

CITYVIEW'S

BUSINESS JOURNAL



The business of POP-UPS

The hustle and heart
fueling Des Moines'
pop-up scene

By Lindsey Giardino

Pop-ups may look effortless — a cute booth, a friendly maker, a handful of products inviting you in — but there is so much more behind every display. Across the Des Moines metro, small-business owners are using pop-ups not just to sell but to connect and bring their brands to life in ways the digital world can't always match. Three local entrepreneurs share how pop-ups are doing just that.

DSM Flea, co-owned by Phoenix Lee, right, and his business partner, Boey Lu, left, began with a simple vision to highlight the region's creative talent. Photo by KB Photography / Kate Bailly



Jessica Cue, owner of Macrame by Jess, learned that pop-ups involve far more behind-the-scenes effort than one would imagine.

Macrame by Jess

For Jessica Cue, the face behind Macrame by Jess, the world of pop-ups began with inspiration. She watched other makers show up at events, share their work and connect with people face to face.

"I thought it was amazing how they put themselves out there and shared what they love with others," Cue shares. "As my macrame business started to grow and people began asking if I had any upcoming events, I told myself, 'You know what, we're going for it.'"

Cue soon learned that pop-ups involve far more behind-the-scenes effort than they appear to — from figuring out booth setup to creating marketing materials to navigating event details. Still, she knew it was the right next step.

"People can't find you if they don't know about you or your brand," she says. "So, I put in the hard work, believed in myself and went for it."

For Cue, the in-person connection is everything.

"There's nothing quite like connecting in person," she says. "It's a chance for small business owners like me, who don't have a brick-and-mortar shop, to set up our own little space for the day and bring our brand to life."

Her favorite part is curating a 10-foot by 10-foot space that feels welcoming — a spot where shoppers can browse and connect.

When choosing events, Cue looks for markets and communities that align with her values and aesthetic.

"From a business standpoint, I'll also check out past events to see if the audience fits my style and brand," she shares. "One of the great things about

Des Moines is that people really show up for small businesses. It's such a supportive community, and I love being part of that."

She has also found that vendors form their own meaningful network.

"We help each other out, share tips and let one another know about future markets," she says. "It really feels like a supportive family of makers and small business owners."

Social media helps, too, giving people a way to discover pop-ups and follow small brands they might not encounter otherwise.

"Pop-ups are becoming more and more common, and I'm so grateful for the opportunity to share space with brick-and-mortar shops that open their doors to us," she adds. "If someone out there is on the fence about signing up for their first event wondering if they can really pull this off, my advice is to go for it. You won't regret it."

Every event, she says, teaches business owners something new — and those lessons add up.

DSM Flea

DSM Flea, co-owned by Phoenix Lee and his business partner, Boey Lu, began with a simple vision: Bring people together regularly and highlight the region's creative talent. Their markets feature everything from vintage clothing to original art to local food vendors.

"We've seen a lot of the bigger cities have these styles of markets, and we really just wanted to bring something cool like that to the Des Moines metro," Lee says.

They held their first event in June 2024. A year



DSM Flea features everything from vintage clothing to original art to local food vendors. Photo by KB Photography / Kate Bailly

later, they have partnered with locations such as Zavy Kitchen, Secret Admirer, Big Grove Brewery and Val Air Ballroom, along with hosting a recent night market in the East Village.

Their most ambitious project yet is a holiday pop-up store on the second floor of the 1201 Keo Building, open from Nov. 7 through the end of the year with weekly hours Wednesday through Sunday.

"This has always been the goal. It's been our dream to open our own space," Lee says. "We've been selling vintage clothing for a long time, since 2017, but, recently, with new opportunities, our dream is now becoming a reality. We wanted to provide a hub for DSM Flea. Our events are only one day out of the month, so we wanted to provide a more permanent spot."

The store features curated vintage clothing from Lee and Lu, along with vendors like nine.two, Pretty Lili's and Katelyn's Closet. Shoppers can also find jewelry makers and physical media like vinyl and VHS tapes.

"People love the holiday season," Lee says. "Everyone is trying to find that special one-of-a-kind gift for someone in their life. So, pop-ups really bring something unique and special for the shopping or dining experience — a brand-new experience that maybe someone hasn't been a part of before."

From the moment customers walk in to the moment they leave, Lee and Lu want the experience to feel memorable and welcoming.

Little Hands Dough Co.

For Blair Lakis of Little Hands Dough Co., pop-ups offered a simple benefit: meeting people.

“There’s something special about watching kids’ eyes light up when they spot the colors and textures, and I realized pop-ups were the perfect way to create those moments,” she shares. “It also felt like a fun way to step out from behind the screen and actually connect with the community.”

Lakis primarily sells online, so pop-ups have helped her reach families she may not have encountered otherwise.

“Being able to talk face to face, hear what they’re looking for and see their reactions to the products has been so valuable,” she says. “It builds trust and makes the business feel a lot more personal. People love supporting something they’ve experienced in real life.”

She loves watching kids dive into play and chatting with parents, and she enjoys cheering on fellow small-business owners, too.

Lakis selects events that feel family-friendly and align with Little Hands Dough Co.’s mission of creativity and hands-on fun. Well-organized markets with a strong local turnout are at the top of her list.

Next up, she plans to appear at several holiday



For Blair Lakis, of Little Hands Dough Co., pictured with husband, Matt, pop-ups offer a simple benefit: meeting people.



markets and continues to pop up regularly at the Downtown Des Moines Farmer’s Market.

“More people seem to be intentionally seeking out handmade or screen-free gifts, especially for kids,” Lakis says. “I’ve also noticed shoppers asking more questions and wanting to know the story behind the business. It feels like people really value supporting

local makers, which is so encouraging.”

Ultimately, she says, the growth of her business still surprises her.

“Never in a million years did I imagine Little Hands Dough Co. would grow the way it has — from my very first pop-up events to now shipping to all 50 states,” she says. “It still blows my mind.” ■

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SMALL BUSINESS ADMINISTRATION LOANS

Borrower Name	City	County	Cong. District	\$ Amount	Jobs Created	Jobs Retained	Existing Jobs	New Vs. Existing	Business Type
Perfect Pets, LLC	HUDSON	BLACK HAWK	02	\$189,000	3	0	2	NEW	Pet Care (except Veterinary) Services
Sherdelivery LLC	WATERLOO	BLACK HAWK	02	\$337,400	0	8	8	NEW	Private Mail Centers
ELITE SLABS COMICS, LLC	DURANT	CEDAR	01	\$15,000	0	0	2	NEW	N/A
THN, LLC	WAUKEE	DALLAS	03	\$120,000	1	1	1	NEW	Nail Salons
1914 VENTURES LLC	Waukee	DALLAS	03	\$300,000	40	40	1	EXISTING	Car Washes
INNOVATIVE POWER TECHNOLOGIES, LLC	OKOBOJI	DICKINSON	04	\$2,460,000	8	4	4	EXISTING	All Other Miscellaneous Waste Management Services
Estherville Community Care Center	ESTHERVILLE	EMMET	04	\$1,907,500	2	56	54	NEW	Nursing Care Facilities
COULSON'S RESTORATION & REPAIR SERVICES	BAXTER	JASPER	01	\$25,000	0	3	3	EXISTING	General Automotive Repair
Hometown Hearing Centers of Iowa, LLC	Newton	JASPER	01	\$200,000	3	2	2	EXISTING	Offices of Physical, Occupational and Speech Therapists, and Audiologists
Living A Fit Life, LLC	NORTH LIBERTY	JOHNSON	01	\$603,200	2	0	2	NEW	Fitness and Recreational Sports Centers
S C C PROPERTY SERVICE LLC	CEDAR RAPIDS	LINN	02	\$25,000	2	3	1	EXISTING	Residential Remodelers
Game Station Inc	Cedar Rapids	LINN	02	\$250,000	0	2	2	EXISTING	Amusement Arcades
Northtowne Cycling, LLC	Cedar Rapids	LINN	02	\$276,100	1	17	17	EXISTING	N/A
FEARLESS ENDEAVORS, INC. DBA EVERYMAN	Cedar Rapids	LINN	02	\$350,000	2	2	2	EXISTING	Office Supplies (except Paper) Manufacturing
Northtowne Cycling, LLC	Cedar Rapids	LINN	02	\$423,300	1	17	17	EXISTING	N/A
Hands Up Holdings, LLC	Cedar Rapids	LINN	01	\$506,000	0	24	24	EXISTING	Translation and Interpretation Services
STODOLA MANAGEMENT LLC	CEDAR RAPIDS	LINN	02	\$867,300	1	1	1	EXISTING	Offices of Dentists
K3 Performance Inc.	Hiawatha	LINN	02	\$207,000	0	6	6	NEW	Sports and Recreation Instruction
GLE Glenwood, LLC	GLENWOOD	MILLS	04	\$86,000	2	0	6	EXISTING	Offices of Optometrists
Wire Nuts Electric Service LLC	STANTON	MONTGOMERY	03	\$30,000	1	1	1	NEW	Electrical Contractors
BGI Holdings LLC	ALTOONA	POLK	03	\$1,479,800	2	0	2	EXISTING	Commercial and Industrial Machinery and Equipment (except Automotive and Ei
PIA DSM LLC	CLIVE	POLK	03	\$100,000	8	8	8	NEW	N/A
MOCE Marketing, LLC	DES MOINES	POLK	03	\$350,000	0	14	14	EXISTING	Marketing Consulting Services
UTILITY SPECIALISTS, LLC	DES MOINES	POLK	03	\$3,207,000	0	0	1	EXISTING	Veterinary Services
KING SHIPPING INC	JOHNSTON	POLK	03	\$1,847,700	35	0	1	NEW	Couriers
HEART AND SOLAR LLC	WDM	POLK	03	\$50,000	1	1	1	NEW	Electrical Contractors
JP'S BILLIARD SUPPLY LLC	BETTENDORF	SCOTT	01	\$70,000	0	2	2	EXISTING	Sporting and Recreational Goods and Supplies
MLC Enterprises, LLC	DAVENPORT	SCOTT	01	\$451,100	0	15	40	EXISTING	Merchant Wholesalers
Outlaw Health LLC	Eldridge	SCOTT	01	\$200,500	2	2	2	NEW	Limited-Service Restaurants
GB ROCK LLC	ROCK VALLEY	SIOUX	04	\$1,608,000	4	4	4	NEW	Offices of Chiropractors
DBA Ramsey's Market DBA Ramsey's Ace Hardware	Lenox	TAYLOR	03	\$210,000	2	7	7	NEW	N/A
TEQUILA GRILL LLC	KALONA	WASHINGTON	01	\$45,000	0	11	11	EXISTING	Supermarkets and Other Grocery (except Convenience) Stores
								EXISTING	Full-Service Restaurants

TRANSACTIONS FROM SEPTEMBER 2025

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COMMERCIAL REAL ESTATE

COMMERCIAL REAL ESTATE TRANSACTIONS IN POLK COUNTY FROM JULY 7, 2025, TO JULY 24

1210 FIRST AVE. N., ALTOONA
SALE DATE: 2025-07-09
SALE PRICE: \$208,578
SELLER: F&S ROSENBERGER LLC
BUYER: DCW INVESTMENTS LLC
ACRES: 0.798
SQUARE FEET: 0



1301 FIRST AVE., N. ALTOONA
SALE DATE: 2025-07-09
SALE PRICE: \$790,000
SELLER: ABRAHAM PROPERTIES LLC
BUYER: UCS HOLDINGS LLC
ACRES: 0.638
SQUARE FEET: 4,500

5075 S.E. DELAWARE AVE., ANKENY
SALE DATE: 2025-07-09
SALE PRICE: \$9,758,000
SELLER: PARLAY ANKENY LLC
BUYER: EXCHANGERIGHT NET-LEASED
ALL-CASH 15 DST
ACRES: 6.418
SQUARE FEET: 53,960



2319 BELL AVE., DES MOINES
SALE DATE: 2025-07-09
SALE PRICE: \$1,050,000
SELLER: GREENSPIRE HOLDINGS LLC
BUYER: 801 ASHWORTH LLC
ACRES: 3.420
SQUARE FEET: 15,554

175 S. NINTH ST., SUITE 655, WEST DES MOINES
SALE DATE: 2025-07-10
SALE PRICE: \$250,000
SELLER: T&S INVESTMENT PROPERTIES LLC
BUYER: SEYMOUR, ANDREW
ACRES: 0.044
SQUARE FEET: 1,920

4505 DOUGLAS AVE., DES MOINES
SALE DATE: 2025-07-10
SALE PRICE: \$900,000
SELLER: BERNARD J CONNOLLY FAMILY LLC
BUYER: IOWA ZOTUNG BAPTIST CHURCH
ACRES: 3.138
SQUARE FEET: 8,824

175 S. NINTH ST., SUITE 520, WEST DES MOINES
SALE DATE: 2025-07-10
SALE PRICE: \$700,000
SELLER: ORTON HOMES LLC
BUYER: DEL BOCA VISTA LLC
ACRES: 0.132
SQUARE FEET: 5,760

119 19TH ST., SUITE 206, WEST DES MOINES
SALE DATE: 2025-07-10
SALE PRICE: \$70,000
SELLER: JANSSEN PROPERTIES LLC
BUYER: OPPORTUNITY LEASE COMPANY LLC
ACRES: 0.050
SQUARE FEET: 800

515 COLLEGE AVE., DES MOINES
SALE DATE: 2025-07-10
SALE PRICE: \$550,871
SELLER: TOWNHALL GP LLC
BUYER: TOWNHALL ASSOCIATES LP
ACRES: 0.629
SQUARE FEET: 9,142

1348 E. EUCLID AVE., DES MOINES
SALE DATE: 2025-07-11
SALE PRICE: \$2,100,000
SELLER: 1348 E EUCLID AVE LLC
BUYER: THE BEACON VILLAGE LLC
ACRES: 2.608
SQUARE FEET: 23,672

1601 SIXTH AVE., DES MOINES
SALE DATE: 2025-07-13
SALE PRICE: \$35,000
SELLER: INDIGO DAWN LLC
BUYER: TOWNHALL ASSOCIATES LP
ACRES: 0.236
SQUARE FEET: 4,680

NO ADDRESS LISTED
SALE DATE: 2025-07-14
SALE PRICE: \$1,820
SELLER: 1ST STREET FLATS LLC
BUYER: CITY OF ANKENY
ACRES: 0.007
SQUARE FEET: 0

NO ADDRESS LISTED
SALE DATE: 2025-07-14
SALE PRICE: \$1,850
SELLER: EVELYN MATSON-DAVIS TRUST
BUYER: CITY OF ALTOONA
ACRES: 0.219
SQUARE FEET: 0

2805 30TH ST., DES MOINES
SALE DATE: 2025-07-15
SALE PRICE: \$1,100,000
SELLER: BRICKSTONE APTS LLC
BUYER: 2805 30TH STREET LLC
ACRES: 0.887
SQUARE FEET: 25,896

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1420 W. BROADWAY ST., POLK CITY

SALE DATE: 2025-07-15
SALE PRICE: \$515,000
SELLER: MCHES LLC
BUYER: KMH LAND LLC
ACRES: 0.517
SQUARE FEET: 3,636

NO ADDRESS LISTED

SALE DATE: 2025-07-16
SALE PRICE: \$3,250,000
SELLER: AVAILA BANK
BUYER: JJ LARSON PROPERTIES LLC
ACRES: 38.270
SQUARE FEET: 0

4320 WESTOWN PARKWAY,
WEST DES MOINES

SALE DATE: 2025-07-17
SALE PRICE: \$1,125,000
SELLER: 4300 WESTOWN LLC
BUYER: OIS MANAGEMENT SERVICES LLC
ACRES: 1.206
SQUARE FEET: 5,328

109 63RD ST., DES MOINES

SALE DATE: 2025-07-18
SALE PRICE: \$1,400,000
SELLER: 109 63RD STREET LC
BUYER: BADER, BOYD RANDALL
ACRES: 0.892
SQUARE FEET: 8,200

NO ADDRESS LISTED

SALE DATE: 2025-07-19
SALE PRICE: \$1,190,000
SELLER: FORRET ACRES LLC
BUYER: HOPE DEVELOPMENT & REALTY LLC
ACRES: 8.720
SQUARE FEET: 0

3301 111TH ST., URBANDALE

SALE DATE: 2025-07-21
SALE PRICE: \$255,000
SELLER: NEXT TEN LLC
BUYER: PORCH LIGHT WOODWORKING & RENOVATIONS INC
ACRES: 0.107
SQUARE FEET: 1,500

575 S. PRAIRIE VIEW DRIVE,
WEST DES MOINES

SALE DATE: 2025-07-22
SALE PRICE: \$14,525,000
SELLER: SILVERWEST-I WDM LLC
BUYER: STAYSHARPE WEST DES MOINES LLC
ACRES: 1.798
SQUARE FEET: 69,814

1566 S.E. MAFFITT LAKE COURT,
WEST DES MOINES

SALE DATE: 2025-07-22
SALE PRICE: \$1,400,000
SELLER: TIMOTHY G HILDRETH REVOCABLE TRUST
BUYER: CHARLES I COLBY & RUTH COLBY INVESTMENT TRUST
ACRES: 10.918
SQUARE FEET: 1,928

NO ADDRESS LISTED

SALE DATE: 2025-07-22
SALE PRICE: \$1,340,000
SELLER: HOPE K FARMS LLC
BUYER: BROOKSIDE NORTH LLC
ACRES: 13.658
SQUARE FEET: 0

NO ADDRESS LISTED

SALE DATE: 2025-07-22
SALE PRICE: \$5,953,500
SELLER: WILLIAM B KIMBERLEY REVOCABLE TRUST
BUYER: IALCO POLK COUNTY LLC
ACRES: 119.084
SQUARE FEET: 0

NO ADDRESS LISTED

SALE DATE: 2025-07-22
SALE PRICE: \$5,100
SELLER: BLOYER RENTALS LLC
BUYER: CITY OF ANKENY
ACRES: 0.008
SQUARE FEET: 0

805 S.E. 14TH COURT, DES MOINES

SALE DATE: 2025-07-23
SALE PRICE: \$435,000
SELLER: SOUTHEAST 23RD STREET PROPERTY LLC
BUYER: HANSEN, RICHARD K
ACRES: 0.364
SQUARE FEET: 2,128

8980 HICKMAN ROAD, CLIVE

SALE DATE: 2025-07-23
SALE PRICE: \$600,000
SELLER: ECHQ LLC
BUYER: PARK PLACE INVESTMENTS LLC
ACRES: 1.256
SQUARE FEET: 14,022

NO ADDRESS LISTED

SALE DATE: 2025-07-23
SALE PRICE: \$10,013,410
SELLER: BRESSON REAL ESTATE HOLDINGS LLC
BUYER: IALCO POLK COUNTY LLC
ACRES: 274.335
SQUARE FEET: 0

619 17TH AVE. N.W., ALTOONA

SALE DATE: 2025-07-24
SALE PRICE: \$17,875,409
SELLER: A MEADOWS I LLC
BUYER: AVENUE LIVING US OPERATING LP NO 17
ACRES: 5.571
SQUARE FEET: 137,764

310 S.E. GATEWAY DRIVE, GRIMES

SALE DATE: 2025-07-24
SALE PRICE: \$5,451,830
SELLER: OAK CROSSING LLC
BUYER: AVENUE LIVING US OPERATING LP NO 18
ACRES: 3.530
SQUARE FEET: 57,012

1401 ADVENTURELAND DRIVE, N.W.,
ALTOONA

SALE DATE: 2025-07-24
SALE PRICE: \$52,816,500
SELLER: BLUE RIDGE COMMONS LLC
BUYER: AVENUE LIVING US OPERATING LP NO 13
ACRES: 18.253
SQUARE FEET: 397,563

8615 ILTIS DRIVE, URBANDALE

SALE DATE: 2025-07-24
SALE PRICE: \$13,145,772
SELLER: CROSS CREEK LLC
BUYER: AVENUE LIVING US OPERATING LP NO 21
ACRES: 5.432
SQUARE FEET: 109,078 ■

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Jorgensen joins DMU Clinic - Physical Therapy

Sarina (Lily) Jorgensen, P.T., D.P.T., has joined the providers at the Des Moines University Clinic - Physical Therapy, located at 3200 Grand Ave. at the DMU32 Health and Business Complex in Des Moines. Jorgensen earned a Doctor of Physical Therapy degree from Des Moines University Medicine and Health Sciences in 2021, following a Bachelor of Arts degree in exercise science from Hope College in Holland, Michigan, in 2016. She is a certified brain injury specialist specializing in pelvic health and neurological disorders. In 2020, she received her Lee Silverman Voice Treatment BIG certification, an evidence-based, intensive training that better equips physical and occupational therapists to treat individuals with Parkinson’s disease and other neurological conditions.



Sarina (Lily) Jorgensen

Mishra named chief research officer at Des Moines University Medicine and Health Sciences

Des Moines University Medicine and Health Sciences has promoted Pravin Mishra, Ph.D., M.B.A., to the role of chief research officer. In this role, he will continue to lead the university’s strategic research priorities and further advance the foundation he has built since joining DMU in 2023.

Des Moines Art Center announces Kloewer as inaugural chief operating officer

The Des Moines Art Center announced the appointment of Susan Kloewer as chief operating officer (COO). Kloewer is the Art Center’s inaugural COO, a position established to help position the institution for future growth and success. An accomplished administrator and respected executive with a background in museums, Kloewer brings a wealth of experience in a variety of operations-related fields, including collections care and display, capital improvements, historical preservation, master planning, and visitor and guest engagement. Her expertise includes donor cultivation, fundraising, strategic communications, government relations, and volunteer initiatives.

Reisinger named to First National Bank board of directors

Scott T. Bauer, president of First National Bank, announced that Rebecca A. Reisinger joined the Board of Directors. A native of Ames, Reisinger graduated from Ames High School before attending the University of Northern Iowa, where she earned a degree in political science in 1996. She then spent more than five years on Capitol Hill in Washington, D.C., serving in various roles, most recently as Health Policy Advisor for the U.S. Senate Committee on Finance. She went on to earn her law degree from George Mason University School of Law in 2005 and returned to Iowa to sit for the bar exam.



Rebecca A. Reisinger

Jimmy Wright takes helm and afternoons for 93.3 KIOA

After nearly 35 years at 102.5 on Des Moines’ radio dial, Jimmy Wright is moving to 93.3 KIOA as the new content director and afternoon host. Wright has been with the Des Moines Media Group (DMMG) since 1991, moving through the ranks and

becoming a staple of central Iowa workdays and parties alike. KIOA listeners will catch Wright from 3-7 p.m. each workday. Then, on Fridays, he brings the week to a close with “Jimmy’s Weekend Kick-Off” at 5 p.m. When not on the radio, Wright will oversee all content for KIOA from music and social media to digital assets and promotions.

Maschka appointed as chief development officer for Lutheran Services in Iowa

Lutheran Services in Iowa (LSI) announced the appointment of Andrea Maschka as chief development officer, effective Oct. 30. Maschka brings more than two decades of leadership in philanthropy, nonprofit management, sales and strategic communications to the role, advancing LSI’s mission to respond to the love of Jesus Christ through compassionate service and community impact. Maschka will lead LSI’s statewide fundraising and development strategy, guiding a team of philanthropy directors and strengthening donor, corporate and foundation partnerships to expand support for vital services across Iowa.

Semprini selected as national research champion

Jason Semprini, Ph.D., MPP, assistant professor of public health at Des Moines University Medicine and Health Sciences, was named to the inaugural cohort of AcademyHealth’s Champions for Health Services and Prevention Research program. Supported by the Doris Duke Foundation, the program will foster connections between researchers and policymakers in communities across the nation.



Jason Semprini

Sweet named as chief advancement officer for United Way of Central Iowa

United Way of Central Iowa announced that Laura Sweet has been named the organization’s chief advancement officer, bringing more than two decades of nonprofit executive leadership and community engagement experience to the role. Sweet joins United Way of Central Iowa after serving as vice president and chief operating officer at Des Moines Performing Arts, where she directed major capital projects, advanced revenue and audience development strategies, and championed inclusive cultural initiatives focused on accessibility, safety and community voice.



Laura Sweet

Des Moines Menace announce Davy as club’s general manager

The Des Moines Menace announced today that Kyle Davy has been appointed the club’s new General Manager as the organization prepares for the 2026 USL League Two season. Davy has been part of the Menace since 2023, supporting the club in areas including ticketing, operations, marketing, sponsorships and membership strategy. He now joins the club full-time to lead both soccer and business operations. In addition to his new role with the Menace, Davy serves as the director of soccer operations for Krause Group, helping guide the organization’s broader soccer portfolio, including the Pro Iowa initiative. Prior to joining Krause Group in 2019, Davy served as chief revenue officer for the Iowa Wolves in the NBA G League. ■



Kyle Davy

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