

**EMBARGOED UNTIL 9 PM, APRIL 1, 2011**

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## **Main Street Iowa Celebrates 25<sup>th</sup> Anniversary** *Award Winning Projects and Volunteers Honored*

The annual Main Street Iowa Awards celebration held April 1 at the Des Moines Marriott Downtown was attended by more than 500 individuals representing communities across the state. Competitive nominations were submitted for 87 projects; 27 were selected for awards and 15 received honorable mention.

Governor Terry Branstad, Lieutenant Governor Kim Reynolds, and Debi Durham, director of the Iowa Department of Economic Development presented awards during the evening. Main Street Volunteer of the Year awards were presented to 43 individuals, couples, and groups who were selected by their community for outstanding dedication and volunteer service benefiting the local Main Street program.

In its 25 year history, Main Street Iowa has tracked more than \$1 billion in private investment in the purchase, construction and rehabilitation of downtown property in participating commercial districts significantly increasing the state's job and business base. In addition, almost two million hours of volunteer time has been logged collectively by local main street organizations.

"As Governor of the State of Iowa, I am proud to have proposed bringing Main Street as an economic development program to our state in 1985", stated Branstad. "I am now more convinced than ever before, that as we celebrate 'A Quarter Century of Change,' we made the correct decision. Little did we realize what a profound impact this program would have on our state. As a result of the hard work of countless local leaders, Iowa's Main Streets in communities large and small are flourishing."

During the event, five communities were recognized for reaching significant benchmarks based on private dollar investments made in the purchase and revitalization of properties within their respective commercial districts. Greenfield and Woodbine each reached the \$2 million mark; Conrad was honored for \$5 million in local investment; Charles City was recognized for their \$20 million benchmark; and Dubuque has attained \$500 million in local investment since the program's inception in 1985.

In addition, four communities were recognized for completing the three-year start up phase required of all new Main Street programs: Belle Plaine, Mt. Vernon, Washington, and Woodbine. And, one project from each of the 45 designated Main Street districts was honored as the "Best of the Best from 1986-2011."

The Iowa Legislature adopted the National Main Street Center's Four Point Approach® to downtown revitalization by establishing Main Street Iowa within the Iowa Department of Economic Development in 1985. Since its 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 each Main Street Iowa community and how all Iowa communities can access commercial revitalization assistance through the Iowa Downtown Resource Center, visit [www.iowalifechanging.com/community](http://www.iowalifechanging.com/community), e-mail [mainstreet@iowa.gov](mailto:mainstreet@iowa.gov) or call 515.725.3056.

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A list of Main Street Iowa communities and award winners follows. Photographs will be posted at [www.iowalifechanging.com/community/mainstreetiowa](http://www.iowalifechanging.com/community/mainstreetiowa) after April 4.

## Current Main Street Iowa Communities/Districts

Ames	Dubuque	New Hampton
Bedford	Dunlap	Osceola
Belle Plaine	Elkader	Oskaloosa
Bloomfield	Fort Madison	Ottumwa
Bonaparte	Greenfield	Sac City
Burlington	Hamilton County S.E.E.D.	Spencer
Cedar Falls	Hampton	State Center
Cedar Rapids (Czech Village-New Bohemia)	Iowa Falls	Story City
Central City	Keokuk	Washington
Charles City	Le Mars	Waterloo
Colfax	Manning	Waverly
Conrad	Marshalltown	West Branch
Corning	Mason City	West Des Moines (Historic Valley Junction)
Davenport (Hilltop Campus Village)	Mt. Pleasant	West Union
Des Moines (6th Avenue Corridor)	Mt. Vernon	Woodbine

## 2011 Main Street Iowa Awards

### Organization Awards

Green Sustainable Practices .....	Sustainable Dubuque/Dubuque 2.0 .....	Winner
Diversity Initiative.....	Dubuque Sustainable/Multicultural Family Center .....	Winner
Fund Drive Campaign/Project/Event .....	Woodbine/Dessert Auction.....	Winner
Fund Drive Campaign/Project/Event .....	Mt. Pleasant/1 <sup>st</sup> Annual Wine & Beer Tasting .....	Honorable Mention
Marketing Effort .....	Marshalltown/Tell Our Story.....	Winner

### Design Awards

Design Committee Project .....	Washington/Structural Engineer Evaluation .....	Winner
Design Committee Project .....	State Center/Market Umbrellas .....	Honorable Mention
Energy Saving Practices.....	Greenfield/Go Green with Greenfield .....	Winner
Energy Saving Practices.....	Dubuque/Green Alleys.....	Honorable Mention
Public Improvement Project.....	Washington/Municipal Bandstand .....	Winner
Public Improvement Project .....	West Des Moines/Sprinkler System .....	Winner
Upper Floor Rehabilitation .....	Dubuque/The Cathedral Square Lofts.....	Winner
Façade Improvement, \$15K and under.....	Dubuque/The Food Store .....	Winner
Façade Improvement, over \$15K.....	Washington/Bodywrx Fitness Center .....	Winner
Façade Improvement, over \$15K.....	Greenfield/Adair County Free Press .....	Honorable Mention
Total Building Rehabilitation, 5K sq ft & under .....	State Center/Shepler Building .....	Winner
Total Building Rehabilitation, 5K sq ft & under .....	Hamilton County S.E.E.D./Shakespeare Community Center Renovation, Stratford.....	Honorable Mention
Total Building Rehabilitation, over 5K sq ft.....	Dubuque/Roshek Building .....	Winner
Total Building Rehabilitation, over 5K sq ft.....	Woodbine/Odd Fellows Building .....	Winner

### Business Improvement Awards

Business Financial Incentives.....	Cedar Rapids/ITC Grant Program .....	Winner
Business Financial Incentives.....	Dubuque/Downtown Housing Incentive Program .....	Winner
Business Assistance.....	Greenfield/Comprehensive Business Assistance Program .....	Winner
Community Initiated Development Project .....	Dubuque/Carnegie-Stout Public Library .....	Winner
Community Initiated Development Project .....	Marshalltown/Orpheum Theater Center – A Star is Reborn .....	Honorable Mention
Adaptive Use of a Building.....	Ottumwa/Appanoose Rapids Brewing Co. ....	Winner
Adaptive Use of a Building.....	Corning/Alegent Health Wellness Center .....	Honorable Mention
Adaptive Use of a Building.....	Spencer/Emagine Marketing.....	Honorable Mention
Business Success Story .....	Bedford/Advanced Restoration Services.....	Winner
Business Success Story .....	Hamilton County S.E.E.D./Photography by Becca/ Jewell Area Development Enterprise .....	Winner
Business Success Story .....	Charles City/Working Women, Inc. ....	Honorable Mention
Business of the Year.....	Bonaparte/Bonaparte Retreat .....	Winner
Business of the Year.....	Mt. Vernon/Lincoln Café .....	Honorable Mention

### Promotion Awards

Promotion Partnership .....	Ames/Main Street Cultural District Cooperation .....	Winner
Target Market Promotion .....	Sac City/Moms on Main .....	Winner
Target Market Promotion .....	Ft. Madison/Wine Walk .....	Honorable Mention
Target Market Promotion .....	Le Mars/Halloween Fun .....	Honorable Mention
Image Campaign .....	Cedar Falls/2010 Distinctive Destination.....	Winner
Image Campaign .....	Mt. Vernon-Lisbon/Dual Logo Project.....	Honorable Mention

## Special Event Awards

Holiday .....	Greenfield/Old Fashioned 4 <sup>th</sup> of July .....	Winner
Festival .....	Hamilton County S.E.E.D./Buick Club of America 2010 Nat'l Meet.....	Winner
Festival .....	Central City/10 <sup>th</sup> Anniversary Celebration.....	Honorable Mention
Festival .....	Colfax/Mineral Springs Day, Rising Above the Floods of 2010! .....	Honorable Mention

## Volunteer of the Year Awards

Ames — (Main Street Cultural District) — Stacy Dreyer  
Bedford — (Bedford Area Development Center) — Tracy Sleep and Joan Gallagher  
Belle Plaine — (Belle Plaine Community Development Corp.) — Dale G. Weeda  
Bloomfield — (Bloomfield Main Street) — Karen Spurgeon  
Bonaparte — (Bonaparte Main Street) — Betty Eis  
Burlington — (Downtown Partners, Inc.) — Pat Jackson  
Cedar Falls — (Community Main Street) — Julie and Andy Shimek  
Cedar Rapids — (Czech Village-New Bohemia) — Jim Jacobmeyer  
Central City — (Central City Mainstreet) — LaNeil McFadden  
Charles City — (Community Revitalization) — Dean Andrews  
Colfax — (Colfax Main Street) — Teen Challenge of the Midlands  
Conrad — (Conrad Chamber-Main Street) — Lori Bertram  
Corning — (Main Street Corning) — Mayor Guy Brace  
Davenport — (Hilltop Campus Village) — M. Jeffrey Cook, Atty.  
Des Moines — (6th Avenue Corridor) — 2010 River Bend Neighborhood Association  
Dubuque — (Dubuque Main Street) — William Callahan  
Dunlap — (Dunlap Community Development Corp.) — Horizons Steering Committee and Community Participants  
Elkader — (Main Street Elkader) — Carly Hoeger  
Fort Madison — (Fort Madison Main Street) — Mary I. Scott  
Greenfield — (Greenfield Chamber/Main Street) — Carol Baudler  
Hampton — (Main Street Hampton) — Debbie Kalousek  
Iowa Falls — (Iowa Falls Chamber/Main Street) — Barb Klein  
Keokuk — (Main Street Keokuk) — Ed Vinson, Vinson Media Group  
Le Mars — (Le Mars Area COC) — Theresa Westra  
Manning — (Main Street Manning) — Harvey Dales  
Marshalltown — (Marshalltown CDB) — Mark Rohde  
Mason City — (Main Street Mason City) — Jennifer Pearce / Mason City Business Systems  
Mount Pleasant — (Main Street Mount Pleasant) — Brian Morris  
Mount Vernon — (Mount Vernon/Lisbon Community Development) — Karla Steffens-Moran  
Osceola — (Osceola Chamber - Main Street) — Steven Weers  
Oskaloosa — (Main Street Oskaloosa) — Sue Lynn  
Ottumwa — (Main Street Ottumwa) — Tim Schwartz  
Sac City — (Sac City Chamber-Main Street) — Sac County Young Professionals  
Spencer — (Spencer Main Street) — Lisa Petersen and Barb Dean  
State Center — (State Center Development Association) — Dorine Lampkin  
Story City — (Story City Greater Chamber Connection) — Alan Holm  
Washington — (Main Street Washington) — 2008-2010 Board of Directors: Jim Almelien, Marty Beenblossom, Karen Brown, Pat Dessner, Tom Doughty, Denise Erpelding, Don Kline, Heather Leyden, Mary Patterson, Bob Shepherd, Craig Swift, Jean Wehr  
Waterloo — (Main Street Waterloo) — Rick, Julie, and Amanda Kiefer  
Waverly — (Waverly Chamber of Commerce) — Cyndi Canney  
West Branch — (Main Street West Branch) — Becky Frederick  
West Des Moines — (Historic Valley Junction Foundation) — The West Town Church  
West Union — (Main Street West Union) — Jon Biederman  
Woodbine — (Woodbine Main Street) — Anita Fouts

## Program Directors Years of Service Awards (CMSM = Certified Main Street Manager)

Bloomfield — Diana Upton-Hill (3 years)	Mount Pleasant — Lisa Oetken, CMSM (5 years)
Burlington — Steve Frevert (3 years)	Osceola — Lacey Nish (2 years)
Cedar Falls — MaraBeth Soneson (2 years)	Oskaloosa — Jon Sullivan (6 years)
Charles City — Veronica Litterer (3 years)	Ottumwa — Cindy Woodbury (3 years)
Conrad — Darla Ubben (3 years)	Sac City — Laura Zimmerman (10 years)
Dubuque — Dan LoBianco, CMSM (12 years)	Spencer — Bob Rose, CMSM, (19 years)
Dunlap — Fonley Allen (5 years)	State Center — Everett Halsted (4 years)
Elkader — Roger Thomas (4 years)	Washington — Amy Vetter (2 years)
Greenfield — Ginny Kuhfus (8 years)	Waverly — Kelly Engelken (3 years)
Hamilton County S.E.E.D. — Catherine Bergman, CMSM (14 years)	West Branch — Rod Ness (2 years)
Iowa Falls — Diana Thies (9 years)	West Des Moines — Jim Miller, CMSM (4 years)
Keokuk — Joyce Glasscock, CMSM (21 years)	West Union — Robin Bostrom (4 years)
Le Mars — Mary Reynolds (2 years)	

## Million Dollar Benchmarks (private dollars invested in downtown rehabilitation and property acquisition)

\$500 Million — Dubuque  
\$20 Million — Charles City  
\$5 Million — Conrad  
\$2 Million — Greenfield and Woodbine

## Three-Year Start Up Phase Completion

Belle Plaine  
Mt. Vernon  
Washington  
Woodbine

**Best of the Best 1986-2011** (Designed to recognize outstanding efforts or projects that have made a significant and positive impact on the local Main Street program and/or historic commercial district since their designation as a Main Street Iowa community).

<b>Community</b>	<b>Main Street Program</b>	<b>Best of the Best Winning Nomination</b>
Ames	Main Street Cultural District	Downtown Ames Beautification Project
Bedford	Bedford Chamber/Main Street Belle Plaine Community Development Corporation	Garland Hotel Lincoln Café
Bloomfield	Bloomfield Main Street	LHAP Upper Story Housing Development
Bonaparte	Bonaparte Main Street	Bonaparte Inn
Burlington	Downtown Partners, Inc.	Schramm's Corner
Cedar Falls	Community Main Street	Oster Regent Theatre Renovation
Cedar Rapids	Czech Village - New Bohemia	EcoFest
Central City	Central City Mainstreet	Streetscape Project
Charles City	Community Revitalization	Party in the Park
Colfax	Colfax Main Street	Karlyne Anspach
Conrad	Conrad Main Street	Winning the Capital Community Award
Corning	Main Street Corning	SOLD Program
Davenport	Hilltop Campus Village	Hilltop Campus Village Fall Folk Festival
Des Moines	6th Avenue Corridor	6th Avenue Corridor's Jazz in July
Dubuque	Dubuque Main Street, Ltd.	Dubuque Main Street and the City of Dubuque
Dunlap	Dunlap Community Development Group	Boyer Valley Athletic Complex
Elkader	Main Street Elkader	Staw Center, Adam Pollock
Fort Madison	Fort Madison Main Street	Martha Wolf
Greenfield	Greenfield Chamber / Main Street	Public Improvement Square Project
Hamilton County	Hamilton County S.E.E.D.	Hamilton County S.E.E.D.
Hampton	Main Street Hampton	Outstanding Volunteers
Iowa Falls	Iowa Falls Chamber - Main Street	Suzanne Campbell
Keokuk	Main Street Keokuk, Inc.	Main Street Keokuk's Annual Summer Fun & Fund Raiser
Le Mars	Le Mars Area Chamber of Commerce	City of Le Mars and Main Street Design Committee
Manning	Main Street Manning	Pam Kusel
Marshalltown	Marshalltown Central Business District/Main Street	Downtown Streetscape Plan
Mason City	Mason Street Mason City	Sharon and Gary Lindgren
Mount Pleasant	Main Street Mount Pleasant Mount Vernon/Lisbon Community Development	Exterior Improvement Grant Program Polish It, Plant It, Paint It
Mount Vernon	New Horizons Chamber	Women in Leadership
New Hampton	New Horizons Chamber	Women in Leadership
Osceola	Main Street Osceola	Total Resource Campaign
Oskaloosa	Main Street Oskaloosa	In Memory of Charles "Chuck" Russell
Ottumwa	Main Street Ottumwa	Walk on Art Street
Sac City	Sac City Chamber - Main Street	Sac County Cattle Company
Spencer	Spencer Main Street	Storefront Initiative
State Center	State Center Main Street	Hometown Foods
Story City	Story City Main Street	STORY!
Washington	Main Street Washington	Washington Incentive Fund
Waterloo	Main Street Waterloo	Black's Building
Waverly	Waverly Chamber of Commerce	Downtown Task Force Master Plan
West Branch	Main Street West Branch	Brick Arch Winery
West Des Moines	Historic Valley Junction Foundation	1993 Flood: Valley Junction Recovery
West Union	Main Street West Union	Dick Woodard
Woodbine	Woodbine Main Street	Woodbine Façade Master Plan