

**KOENIGSFELD  
FAMILY ROSEVILLE  
GENERAL STORE**  
ENDOWMENT FUND

EST.  
2018

A FUND OF THE



an affiliate of the Community Foundation of Northeast Iowa

“Your family may have owned the store, but it belonged to all of us. We all want to see it restored. It was part of our growing up.”

**A ROSEVILLE AREA RESIDENT**



Nothing today compares to the general stores of years gone by. They were the place for a community to find everything it needed, run by local families who cared for their community. The Koenigsfeld family legacy was built on this premise and on the steps of the Roseville General Store. The General Store was home base to three generations of the Koenigsfeld family. It was also a place for people from across the area to buy supplies; from food, gas, ice cream, work gloves, animal feed, to so much more. But more importantly, it was a place to gather, see neighbors, swap stories and jokes, and be welcomed in by the family.

The building was originally built to be a general store in 1903, later becoming a residence. In 1932, Peter and Dora Koenigsfeld and their adult son, Lawrence, obtained ownership and reopened the Roseville General Store in Floyd County.

Lawrence delivered groceries to local farms, and met a neighbor, Marcella Marzen. The two married in 1941 and were blessed with 11 children: Jim, Joseph, Jerome, Mary Ann, Patricia, Al, Gene, Richard, Regina, Rosalie, and Julie. In 1945, after Peter's death, Lawrence and his family continued running the store. They lived and raised their family in their home across from the store on Hwy 14 for 57 years. All the children worked in the store at one point in their lives.

A devastating tornado ripped through nearby Charles City in 1968 and demand for supplies decimated the inventory of the Roseville General Store. Lawrence was of retirement age and at this time decided to close its doors. Even though the building sat empty for 40 years, it was never forgotten by the people in the area. One local resident told the family, “Your family may have owned the store, but it belonged to all of us. We all want to see it restored. It was part of our growing up.”

The Roseville General Store supported the Koenigsfeld family and was an important cog of the local community. The family appreciated the loyal customers in their tightly knit farming community. To show appreciation and preserve a piece of local history and pride, the family has moved the restored building to the Cedar Valley Engine Club grounds, three miles north of its original location. The Cedar Valley Engine Club shares the vision of preserving and exhibiting local heritage and history of the area for future generations. (cont. on back)

**FOR MORE INFORMATION ON THIS FUND, CONTACT THE COMMUNITY FOUNDATION OF NORTHEAST IOWA AT 319-287-9106 OR [INFO@CFNEIA.ORG](mailto:INFO@CFNEIA.ORG).**

# KOENIGSFELD FAMILY ROSEVILLE GENERAL STORE

EST. 2018

## ENDOWMENT FUND

A FUND OF THE



FLOYD COUNTY  
**COMMUNITY  
FOUNDATION**

an affiliate of the Community Foundation of Northeast Iowa

The family started the Koenigsfeld Family Roseville General Store Endowment Fund with the Floyd County Community Foundation to support preservation efforts of the 115-year-old historical landmark. Donations to the Koenigsfeld Family Roseville General Store Endowment Fund can be made at [fund.cfneia.org/rosevillestore](http://fund.cfneia.org/rosevillestore). All donations will support the continued preservation of the Roseville General Store.



Historic Roseville General Store  
Est. 1903



Pictures (left to right): The Roseville General Store in its heyday; Inside the original store; Peter and Dora Koenigsfeld; The Store only sold DX gasoline; Lawrence Koenigsfeld at the pumps; The original delivery panel van; Jerome Koenigsfeld assists a customer; Moving the store to the Cedar Valley Engine Club grounds; The restored store at its new location; Visitors getting a taste of history inside the restored Roseville General Store.



# Koenigsfeld Family Roseville General Store *Endowment Fund*

## About the Roseville General Store

The Roseville General Store first opened in 1903. The Koenigsfeld family owned and operated the store beginning in 1932 until they closed its doors in 1968. The Roseville General Store served as a gathering point that drew people from all around the area. The store continues to have historical significance to Floyd County and the Koenigsfeld family.

The Roseville General Store rests on the grounds of the Cedar Valley Engine Club and is maintained by the Koenigsfeld family. The store draws visitors from across the United States. The endowment fund will support the preservation of the store so it can continue to serve as an educational reminder of rural Iowa history.

## Your Gift Will Keep on Giving

Because the Koenigsfeld Family Roseville General Store Endowment Fund is a permanent fund with the Community Foundation, the donated dollars are invested, and the income from the fund is granted out.

Your contribution will help carry out the mission of the Koenigsfeld family now, and forever. To learn more about this fund, contact the Community Foundation at 319-287-9106 or [info@cfneia.org](mailto:info@cfneia.org).

## Added Tax Benefits of Giving

**This fund is eligible for the Endow Iowa 25% state tax credit.** Gifts to permanent endowment funds of the Community Foundation that benefit Iowa charitable causes are eligible to receive a 25% state tax credit through the Endow Iowa program. Your gift will also be eligible for federal deductions for charitable giving. Go to [cfneia.org/endowiowa](http://cfneia.org/endowiowa) for more information.

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Confirmed in compliance with National Standards for U.S. Community Foundations.

**Yes! I/we want to support the mission of the Koenigsfeld Family Roseville General Store through a gift to the endowment fund.**

Enclosed is my check for \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**My gift is made in honor/memory of:**

\_\_\_\_\_

**Make checks payable to** "Koenigsfeld Family Roseville General Store Endowment Fund."

**Please send checks to:**

Community Foundation of Northeast Iowa  
3117 Greenhill Circle  
Cedar Falls, IA 50613

Gifts can also be made on our secure webpage at [fund.cfneia.org/rosevillestore](http://fund.cfneia.org/rosevillestore).

I would like information about additional giving opportunities such as stock gifts, retirement assets, etc.

I would like to learn more about leaving a gift in our will or estate plan.