

## TEXTILE BREWERY

146 2nd St SE  
Dyersville, Iowa — population 4058  
Completion Date: July 2019

### OVERVIEW

The industrial building identified for the Community Catalyst project in downtown Dyersville has quite a history. Built in the early 1900s, the structure originally housed an engine repair shop, which transformed into a sewing factory in 1911, which eventually became the focus of the legendary book and musical “The Pajama Game.” After sitting vacant for many years, Tom and Carol Olberding purchased the 115-year-old building. With vintage sewing equipment covering the ceiling and floors and the building sitting in a blighted area on the edge of downtown, the unusual structure and location may not have sparked the interest of many buyers, but the Olberdings saw potential for their brewery. The vision was big for the building, but it would become even more significant because a mixed-use development was planned for the gateway.

### RESULTS

The Olberdings completely transformed the unique building for the brewery. The interior and exterior were rehabilitated with great respect to the historic charm of the building – even tying the name to its past life. The exterior upgrades include ADA accessibility, excavation work, and commercial doors and trim. Renovating the interior included work on electrical, plumbing and mechanical, as well as creating restrooms, a bar and a seven-barrel brewhouse station. Much of the original sewing factory equipment are recycled throughout the space, all the way down to the beer tap handles.

“Turning this once forgotten building into one of the crown jewels of our community has been a real labor of love. From the owners of Textile Brewery (who make some of the best beer I have ever tasted) to the City, the neighboring businesses and the state of Iowa, this has been a true community project sparking a much needed and very successful catalyst in our downtown.”

—Jacque Rahe, Executive Director  
Dyersville Economic Development Corporation



Textile Brewery interior following rehabilitation.

## IMPACT

Textile Brewery sewed a new energy into the fabric of downtown Dyersville. It is not only more visually appealing, but it has greatly influenced the allure of the commercial district area. The brewery's interesting décor and quality product offer another entertainment destination for Dyersville. The downtown district has seen an increase in both evening hour activity, walkability and out of town visitors. The surge in business has even caused a parking problem downtown from its popularity. The once dilapidated building that is now back in action created eight to ten new jobs. The Textile Brewery project has served as a true catalyst for growth in Dyersville with additional building rehabilitation projects in the beginning stages.

## FUNDING

A true public-private partnership made the Textile Brewery dream a reality.

**Community Catalyst grant: \$100,000**

**Other investment: \$650,000**

- Owner investment
- City of Dyersville
- Dyersville Economic Development Corporation
- Tax Increment Financing
- Silent partner

**Total investment: \$750,000**



*Textile Brewery exterior before rehabilitation.*



*Textile Brewery exterior following rehabilitation.*

The **Community Catalyst** program assists with the redevelopment or rehabilitation of buildings to stimulate economic growth or reinvestment in the community.