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Main Street Iowa Celebrates 30 Years of Outstanding Achievements

Award Winning Projects, Entrepreneurs and Volunteers Honored

Main Street Iowa celebrated 30 years of commitment to downtown and commercial district revitalization during an awards celebration held Friday, April 29, 2016, in downtown Des Moines. Attended by approximately 450 individuals representing communities across the state, the event recognized local Main Street innovation, leaders, entrepreneurship, private investments and the catalytic power of Main Street.

The honors were presented by Governor Terry E. Branstad and Debi Durham, director of the Iowa Economic Development Authority (IEDA).

"We knew from the very beginning that Main Street was not a quick-fix solution but rather an incremental approach to fostering positive change. It has had far greater impact than we ever could have imagined in 1985," stated Governor Branstad. "Main Street Iowa's 30th Anniversary is an opportunity to reflect on challenges overcome, the successes and the areas of opportunity that exist on the horizon."

Since 1986, local Main Street programs have made a significant impact on Iowa's economy realizing a net gain of nearly 13,000 new jobs, 11,000 new businesses and over \$1.6 billion private dollars invested into local Main Street districts. As a grassroots program, Main Street communities have contributed over 2.8 million volunteer hours in local revitalization efforts.

"These numbers are only half the story," stated Michael Wagler, Main Street Iowa State Coordinator. "Each number has a real business, entrepreneur, developer, personality and partnership behind it. And most importantly, none of these milestones were reached at once; it has taken years of incremental impact to get this point."

"Healthy, historic commercial districts are a key deciding factor for industrial and business recruitment. Main Street brings jobs, investment and new businesses to our downtowns and historic commercial neighborhoods," said Durham. "Taxpayers are certainly getting their money's worth. In FY15, for every dollar the state of Iowa invested in operating the state Main Street program, the private sector in those communities invested \$54 into building improvements and acquisitions."

In 1985, the Iowa Legislature adopted the National Main Street Center's Four Point Approach® to district revitalization by establishing Main Street Iowa within the agency that is now the Iowa Economic Development Authority. Since inception, the state program and its communities have been considered examples of excellence in the national effort to revitalize historic commercial districts across the country.

For more information about Main Street Iowa and how all Iowa communities can access commercial revitalization assistance through the Iowa Downtown Resource Center, visit iowaeconomicdevelopment.com/MainStreetIowa, e-mail mainstreet@iowa.gov or call 515.725.3051.

A list of the awards presented during the ceremony follows. Photographs will be posted at iowaeconomicdevelopment.com/MainStreetIowa after May 4.

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ENTREPRENEURSHIP AWARDS - For-profit commercial businesses that represent exceptional commercial experiences, quality business practices and have resulted in positive impacts in the commercial districts since the programs' designation.

Entrepreneurship Award (Under 2,500 population)	TJ Johnsrud, NuCara Pharmacy & Management Group, Conrad
Entrepreneurship Award (2,501 - 10,000 population)	Rick & Trude Elliott, First Street Community Center, Mount Vernon
Entrepreneurship Award (Over 10,000 population)	Cynthia Schuyler, Original Cyns, Burlington

INNOVATION AWARDS – Demonstrate innovative property development and Main Street district revitalization strategies.

Innovation Award (Under 2,500 population)	The Odd Fellows Building, Woodbine
Innovation Award (2,501 - 10,000 population)	The Village / Bryson Block, Washington
Innovation Award (Over 10,000 population)	CARADCO & Millwork District Complete Streets, Dubuque

GAME CHANGER AWARDS – Inspirational, catalytic occurrences or influences that have left significant and lasting impacts on the Main Street programs and Main Street districts since the programs' designation.

Game Changer Award (Designated Main Street Community between 1985-1994)	2008 Flood Recovery, Elkader
Game Changer Award (Designated Main Street Community between 1995-2006)	Downtown Upper Housing Initiative, Mount Pleasant
Game Changer Award (Designated Main Street Community between 2008-2015)	Comprehensive Façade Improvement, Manning

LEADERSHIP AWARDS – Inspirational leaders who have made significant volunteer contributions to the local Main Street Program's downtown revitalization mission since the programs' designation.

Community	Local Main Street Program	Award Recipient
Ames	Main Street Cultural District	Sonya Stoltze-Newstrom
Avoca	Avoca Main Street	Linda Schumacher
Belle Plaine	Belle Plaine Community Development	Sue Riherd
Bloomfield	Bloomfield Main Street	Meg Simonsen
Burlington	Downtown Partners	Becky Anderson
Cedar Falls	Community Main Street	Andy & Julie Shimek
Cedar Rapids	Czech Village - New Bohemia	Gail Naughton
Centerville	Main Street Centerville	Bill Burch
Central City	Central City Mainstreet	LaNeil McFadden
Chariton	Chariton Area Chamber / Main Street	Tammy Brink
Charles City	Community Revitalization	Norma Breitbach
Colfax	Colfax Main Street	Becky Carter
Conrad	Conrad Chamber - Main Street	Shane Tiernan
Corning	Main Street Corning	Donna Hogan
Davenport	Hilltop Campus Village	Dale Owen
Des Moines	6th Avenue Corridor	Aaron Todd
Dubuque	Dubuque Main Street	John Butler
Dunlap	Dunlap Community Development	Fonley Allen
Elkader	Main Street Elkader	Mary Harstad
Fort Madison	Fort Madison Main Street	Stephanie Knoch
Greenfield	Greenfield Chamber / Main Street	Larry & Barb Riley
Grundy Center	Main Street Grundy Center	Mary Doak
Guthrie Center	Main Street Guthrie Center	Dale & Debbie Menning
Hamilton County	Hamilton Hometowns	Marv & Sue Norem
Hampton	Greater Franklin County Area Chamber of Commerce	James L. Davies
Iowa Falls	Iowa Falls Chamber / Main Street	Penny Price
Jefferson	Jefferson Matters: Main Street	Chris Heisterkamp
Keokuk	Main Street Keokuk	Gary & Sandy Johnson
Lansing	Main Street Matters	Bruce & Mary Palmborg
Le Mars	Le Mars Area Chamber of Commerce	Allie Freking
Manning	Main Street Manning	Dawn Rohe
Marion	Uptown Marion	Michelle Wilson
Marshalltown	Marshalltown Central Business District	Mark Rohde
Mason City	Main Street Mason City	TJ Just
Mount Pleasant	Main Street Mount Pleasant	Brent Schleisman
Mount Vernon	Mount Vernon / Lisbon Community Development	Deb Herrmann
New Hampton	New Horizons Chamber	Juanita Andersen
Newton	Newton Main Street Partnership	Erin Chambers
Osceola	Osceola Chamber - Main Street	David Bemis
Oskaloosa	Main Street Oskaloosa	Chuck & Emily Russell
Ottumwa	Main Street Ottumwa	Fred Jenkins
Sac City	Chamber - Main Street	Bobbie Wells
Spencer	Spencer Main Street	Alan Berdahl

LEADERSHIP AWARDS (continued)

Community	Local Main Street Program	Award Recipient
State Center	State Center Development	Marcia Quick
Story City	Story City Greater Chamber Connection	Connie Phillips
Washington	Main Street Washington	Don & Marge Kline
Waterloo	Main Street Waterloo	Michael Butler
Waverly	Waverly Chamber of Commerce	Jayne Hall
West Branch	Main Street West Branch	Tara Langley
West Des Moines	Historic Valley Junction Foundation	Linda Hulleman
West Union	Main Street West Union	Carolyn Weber
Woodbine	Woodbine Main Street	Lois Surber

MILLION DOLLAR BENCHMARKS – Private dollars invested in commercial district rehabilitation & property acquisition in the designated Main Street districts since the program's inception.

\$50 Million	Davenport (<i>Hilltop Campus Village</i>)
\$20 Million	Iowa Falls
\$5 Million	Dunlap and West Union
\$3 Million	Central City, Jefferson and West Branch
\$2 Million	Manning
\$1 Million	Guthrie Center

EXECUTIVE DIRECTORS - YEARS OF SERVICE

Executive Director (CMSM= Certified Main Street Manager)	# Years of Service (as of 12/31/15)	Community
Joyce Glasscock, CMSM	26	Keokuk
Dan LoBianco, CMSM	17	Dubuque
Diana Thies	14	Iowa Falls
Lisa Oetken, CMSM	10	Mount Pleasant
Jim Miller, CMSM	9	West Des Moines
Everett Halsted	9	State Center
Roger Thomas	9	Elkader
Darla Ubben	8	Conrad
Steve Frevert	7	Burlington
Stacie Hull	7	Greenfield
Mary Reynolds	7	Le Mars
Scott Tunncliff	6	Davenport (<i>Hilltop Campus Village</i>)
Deb Sprecker	6	Woodbine
Derek Lumsden	5	Osceola
Joe Jennison	5	Mount Vernon
Sheila Hlas	5	Belle Plaine
Carol Lilly	4	Cedar Falls
Julie Bailey	4	Guthrie Center
Jennifer Pruden	3	Cedar Rapids (<i>Czech Village - New Bohemia</i>)
Jason Speltz	3	New Hampton
Kris Patrick	3	Chariton
Sarah Grunewaldt	3	Washington
Jenny Etter	3	Marshalltown
Sarah Thompson	3	Hamilton County (<i>Hamilton Hometowns</i>)
Mark Wicks	2	Charles City
Karen Hafner	< 2	Oskaloosa
Wendi Boswell	< 2	Corning
Andrew Bassman	< 2	Newton
Jillian Mohrfeld	< 2	Fort Madison
Newton Grotzinger	< 2	Hampton
Travis Toliver	< 2	Waverly
Ashley Zierath	< 2	Marion
Stacey Colledge	< 2	Central City
Cindy Hicks	< 2	Ames
Breann Bye	< 2	Des Moines (<i>6th Avenue Corridor</i>)
Fred Zesiger	< 2	Ottumwa
Lyn Davidson	< 2	Bloomfield
Peg Raney	< 2	Jefferson
Craig White	< 2	Lansing

YEARS OF SERVICE (continued)**Executive Director****# Years
(as of 12/31/15)****Community**

Mary Wells	< 2	Centerville
Kristin Cleveland	< 2	Grundy Center
Amber Mohr	< 2	Avoca
Dana Sturgill	< 2	Dunlap
Kevin Rogers	< 2	West Branch
Brandy Burgin	< 2	West Union
Cindy Ranniger	< 2	Manning
Tavis Hall	< 2	Waterloo
Nancy Naeve	< 2	Spencer
Abby Huff	< 2	Story City
Rebecca Evans	< 2	Colfax
Ross Opsal	< 2	Sac City

MAIN STREET IOWA PROGRAMS LISTING – Demonstrated commitment to historic district revitalization and the Main Street Approach.

31 Years

Dubuque Main Street, *Dubuque*

30 Years

Downtown Partners, *Burlington*
Main Street Keokuk, *Keokuk*
Main Street Oskaloosa, *Oskaloosa*

29 Years

Community Main Street, *Cedar Falls*
Spencer Main Street, *Spencer*
Historic Valley Junction Foundation, *West Des Moines*

27 Years

Waverly Chamber of Commerce, *Waverly*

26 Years

Main Street Corning, *Corning*
Iowa Falls Chamber / Main Street, *Iowa Falls*

25 Years

Conrad Chamber - Main Street, *Conrad*
Main Street Elkader, *Elkader*
Hamilton Hometowns, *Hamilton County*
Greater Franklin County Area Chamber of Commerce, *Hampton*

23 Years

New Horizons Chamber, *New Hampton*

22 Years

Dunlap Community Development Corporation, *Dunlap*

21 Years

Bloomfield Main Street, *Bloomfield*
Greenfield Chamber / Main Street, *Greenfield*
Le Mars Area Chamber of Commerce, *Le Mars*

20 Years

Community Revitalization, *Charles City*
Chamber - Main Street, *Sac City*
Main Street Waterloo, *Waterloo*

19 Years

Osceola Chamber - Main Street, *Osceola*

16 Years

Central City Mainstreet, *Central City*
State Center Development Association, *State Center*
Story City Greater Chamber Connection, *Story City*

14 Years

Marshalltown Central Business District, *Marshalltown*
Main Street Mount Pleasant, *Mount Pleasant*

12 Years

Main Street Mason City, *Mason City*

10 Years

Main Street Ottumwa, *Ottumwa*
Main Street West Branch, *West Branch*
Main Street West Union, *West Union*

8 Years

Belle Plaine Community Development, *Belle Plaine*
Mount Vernon / Lisbon Community Development, *Mount Vernon*
Main Street Washington, *Washington*
Woodbine Main Street, *Woodbine*

7 Years

Main Street Cultural District, *Ames*
Czech Village - New Bohemia, *Cedar Rapids*
Colfax Main Street, *Colfax*
Hilltop Campus Village, *Davenport*
6th Avenue Corridor, *Des Moines*
Fort Madison Main Street, *Fort Madison*
Main Street Manning, *Manning*

4 Years

Chariton Area Chamber / Main Street, *Chariton*
Jefferson Matters: Main Street, *Jefferson*
Main Street Matters, *Lansing*

3 Years

Uptown Marion, *Marion*

2 Years

Avoca Main Street, *Avoca*
Main Street Guthrie Center, *Guthrie Center*
Newton Main Street Partnership, *Newton*

1 Year

Main Street Centerville, *Centerville*
Main Street Grundy Center, *Grundy Center*