



COMMUNITY AND RETAIL DATA

Get to know the Algona community!



Population: Algona:
5,487 (2020 census)
Kossuth County:14,813



Top employers

- Snap-on Tools
- Hormel
- Pharmacists Mutual
- Kossuth Regional Health Center
- Algona Community Schools



Median household income: \$51,476



Closest airports

(commercial):

- Mason City
- Fort Dodge
- Des Moines
- Minneapolis
- Omaha
- Sioux Falls



Mean travel time to work: 10 minutes



Local schools

- Algona Community Schools, PK-12
- Bishop Garrigan Schools, PK-12
- Iowa Lakes Community College

Welcome to Algona!

Algona, Iowa is located in North Central Iowa. As the county seat, Algona is a hub for Kossuth County services and programs. The community offers a family-friendly atmosphere with a variety of recreation opportunities and year-round activities for all ages.

The Algona community continues to thrive, grow and change, with high volunteer engagement from local citizens and strong financial support from generous individuals, businesses and service clubs for projects and events that benefit the community as a whole.

Events and Entertainment

Algona is home to the Band Day Festival in October, Founders' Day celebration in July, the ABATE Freedom Rally, and the annual [Kossuth County Fair](#) in August. Many other events are held throughout the year, often led by the [Algona Area Chamber of Commerce](#). This includes the winter Frostbite Olympics, live outdoor music in the summer at Party in the Park, a holiday kickoff downtown at Live Greeting Card windows and much more.



Recreation Opportunities

Algona is a great place to play! The city offers numerous parks, a dog park and a bike trail. Seasonal sports for youth and adults are available through the Recreation Department. The [Algona Aquatic Center](#) offers summer fun for all ages with swimming lessons, swim team, water aerobics and waterslides. [Call State Park](#) is a great place for short hikes, camping and disc golf. Golfing is popular at the Algona Country Club, River Road Golf Course and nearby [Spring Valley](#), as well as miniature golf at the Caddy Shack. The [Water's Edge Nature Center](#), just a few miles north of town, offers camping, fishing, kayak rental, and outdoor programs. Race fans at the [Kossuth County Speedway](#) enjoy IMCA-sanctioned racing on Thursday nights. The [Algona Public Library](#) offers year-round programs for youth and adults, with a dynamic reading program. The [Algona Family YMCA](#) is a community-built resource for classes, childcare, youth sports, indoor swimming and other active endeavors.

Government and City Services

Algona is a full-service community, including police, fire, public works (streets, sewer, code enforcement, cemetery), airport, EMS, library, and parks and recreation departments. The City is governed by a six-member council, each serving a four-year term. The Mayor is elected at-large and serves two years per term. The city council appoints a full-time city administrator who is responsible for overseeing day-to-day operations and supervising city personnel. The City employs approximately 50 full-time staff and additional part-time and seasonal employees.

Businesses and Economic Development

Algona has a dynamic downtown shopping district, featuring a variety of retail options and restaurants. Whether you are hungry for a quick bite, coffee or cocktails, brunch with friends, or a good burger, you can find it in Algona. Visitors can always stop in the Algona Welcome Center for a place to rest and refresh while shopping. In addition to a vibrant downtown, the “four corners” at the intersection of U.S. Highways 169 and 18, also provides options for shopping and dining.

Algona is ready to support growth and new opportunities. Business start-ups and expanding operations can find assistance through revolving loan funds available through the city and economic development organizations. On the east side of town, the [Kueck Industrial Park](#) broke ground in 2021, providing the space for new businesses to join our community.



Arts and Culture

Algona has a creative community spirit and is proud to support a range of local art initiatives. The [Kossuth County Concert Series](#) brings several concerts to the [Wilcox Performing Arts Center](#) each year. The [Stinson Prairie Arts Council](#) works with local artists to display and discuss their work. This group also coordinates the annual Art in the Park event. The [Haggard-Twogood Charitable Trust](#) offers support for cultural and creative activities.

The [Carnegie Center for the Arts](#) is a work in progress that will provide a space for artists, music and others to gather and share their work. The Carnegie Center is located on the corner of Dodge and Nebraska Street, or Carnegie Lawn. This community green space is the home for many events, including the seasonal [Kossuth County Farmers' Market](#).



Education and Family Care

As a community, Algona takes pride in its school system and students. [Algona Community School](#) offers class sizes of approximately 100 students per class. The student-teacher ratio is 16:1. Algona High School offers more than 40 vocational courses featuring industrial technology, agricultural education, family and consumer science and business. This includes Career Academy college credit classes in the areas of constructional trades, TV/radio broadcasting and publication, health occupations, and automotive technology. [Bishop Garrigan Schools](#) partners with parishes throughout North Iowa to offer faith-based education for preschool through grade 12. BGHS offers class sizes of approximately 40 per grade, with a student-teacher ratio of 12:1. Garrigan offers a full curriculum for students, and partners with Algona High School for additional classes and programs.

[Iowa Lakes Community College](#) has an Algona campus that includes the [Tietz Entrepreneurial Center](#), a resource for entrepreneurs, students and businesses. [ISU Extension](#) provides ongoing training and education opportunities for adults, as well as support for 4-H and youth programs. Families seeking daycare may reach out to in-home providers, [Bear Care](#), YMCA Daycare and [Little Sprouts Daycare](#). [Loving Hands Nursery](#) offers free respite daycare for parents a few hours a week. Algona is served by Headstart and the Prairie Lakes Area Education Agency.

Healthcare and Wellness

Affiliated with MercyOne, [Kossuth Regional Health Center](#) is a 25-bed critical access hospital offering 24-hour emergency care, family medicine, specialty clinic, public health, hospice, obstetrics, a retail pharmacy and more. The Algona community offers options for additional health and wellness services such as vision and dental care, chiropractic care, massage, acupuncture and aesthetic services.



Getting Connected

Algona offers many ways to get involved with the community through local service clubs such as the Rotary, Kiwanis, Soroptimists, Lions, P.E.O., Young Professionals and others. These organizations provide opportunities to socialize, network and serve the community in different ways. To learn more, contact the [Algona Chamber of Commerce](#) at 515-295-7201.

- [Algona Hometown Radio KLGK/KLGZ](#)—Listen online at www.algonaradio.com.
- [Kossuth County Advance newspaper](#)



Algona City Hall
112 W. Call Street
Algona, IA 50511



www.algonaiowa.gov
515-295-2411



Find the [City of Algona on Facebook](#)

Table 1. Algona Key Retail Indicators

	FY2020	FY2021	% Change
Real Total Taxable Sales	\$118,223,705	\$122,776,007	3.9% ▲
Number of Firms	340	340	-0.1% ►
Population	5,482	5,424	-1.1% ▼
Average Sales Per Capita	\$21,566	\$22,636	5.0% ▲
Average Sales Per Firm	\$347,973	\$361,638	3.9% ▲

No distinction are made among residents of households, educational institutions, nursing homes, or other group quarters in the calculation of per capita sales and related indicators.



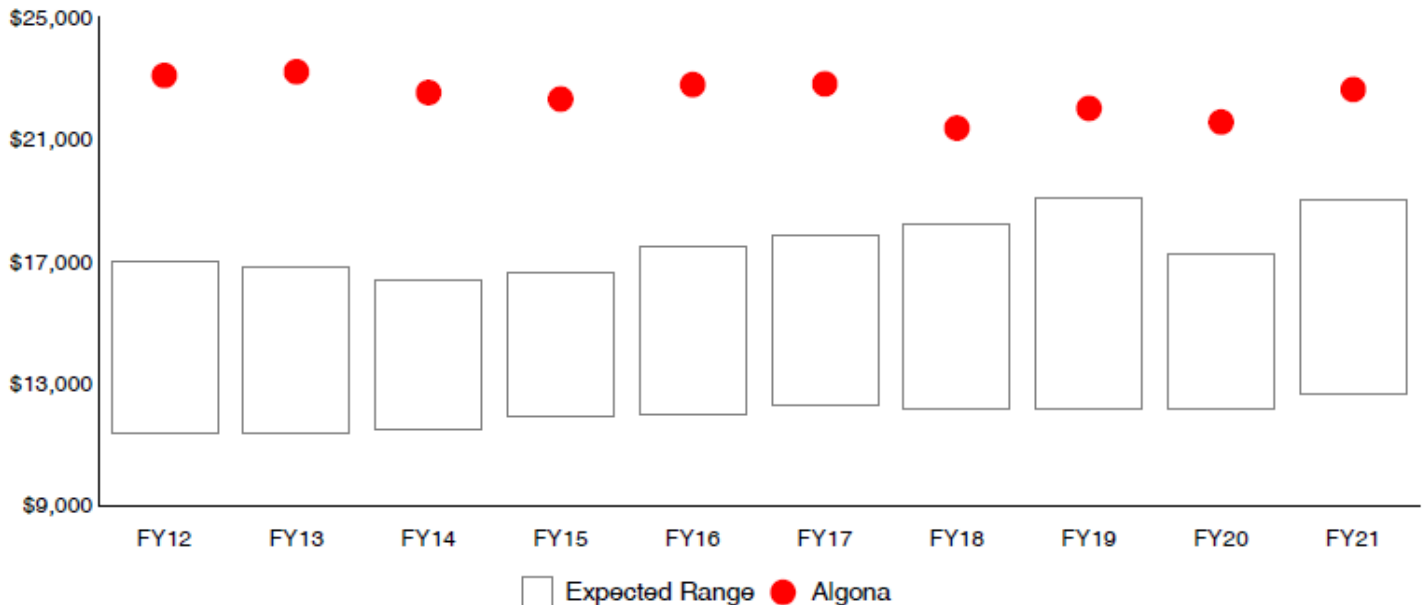
SCAN ME



Take a virtual tour!
Scan the QR code with a mobile device to take a quick look at the places and spaces that make Algona a great place to live, work and play.

Expected and Actual Sales per Capita

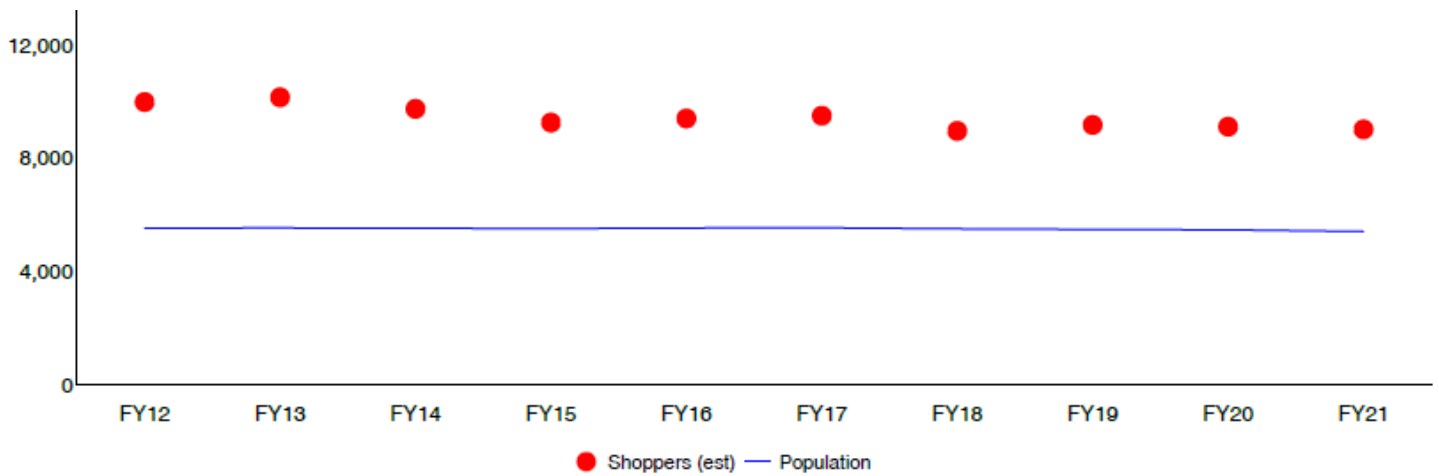
Using peer group data to describe an expected sales range creates a benchmark to determine whether local sales have been higher than, lower than, or typical for cities of similar size and urbanization characteristics. The chart below illustrates Algona’s actual per capita sales in comparison to peer group expectations.





Trade Area Capture

Translating a city's retail sales from dollars into annual customer equivalents enables us to approximate the geographic extent of a city's "trade area." If the estimated number of shoppers is larger than the population of the city, the geographic trade area likely extends beyond its borders. The figure below illustrates Algona's estimated trade area capture in relation to its population size.



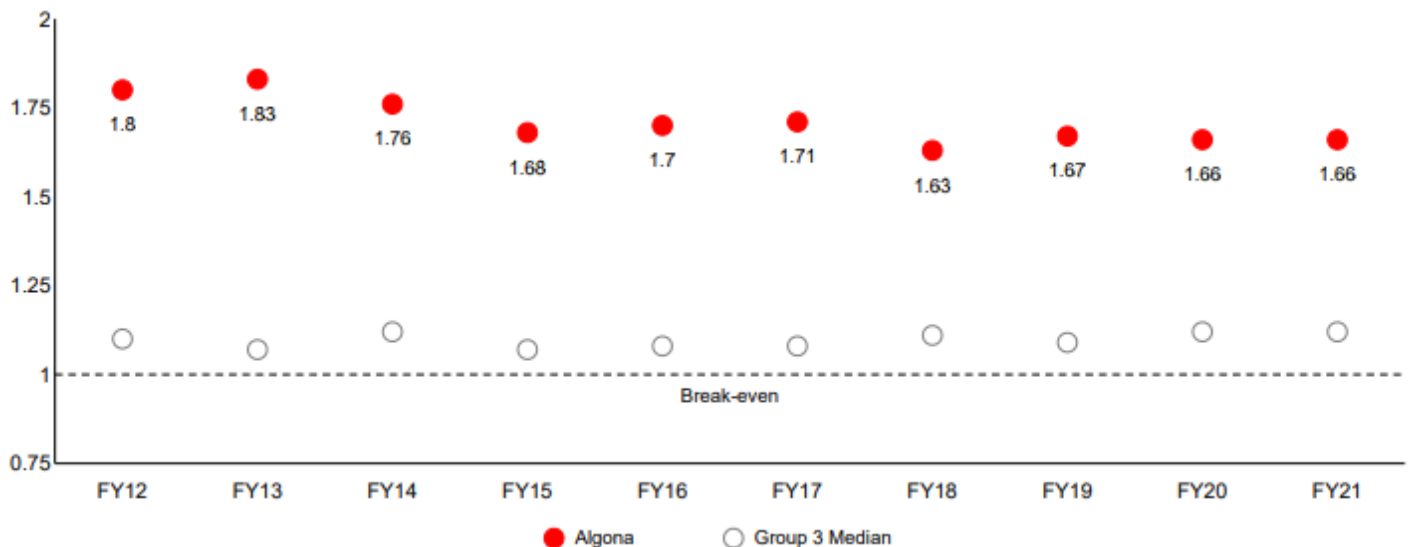
Pull Factor

A city's pull factor compares the size of its estimated retail customers base to its population size. This figure is derived by dividing the trade area capture value by the number of city residents.

Pull factors can vary widely from one city to the next, but they should be somewhat comparable among peer cities and tend to increase along with the size of the city. The chart below shows a 10 year look at pull factor ratios for Algona and its peer group. Algona is in peer group 3, which includes 62 communities in Iowa with a population of 2,500 to 9,999 that are located in a non-metropolitan county.

Interpreting Pull Factor

A pull factor ratio greater than 1.0 suggests that the city's merchants are attracting shoppers from outside the city. For example, a city whose retail customer base is 25 percent larger than its population would have a pull factor of 1.25.



Algona Links and Resources

- [Community video tour](#)
- [Census data for Algona, Iowa](#)
- [2021 Retail Trade Analysis Report for Algona](#)
- [2021 Retail Trade Analysis Report for Kossuth County](#)
- [Algona Business Resource Guide](#)
- [Revolving Loan Funds and Resources](#)
- [Kossuth and Palo Alto County Economic Development Corporation](#)