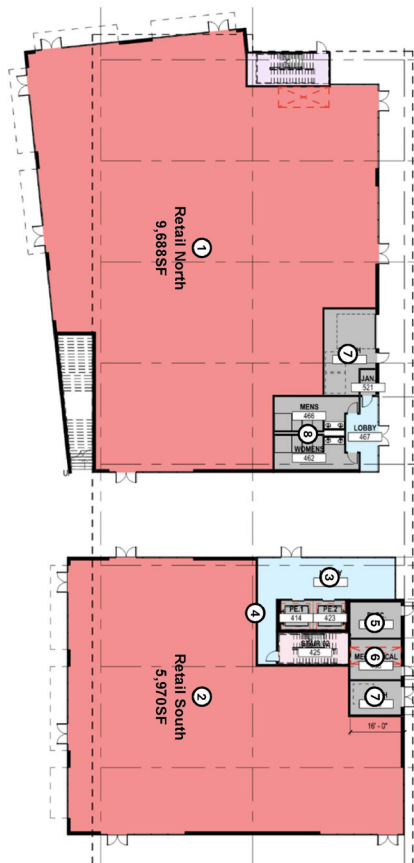
- Legend:**
- 1. Retail North
 - 2. Retail South
 - 3. Suites Lobby
 - 4. Electrical & MDF
 - 5. Fire riser Room
 - 6. Trash
 - 7. Restroom



BUILDING F

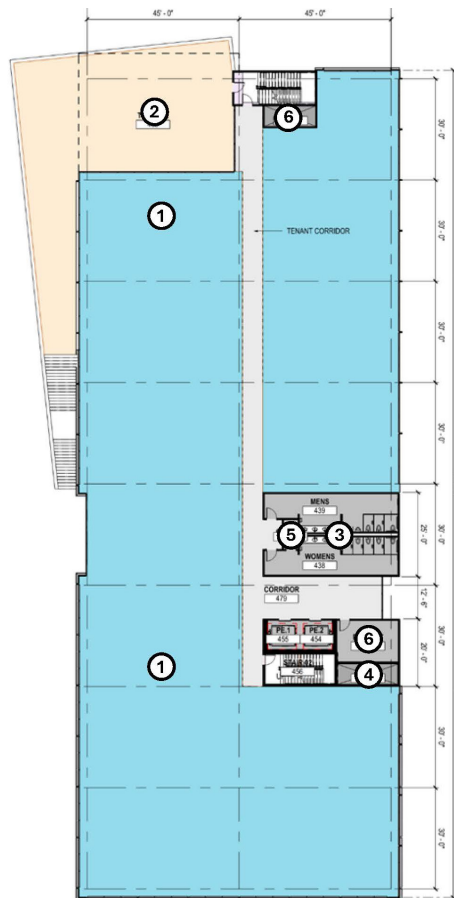
F	RETAIL & OFFICE		
For Lease		Available	Use
Floor 1		Up to 15,600 SF	Retail, F&B
Floors 2-3		Up to 48,000 SF	Office

Floor 1: Retail, F&B



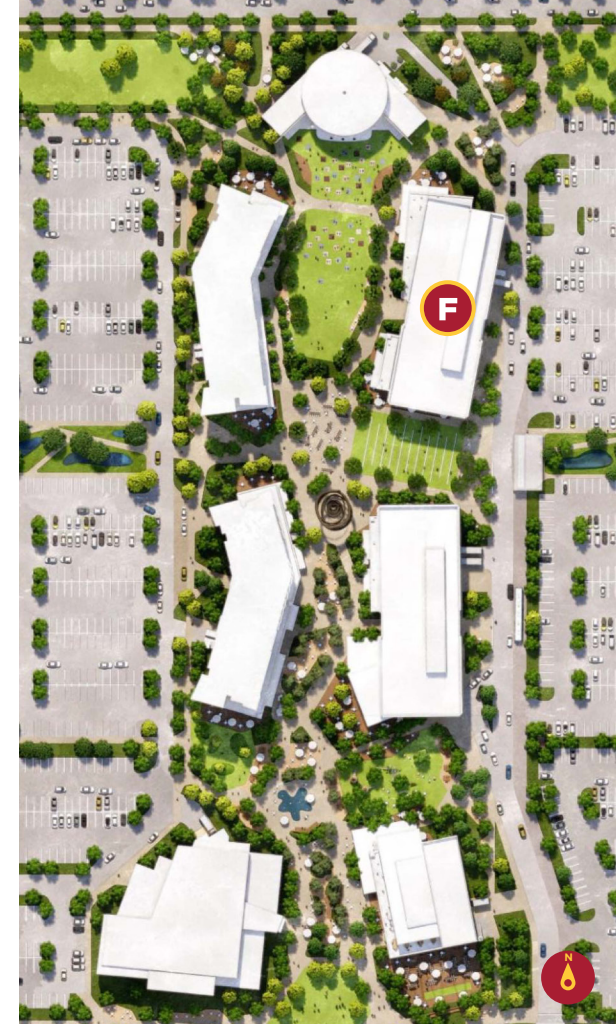
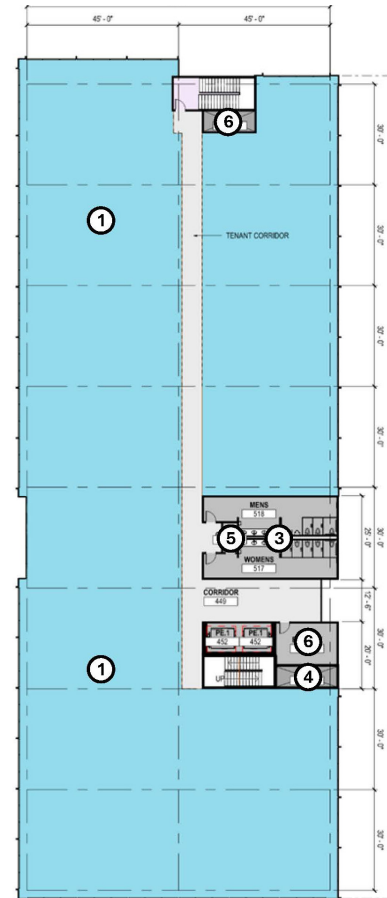
- Legend:**
- 1. Retail North
 - 2. Retail South
 - 3. Office Lobby
 - 4. Mailbox
 - 5. Electrical
 - 6. Mechanical
 - 7. Trash
 - 8. Restroom

Floor 2: Office

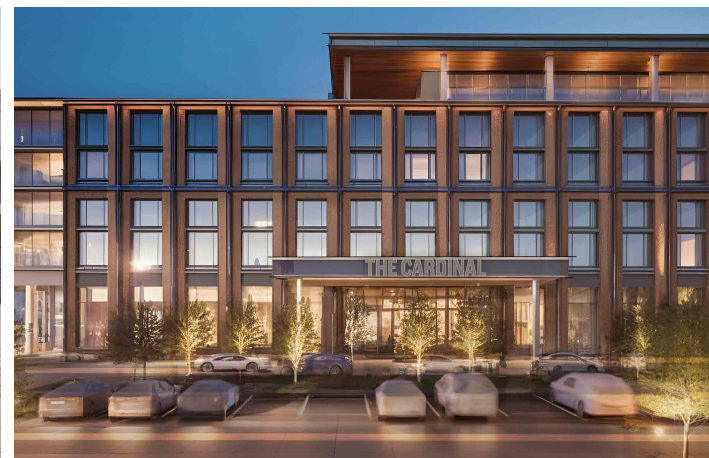


- Legend:**
- 1. Office
 - 2. Roof Deck
 - 3. Restroom
 - 4. Electrical/I.T.
 - 5. Janitor
 - 6. Mech Shafts

Floor 3: Office



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+

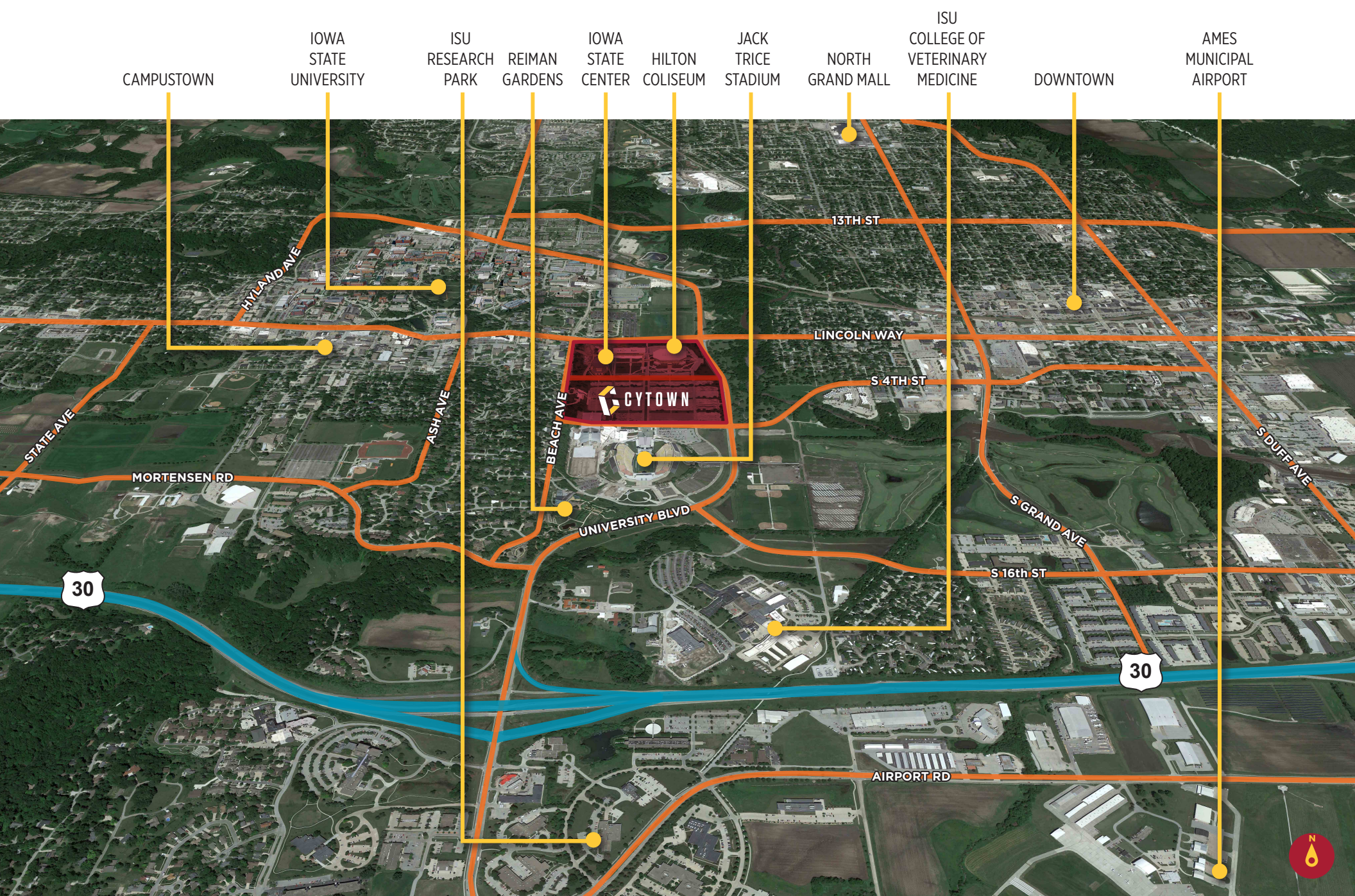
Select Community Events, Activities, & Groups	Attendance
Iowa Games, Special Olympics, and other Special Events	110,000+ Annual
ISU Student Commuters (parking in lots adjacent to CyTown and riding CyRide to Campus)	2,000 Daily
CyRide Bus Passengers	1 Million Annual
Ames Residents / ISU Students	66,000
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.



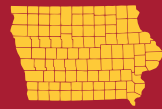
INNOVATE at Iowa State

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

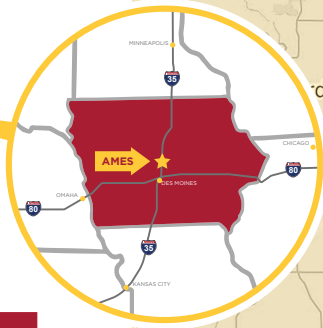
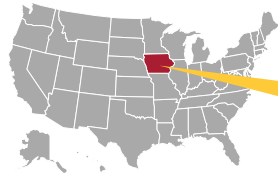


IOWA STATE UNIVERSITY
ResearchPARK

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



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



**CUSHMAN &
WAKEFIELD**

CHRISTOPHER STAFFORD, CCIM
515-309-4002
CSTAFFORD@IOWACA.COM



**GOLDENROD
COMPANIES**

JORDAN POTTHOFF
308-765-1822
JPOTTHOFF@GOLDENRODCOMPANIES.COM