

# MESSENGER

COMMUNITY NEWS

EVENTS + UPDATES

VOLUME 09 MIDDLEBROOK COMMUNITY | CUMMING, IOWA | SPRING 2026 • FREE •

## ECO-FRIENDLY & SUSTAINABLE COMFORT FROM THE GROUND UP IN MIDDLEBROOK



We've been fortunate to partner with Orca Geotility to bring geothermal HVAC systems to Middlebrook, delivering sustainable, energy-efficient heating and cooling throughout the agrihood. We talked with them about why geothermal was the right choice for Middlebrook.

*In the heart of Iowa, where development often brushes up against farmland, Middlebrook Farm reimagines the past while charting a more mindful path forward. As an "agrihood," this community is anchored by a working farm and blends walkable urban design and architectural character.*

**GEOTHERMAL: CONTINUED ON PAGE 2**

## THE MIDDLEBROOK TOWN CENTER OPEN FOR BUSINESS



Middlebrook Town Center has extended the core of Cumming's downtown district over the past year! The Middlebrook Lofts shops are now home to The Farmstand by Manastash Mercantile (a town and country lifestyle boutique), Reese Marie Salon (an Aveda hair salon), and Cups & Cones Ice Cream Shoppe.

Across the street, Middlebrook's first mixed-use office building was completed earlier this year, and is the new home of Peoples Company, a national leader in integrated farmland solutions including brokerage, appraisal, land and energy management, and capital markets.

The Live-Work Townhomes just north of The Lofts will be complete later this year! These shops are the future home of Freebird & Co Coffee Roastery (their coffee is now brewing at Middlebrook Mercantile!) and Oak & Cleaver Butcher Shop.

Meanwhile, there are a limited number of 1- and 2- bedroom units still available at The Middlebrook Lofts! These units are all unique, and each have soaring 9–12-foot ceilings, 700–1000+ square feet of space, and tranquil views of the Great Western Bike Trail.

**FOR MORE INFO ON THE APARTMENTS: [MIDDLEBROOKLOFTS.COM](https://MIDDLEBROOKLOFTS.COM)**

*Commercial retail and office space available.*

**FOR MORE INFO ON COMMERCIAL LEASING: [TIM@DILIGENTDEVELOPMENT.COM](mailto:TIM@DILIGENTDEVELOPMENT.COM)**

## IN THIS ISSUE

Updates on Housing and New Plats  
New Housing Options Coming to Middlebrook  
2026 Community Event Lineup

**GEOHERMAL: CONTINUED FROM PAGE 1**

Middlebrook is inspired by Iowa's turn-of-the-century county seats—walkable small towns centered around Main Streets and mixed-use buildings. “We’re trying to bring back the spirit of those historic towns,” says Tim Portzen, vice president of Diligent Development. “They were the original walkable communities that offered services, community, and character. Middlebrook is a modern reflection of that.”

That ethos extends to the land itself. With a community garden, on-site farm stand, and a 70-acre commercial orchard growing apples, berries, and cut flowers, Middlebrook invites residents to connect with where their food comes from. “Health and sustainability are at the forefront,” says sales and marketing lead Kalen Ludwig. “Whether it’s picking produce or walking to the local market, it’s about engaging with nature.”

Architecturally, the community favors historically inspired styles like Craftsman, farmhouse and Tudor. Here, the front porch invites neighborly conversation. “The goal is to foster connection—houses that face the street, where people interact,” says Ludwig.

The adoption of geothermal HVAC further underscores the community’s agrarian lifestyle. In a place that emphasizes locally grown food, it makes sense to source your heating and cooling from the ground, as well. Ground-source heat pumps are standard in mixed-use buildings such as a lively café, bar and general store housed in a historic one-room schoolhouse. Likewise, townhomes are equipped with geothermal technology while a growing number of custom homes are opting for it, too.

Orca, a geothermal utility provider, absorbs the initial infrastructure outlay for the 300-foot wells and recovers it through utility billing—making geothermal more accessible to homeowners.

“We’re not doing this to chase certifications,” says Portzen. “It just aligns with our values. Geothermal is quiet, efficient, and avoids unsightly outdoor condenser units, which also helps with aesthetics and community feel.”

Planned for 1,500 homes with 50 built, Middlebrook is already attracting national interest. “We’re seeing a lot of out-of-state buyers,” Ludwig notes. “People are drawn to the nostalgia and authenticity.”

In an age of sprawling suburbs and generic subdivisions, Middlebrook Farms is proving that development can be both forward-thinking and deeply rooted in place.

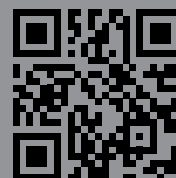


## COMMUNITY GARDEN PLOTS PLANT YOUR ROOTS IN THE TOWN GARDEN

Applications for community garden plots in Middlebrook’s Town Garden are now open on our website!

A limited number of indoor and outdoor plots are available, and \$100 includes free water usage, the opportunity to garden beside our expert Farm Manager, Mosa, and a secure area to organic produce, flowers, and more through the end of 2026.

**MORE INFO  
& RESERVE  
A PLOT**



## TOWN CENTER BUSINESSES!

**FREEBIRD & CO COFFEE ROASTERY  
COMING SOON!  
1103 S 44TH STREET**

FreeBird & Co is a family-owned specialty coffee roastery born from a bold leap: leaving behind corporate life to build something truer to who they are. They roast coffee to spark reflection, fuel connection, and support mental health advocacy in our community. From bean to being, this is more than just a cup of coffee. It’s a movement.

**CUPS & CONES ICE CREAM SHOPPE  
COMING SOON!  
1107 S 44TH STREET, SUITE 113**

Cups & Cones will be serving up premium hard pack ice cream, Dole Soft Serve, and more!

**REESE MARIE SALON  
1107 SOUTH 44TH STREET, SUITE 109**

- **Tue 12:00-8:00PM**
- **Wed-Thurs 10:00AM-8:00PM**
- **Fri 10:00AM-4:00PM**
- **Sat 9:00AM-3:00PM**

*(schedule appointments at reesemariesalon.com)*

Reese Marie Salon’s mission is to enhance one’s beauty and confidence by creating consistent service and trusting relationships. All their hair services are available at the Middlebrook location, and every visit to Reese Marie includes a complimentary drink and begins with a personalized consultation to discover your hair needs and dreams.

**THE FARMSTAND BY MANASTASH MERCANTILE  
1107 SOUTH 44TH STREET, SUITE 111**

- **Wed-Sat 10:00AM -4:00PM**
- **Sun 12:00-4:00 PM**

The Farmstand is a town & country lifestyle boutique focused on fewer, finer, mindfully curated goods. Offering a variety of goods from women’s clothing, accessories and beauty to gourmet foods, fine housewares and a selection of gifts for baby, pets and beyond, The Farmstand has every aspect of your life covered.

## COMING IN 2026 NEW HOUSING OPTIONS & EXECUTIVE LOTS

### HOMESTEAD TOWNHOMES

Construction is well underway on the next phase of Homestead Townhomes in our flagship neighborhood, Great Western Crossing. The five new units will include one- and two-story options.

### COTTAGES

Meanwhile, The Cottages are nearing closer to completion. With expected move-in dates this fall, we're already taking reservations for these one- and two-story detached homes.

### TWO NEW PLATS - EXECUTIVE LOTS

This year, we will also begin street work for two new plats, Plat 6 and Plat 7, in Great Western Crossing. Plat 7 will feature larger single-family executive lots that are half-acre or larger, on a private cul-de-sac, and backed by a pond.



## YOU-PICK FLOWER MEMBERSHIP!



Our brand-new You-Pick Flower Membership is the perfect opportunity to unwind in the flower field, refine your floral design skills, and head home with something beautiful to enjoy yourself or share with others. Middlebrook's you-pick flower field features organically grown blooms, including sustainable perennial and native plantings—many started from seeds harvested right here in seasons past.

### How It Works:

- Membership runs from June through September
- Members can pick two bouquets per month (eight total for the season)
- Pick up to 50 stems per bouquet
- The Town Garden is open during daylight hours, 7 days a week—members are welcome to come at their convenience
- Bring your own bucket or container—we'll provide shears and water

**THE SEASONAL YOU-PICK FLOWER MEMBERSHIP IS \$100.**

*Complete the form and we'll follow up with payment details.*

## PRIVATE EVENTS IN THE AGRIHOOD PLAN YOUR NEXT EVENT AT THE MERC OR THE FARMHOUSE



Middlebrook offers the perfect backdrop for all types of gatherings, from farm-to-table dinners to graduation open houses, birthday parties to corporate events, baby or wedding showers, and even larger celebrations like weddings or reunions!

The Middlebrook Farmhouse comfortably accommodates up to 40 guests and features a full kitchen, indoor restroom, and has five bedrooms available for overnight stays. Our outdoor space is a fit for larger events, with plenty of room for additional seating and activities under the bistro lights! Middlebrook Farm offers an open catering policy and the option to have Middlebrook Mercantile provide beer and wine service.

Across the street, Middlebrook Mercantile offers a cozy, brick interior. The space can accommodate 65 people (with additional space for 25 more on the patio), The Merc provides the bar, and guests are welcome to use their preferred caterer.

**EVENTS@MIDDLEBROOKFARM.COM FOR PRICING AND AVAILABILITY**



## RAISE MONEY FOR YOUR NON-PROFIT BE A GUEST BARTENDER!

Looking for a fun, unique way to support your favorite cause? Host a Guest Bartender & Charity Night at the Merc. Choose a Wednesday from 5:00 to 8:00 PM and turn the Mercantile into your fundraising stage while we remain open to the public. Add your own touch, whether that's a silent auction, live music, or another activity that supports your mission. All tips collected that evening, cash, check, and credit card, go directly to your organization, including those from regular guests. We total the tips and send a check the following week, retaining \$100 per working bartender to cover staffing.

**ROBERT@MIDDLEBROOKFARM.COM FOR DETAILS**

## THIS SUMMER AT MIDDLEBROOK 2026 COMMUNITY EVENT LINEUP



### GARDENING WORKSHOPS

Our educational series is perfect for backyard gardeners of all skill levels! Whether you're joining us for some or all our gardening classes this year, you'll gain lots of knowledge and expert advice from our Farm Manager, Mosa Shayan.

- **Spring Seed Starting:** Saturday, March 28
- **Tools & Composting:** Saturday, April 18
- **Perennial Plants:** Saturday, July 25
- **Seed Saving:** Saturday, September 19



### SOAK IN THE SUMMERTIME

From laid-back evenings on the farm to unforgettable food and wellness experiences, our summer lineup has something for everyone—from the return of our Smoke & Sip BBQ Festival, peaceful sessions at Yoga on the Farm, to incredible farm-to-table dinners. Mark your calendars and get ready for a season well spent!

- **Spring Farm Dinner:** Saturday, April 18
- **Middlebrook Plant Sale & Seed Swap and Spring Sip & Shop:** Saturday, May 2
- **Wild Wild Western Bike Ride:** Saturday, May 30
- **Smoke & Sip BBQ Festival:** Saturday, May 16
- **Yoga on the Farm:** Select Mondays & Saturdays
- **Grant Gillon Chef Residency:** Monthly Dinners
- **What is Middlebrook? Information Session:** Wednesday, June 17
- **Middlebrook Porchfest:** Sunday, October 11

### FRIDAYS AT THE FARM

And finally, nothing says summer like Fridays at the Farm! We're excited to welcome you back for another season of live music, delicious food trucks, farmers' market vendors, and relaxed evenings on the farm. Check out this year's lineup and start planning your Fridays!

**FRIDAYS AT THE FARM**  
4:30 - 7:30 PM EVERY FRIDAY

FOOD TRUCKS  
WINE WAGEN  
BEER TENT  
FARMERS MARKET  
GARDEN STAND  
GAGA BALL  
SOCCER

MIDDLEBROOK AGRIHOOD  
MIDDLEBROOKFARM.COM

**LINE UP**

MAY 22	BRITTANY SWORD
MAY 29	JOSHUA SINCLAIR
JUNE 5	GLADYS LITE
JUNE 12	ROBERT DEITCH & FRIENDS
JUNE 19	ANDREW HOYT
JUNE 26	DAY ASHWORTH
JULY 3	DAVID WATSON LIVE
JULY 10	DUCHARME-JONES
JULY 17	THE CROWFOOT RAKES
JULY 24	CHRIS RANALLO & MICAH WAGNER
JULY 31	TAYLOR KING
AUG 7	VELVET TRIO
AUG 14	CASEY PEASLEY
AUG 21	LUKE FOX
AUG 28	SIERRA GRIGGS
SEPT 4	KRACKLIN
SEPT 11	DAMON DOTSON
SEPT 18	THE BLUE 2 + 1
SEPT 25	JOSHUA SINCLAIR

**2026 SEASON**

MIDDLEBROOK FARMHOUSE 4300 CUMMING AVE, CUMMING, IA

To receive Middlebrook's monthly email newsletter, scan the QR code and enter your email address where it says SUBSCRIBE.

Follow us on social media for all of the latest news and events!  
@MiddlebrookAgrihood



### MIDDLEBROOK HOMES AND LOT SALES

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MIDDLEBROOKFARM.COM/LIVE-IN-THE-AGRIHOOD

