

NOW PRE-LEASING  
OFFICE, RETAIL,  
FOOD & BEVERAGE

# CYTOWN

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 at 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.

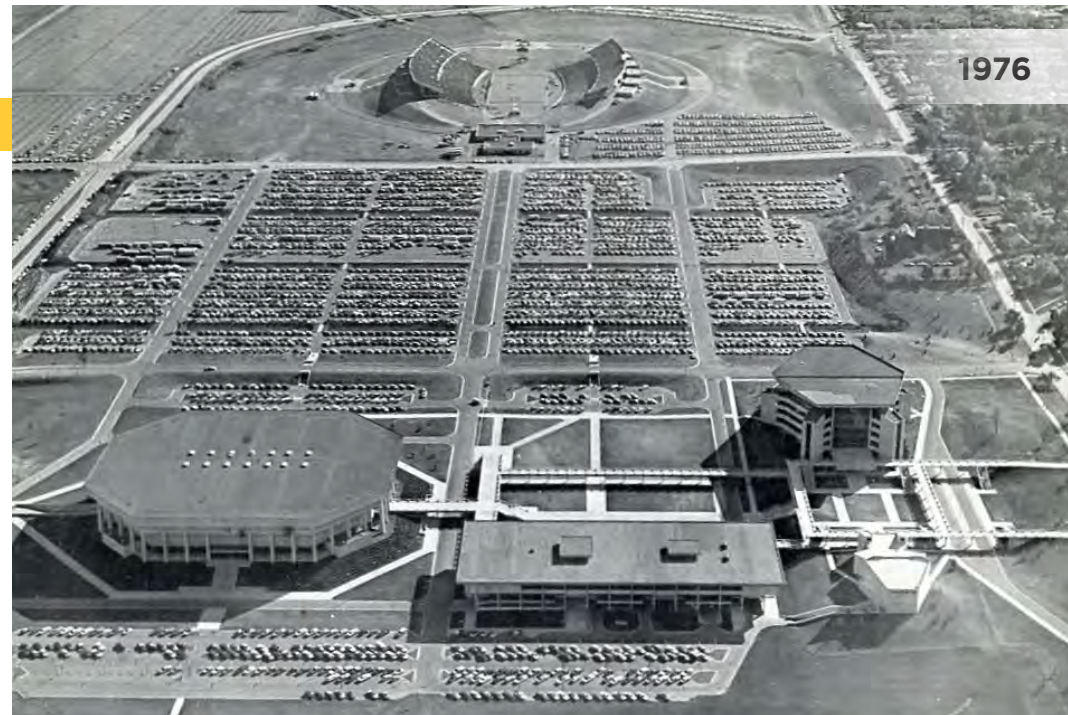
The Iowa State Center's vision began in 1954 with Iowa State President James H. Hilton, who imagined an educational, cultural and athletic complex rising from farmland on the eastern edge of campus. Hilton's dream became a reality with the construction of C.Y. Stephens Auditorium, Fisher Theater, Scheman Building, Hilton Coliseum, and Jack Trice Stadium, transforming Iowa State University and Ames over the past 50 years.

CyTown is the next bold step, aligning with Iowa State University's strategic goals of fostering lifelong learning, forging new frontiers, and serving as a trusted partner for innovative solutions.

Powered by the **energy** of Iowa State University, the **innovation** of the ISU Research Park, and the **spirit** of ISU Athletics and the Iowa State Center, CyTown will become a hub for entertainment, business, and community events. CyTown will be where Ames comes alive, enriching the lives of all who visit.



1960's



1976



2025



# OPPORTUNITY

CyTown offers premier leasing opportunities within a vibrant mixed-use development, featuring flexible spaces for **office, retail, food and beverage, and luxury suites**. Located in the heart of a dynamic community and a year-round event hub, CyTown ensures unmatched visibility and consistent foot traffic.

With key anchor tenants like **McFarland Clinic, The Cardinal Hotel, Sukup Cylo Amphitheater, and Iowa State University**, this prime location will draw a diverse audience of residents, students, event-goers, fans, and visitors. A variety of spaces are available for pre-lease, making CyTown the ideal location to position your business at the center of it all.

## Available Space:

- Office: Up to 96,000 SF
- Retail: Up to 50,400 SF
- Food & Beverage Anchor: Up to 17,000 SF
- CyTown Suites: 60 Units

## Lease Rates:

- Available upon request

## Property Features:

- 1.3 Million+ annual visitors
- Activated year-round, 365-day
- 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



# BUILDINGS

- A** **McFarland Clinic**  
78,000 SF | 3 Levels
- B** **Food & Beverage Anchor**  
Up to 17,000 SF | 2 Levels  
**AVAILABLE**
- C** **Retail & CyTown Suites**  
84,000 SF | 5 Levels  
Level 1 | Retail | Up to 11,000 SF  
**AVAILABLE**  
Levels 2-5 | CyTown Suites | 30 Units  
**AVAILABLE**
- D** **Retail & Office**  
64,000 SF | 3 Levels  
Level 1 | Retail | Up to 16,000 SF  
**AVAILABLE**  
Levels 2-3 | Office | Up to 48,000 SF  
**AVAILABLE**
- E** **Retail & CyTown Suites**  
87,000 SF | 5 Levels  
Level 1 | Retail | Up to 11,700 SF  
**AVAILABLE**  
Levels 2-5 | CyTown Suites | 30 Units  
**AVAILABLE**
- F** **Retail & Office**  
64,000 SF | 3 Levels  
Level 1 | Retail | Up to 16,000 SF  
**AVAILABLE**  
Levels 2-3 | Office | Up to 48,000 SF  
**AVAILABLE**
- G** **Sukup Cylo Amphitheater**
- H** **The Cardinal Hotel**



# McFARLAND CLINIC

## A BUILDING A

**Building Size: 78,000 SF**

**Levels: 3**

The McFarland Clinic at CyTown will feature several primary care and specialty care services available to the general public, including Family Medicine, Occupational Medicine, Orthopedic Sports Medicine, Pediatrics, Physical Medicine & Rehabilitation, Physical Therapy, Primary Care Sports Medicine, and Urgent Care. The CyTown location will also have laboratory and radiology services, including general imaging and an MRI unit.



**Anticipated Patient Visits:** 800 per day

**Anticipated Employees:** 120 per day



***UNDER CONSTRUCTION***  
**Anticipated Completion:**  
**Q4 2026/Q1 2027**



# FOOD & BEVERAGE ANCHOR

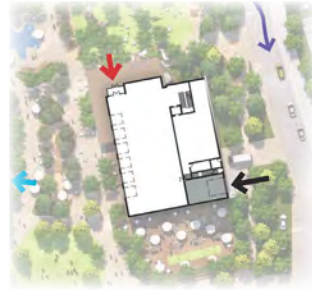
## B BUILDING B

**Building Size: Up to 17,000 SF**

**Levels: 2**

**AVAILABLE FOR LEASE**

A rare food & beverage opportunity to establish your brand with this freestanding, two-story building—located at the main entrance, directly across from Jack Trice Stadium. Featuring up to 17,000 square feet of expansive space and a stunning rooftop patio, this high-visibility anchor location on the south end of Cyclone Alley is perfectly positioned to capture both game-day crowds and consistent daily traffic from residents, students, and visitors. Prominent building signage delivers exceptional brand exposure.



**Anticipated Completion: Q3 2027**



# RETAIL & CYTOWN SUITES

## C BUILDING C

**Building Size: 84,000 SF**  
**Levels: 5**

**RETAIL**  
**Level 1: Up to 11,000 SF**  
**AVAILABLE FOR LEASE**

**CYTOWN SUITES**  
**Levels 2-5: 30 Units**  
**AVAILABLE**



## E BUILDING E

**Building Size: 87,000 SF**  
**Levels: 5**

**RETAIL**  
**Level 1: Up to 11,700 SF**  
**AVAILABLE FOR LEASE**

**CYTOWN SUITES**  
**Levels 2-5: 30 Units**  
**AVAILABLE**



**Anticipated Completion: Q3 2027**

# RETAIL & OFFICE

## D BUILDING D

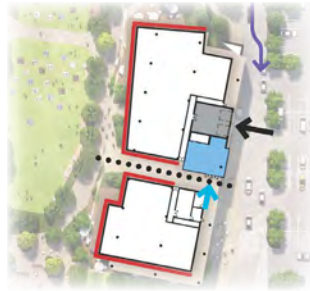
**Building Size: 64,000 SF**  
**Levels: 3**

### RETAIL

**Level 1: Up to 16,000 SF**  
**AVAILABLE FOR LEASE**

### OFFICE

**Level 2: Up to 24,000 SF**  
**Level 3: Up to 24,000 SF**  
**AVAILABLE FOR LEASE**



## F BUILDING F

**Building Size: 64,000 SF**  
**Levels: 3**

### RETAIL

**Level 1: Up to 16,000 SF**  
**AVAILABLE FOR LEASE**

### OFFICE

**Level 2: Up to 24,000 SF**  
**Level 3: Up to 24,000 SF**  
**AVAILABLE FOR LEASE**



**Anticipated Completion: Q3 2027**

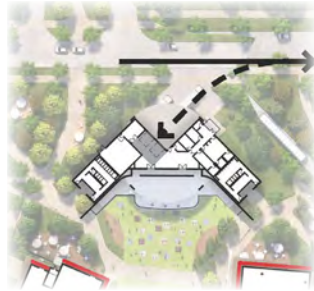
# SUKUP CYLO AMPHITHEATER

## **G** BUILDING G

**Building Size: 6,500 SF**

**Capacity: Up to 2,800 Attendees**

CyTown's new amphitheater is set to become the Eye of Ames' music scene, reigniting a rich legacy of iconic performances. As a third performance anchor within the district, this state-of-the-art venue will blend Ames' musical history with cutting-edge technology, featuring a massive digital screen as a backdrop, that gives audiences an unparalleled experience. By offering a modern, immersive experience, this venue will ensure Ames reclaims its status as a must-visit destination for unforgettable live performances.



**Anticipated Completion: Q3 2027**



# THE CARDINAL HOTEL

## H BUILDING H

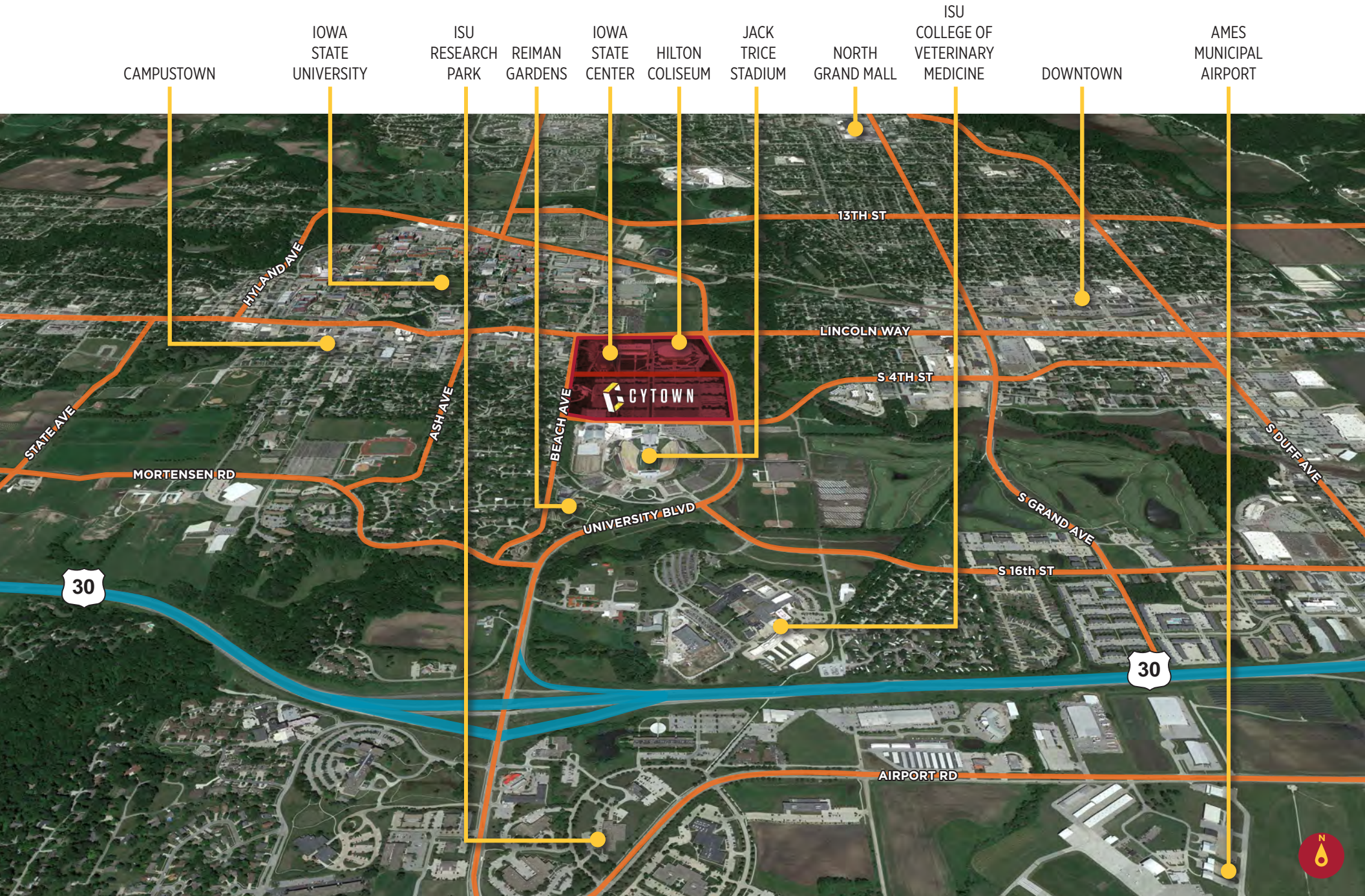
The Cardinal, a new full-service hotel, anchors the north end of Cyclone Alley. It will be the closest full-service hotel to campus, featuring meeting space that expands the Scheman Building's capabilities. Nestled among performance and sports venues, The Cardinal connects visitors directly to the action. Whether attending a conference, catching a game, or enjoying a concert, guests will be at the heart of the excitement. The Cardinal blends convenience, luxury, and access, redefining Central Iowa's visitor experience.



Anticipated Completion: TBD



# LOCATION



CAMPUSTOWN

IOWA STATE UNIVERSITY

ISU RESEARCH PARK

REIMAN GARDENS

IOWA STATE CENTER

HILTON COLISEUM

JACK TRICE STADIUM

NORTH GRAND MALL

ISU COLLEGE OF VETERINARY MEDICINE

DOWNTOWN

AMES MUNICIPAL AIRPORT

HYLAND AVE

STATE AVE

MORTENSEN RD

ASH AVE

BEACH AVE

UNIVERSITY BLVD

13TH ST

LINCOLN WAY

S 4TH ST

S 16th ST

S GRAND AVE

S DUFF AVE

AIRPORT RD

CYTOWN

30

30



# 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             |
| <b>Total Annual Visitors</b>                  | <b>1.3 Million+</b> |

| 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 Planned 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 (Cylo Sukup Amphitheater)
- University hosted events, ISU athletic celebrations, and game watch parties
- Conferences, graduations, weddings, and private events
- Community festivals and seasonal farmers' markets



# AREA FACILITIES



**1**  
IOWA STATE  
UNIVERSITY CAMPUS



**2**  
CAMPUSTOWN



**3**  
FISHER THEATER  
CAPACITY: 450



**4**  
SCHEMAN BUILDING



**5**  
HILTON COLISEUM  
CAPACITY: 14,356



**6**  
STEPHENS AUDITORIUM  
CAPACITY: 2,700



**7**  
ISU ALUMNI CENTER



**8**  
STARK PERFORMANCE CENTER



**9**  
JACK TRICE STADIUM  
CAPACITY: 61,500



**10**  
REIMAN GARDENS



**11**  
ISU COLLEGE OF  
VETERINARY MEDICINE



**12**  
ISU RESEARCH PARK



# MARKET OVERVIEW

Ames is a dynamic hub of innovation, education, and economic diversity, fueled by Iowa State University and industries such as 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.



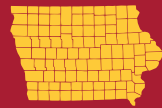
**INNOVATE** at Iowa State

# IOWA STATE UNIVERSITY™

**Enrollment (2024)**  
30,432 Students

First-year Students.....5,906  
Undergraduate Students.....25,628  
Graduate Students.....4,170  
Veterinary Medicine.....634

Students from...



All 99 counties



All 50 states



116 countries

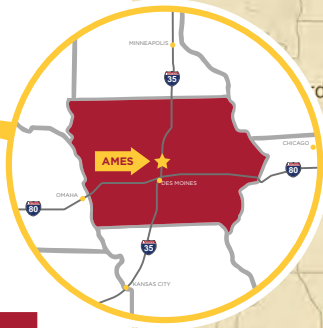
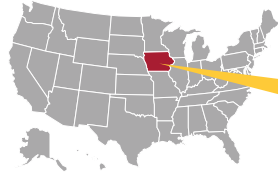


**IOWA STATE UNIVERSITY**  
**ResearchPARK**

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 |
|--------------------------|----------|----------|----------|--------------------|
| <b>Population 2024</b>   |          |          |          |                    |
| 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               |
| <b>Household Income</b>  |          |          |          |                    |
| Average Household Income | \$70,590 | \$92,587 | \$99,121 | \$107,295          |
| Total Households         | 3,306    | 28,157   | 47,228   | 245,752            |
| <b>Places of Work</b>    |          |          |          |                    |
| 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**

CASSIE PABEN  
402-580-2355  
CPABEN@GOLDENRODCOMPANIES.COM

*Independently Owned and Operated / A Member of the Cushman & Wakefield Alliance*

©2025 Cushman & Wakefield. All rights reserved. The information contained in this communication is strictly confidential. This information has been obtained from sources believed to be reliable but has not been verified. No warranty or representation, express or implied, is made as to the condition of the property (or properties) referenced herein or as to the accuracy or completeness of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by the property owner(s). Any projections, opinions or estimates are subject to uncertainty and do not signify current or future property performance.