

**ECIA Brownfield Success
Stories
Theisen's
Dyersville IA**



Property History

This property consisted of a vacant lot situated on approximately 2.01 acres of land. The property was owned by the ERTL Company and leased by TOMY International, Inc. and is located in a mixed commercial, industrial and residential area of Dyersville, Iowa.

The property was used as extra employee parking for TOMY International, Inc. which had a plant across the street from the vacant lot. The company's production line was moved overseas and the plant and lot were underutilized for over twenty years.

Dyersville Industries, Inc., Dyersville Economic Development Corporation and the City of Dyersville partnered to offer tax incentives to potential developers for the property. Dyersville Industries Inc. purchase the lot to make ready for future redevelopment.

Prior to purchasing, in March 2017, Dyersville Industries, Inc. utilized U.S. EPA Brownfields Assessment grant funds from ECIA Brownfields Coalition to provide a Phase I Environmental Site Assessment on the plant facility and on the vacant lot. The assessment found no environmental concern with the vacant lot.

Given that the site was deemed ready for reuse, Dyersville Industries, Inc. subdivided the lot and sold one of the new lots in May 2017. The City approved adding the site to its TIF District in November 2018. Site was developed in 2017.

Property Details	
Property Address:	836 13 th Ave SE, Dyersville IA 52040 (portion of former vacant lot)
Former Uses:	Vacant Commercial Lot
Contaminants:	None Found
Current Use - Improvements:	Commercial Retail Store and parking lot
Current Owner:	Theisen's of Dyersville, LLC
Project Partners:	City of Dyersville Dyersville Industries, Inc. Dyersville Economic Development Corporation (DEDC) United State Environmental Protection Agency (US EPA) East Central Intergovernmental Association (ECIA)



For additional information contact:

Dawn Danielson, ECIA Brownfields Program Manager 563.580.1976, ddanielson@ecia.org

Redevelopment

The City and DEDC prepared the site and surrounding infrastructure to make the property was ready for reuse. Dyersville Industries, Inc. sold one of the newly platted lots to Theisen's of Dyersville for a store expansion.

Theisen's Retail Store was located alongside the former TOMY plan vacant lot. The company wanted to expand their footprint and build a bigger retail store to serve Dyersville and the surrounding area. The new 50,000 square foot retail store opened November 2017 and has forty-eight employees.

A video provided by Theisen's showcases the deconstruction of the previous facility and the construction process of the new facility:
https://www.youtube.com/watch?v=9IMT4gE_vkw.



Property Details	
March 10, 2017	Phase I ESA Completed
April 4, 2017	Dyersville Industries, Inc. purchases lot and replats dividing into two lots
May 2017	Dyersville Industries, Inc sold lot to Theisen's of Dyersville
November 2017	Grand Opening and Ribbon Cutting Ceremony

Project Outcomes

- New Commercial Retail Store: 50,000 sf
- Green initiative: Solar Panels on Roof
- Jobs Created: Permanent: 48 [10 FTE and 38 PTEs]; Construction jobs: 1
- Construction project cost: \$3,140,000| TIF \$400,000
- 2022 Assessed Value: \$3,137,580



Funding Sources	
City of Dyersville, DEDC, & Dyersville Industries, Inc. & Private Investor	\$3,140,000
ECIA Brownfields Coalition – US EPA Assessment Grant Funds	\$1,459
City of Dyersville – Developer TIF Agreement	\$400,000



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