

ECIA Brownfields Success Story

From Brownfield to Baseball Destination

How public-private investment transformed a long-vacant Dyersville industrial site into a museum, training facility, retail destination, and new housing



A 125-year-old property once marked by vacancy and environmental uncertainty now welcomes visitors, supports local jobs, and strengthens Dyersville’s tourism economy. This project shows what is possible when environmental assessment, local leadership, public funding, and private investment come together: a challenging property can become a source of jobs, housing, community pride, and lasting economic activity.

The property was originally developed in 1891 as a brewery which remained until it was sold and converted to an iron works/machine shop and gasoline engine repair shop in 1915. From 1929 to 1964 the property was used for multi-residential purposes and a portion was vacant. Tegeler Dairy operated at this site from 1977-2010 along with a portion utilized for multi-residential. The property was underutilized and has sat primarily vacant since 2010.

The City of Dyersville identified the site as being underutilized and in need of repair.

Property Details	
Property Address:	310 2nd St SE, Dyersville IA 52040 (Former Tegeler Dairy)
Former Uses:	Gasoline engine repair and machinery shop, iron works, multi-residential and dairy operation
Contaminants:	Unknown, possible asbestos, lead based paint and contamination from prior use of site
Current Use - Improvements:	Commercial – Baseball Building includes retail store, museum and baseball training facility
Current Owner:	If You Build It, 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) Iowa Economic Development Authority (IEDA)

Funding Sources	
City of Dyersville, DEDC, & Dyersville Industries, Inc. & Private Investor	\$228,986
ECIA Brownfields Coalition – US EPA Assessment Grant Funds	\$5,230.80
Iowa Economic Development Authority – Community Catalyst Building Grant	\$100,000
Private Investor	\$1,000,000



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Redevelopment

Owner completed asbestos inspection and abatement. With environmental due diligence complete and a new owner in place, multiple partners aligned resources to move the project forward. The City of Dyersville secured a \$100,000 Iowa Economic Development Authority Community Catalyst Building and Remediation Grant and provided a \$25,000 local match. The City also contributed \$100,000 in federal American Rescue Plan Act funding to retool exhibit pieces for the museum’s new home.

The former industrial buildings were renovated into a dynamic destination featuring retail, baseball batting cages and training space, and museum exhibits. The If You Build It Exhibit celebrates the Field of Dreams film and its Dyersville-area filming location. Today, the site is also home to The Baseball Hall of Dreams, which shares stories of baseball history and the people who shaped the game. The upper story was renovated into housing. This project shows what is possible when environmental assessment, local leadership, public funding, and private investment come together: a challenging property can become a source of jobs, housing, community pride, and lasting economic activity.

Results that Matter

- 18,000 square feet of renovated commercial space with two tenants and possibility for third tenant
- two upper story apartments totaling 3,046 square feet
- 34 jobs created
- A long vacant property returned to productive use
- A new visitor destination supporting Dyersville’s tourism economy



Property Details	
Nov 6, 1990	Property owner removed two underground storage tanks (Two - 1,000 gallon tanks (1 diesel and 1 gasoline)
Jan 18, 1991	IA DNR provided a No Further Action letter to property owner regarding tank removal
Nov 13, 2019	Phase I Completed
Oct 15, 2020	Property sold to If You Build It, LLC
Aug 10, 2022	Grand Opening and Ribbon Cutting Ceremony

