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For more information, contact:

Kay Snyder, 515.725.3150

Contact: (local contact)



Main Street Iowa Celebrates 25th 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."

**(COMMUNITY) received the following awards:
(LIST AWARDS/RECOGNITION)**

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, e-mail 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 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 st 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 th of July	Winner
Festival	Hamilton County S.E.E.D./Buick Club of America 2010 Nat'l Meet.....	Winner
Festival	Central City/10 th 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).

Community	Main Street Program	Best of the Best Winning Nomination
Ames	Main Street Cultural District	Downtown Ames Beautification Project
Bedford	Bedford Chamber/Main Street	Garland Hotel
Belle Plaine	Belle Plaine Community Development Corporation	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
Le Mars	Le Mars Area Chamber of Commerce	Raiser
Manning	Main Street Manning	City of Le Mars and Main Street Design Committee
Marshalltown	Marshalltown Central Business District/Main Street	Pam Kusel
Mason City	Mason Street Mason City	Downtown Streetscape Plan
Mount Pleasant	Main Street Mount Pleasant	Sharon and Gary Lindgren
Mount Vernon	Mount Vernon/Lisbon Community Development	Exterior Improvement Grant Program
New Hampton	New Horizons Chamber	Polish It, Plant It, Paint It
Osceola	Main Street Osceola	Women in Leadership
Oskaloosa	Main Street Oskaloosa	Total Resource Campaign
Ottumwa	Main Street Ottumwa	In Memory of Charles "Chuck" Russell
Sac City	Sac City Chamber - Main Street	Walk on Art Street
Spencer	Spencer Main Street	Sac County Cattle Company
State Center	State Center Main Street	Storefront Initiative
Story City	Story City Main Street	Hometown Foods
Washington	Main Street Washington	STORY!
Waterloo	Main Street Waterloo	Washington Incentive Fund
Waverly	Waverly Chamber of Commerce	Black's Building
West Branch	Main Street West Branch	Downtown Task Force Master Plan
West Des Moines	Historic Valley Junction Foundation	Brick Arch Winery
West Union	Main Street West Union	1993 Flood: Valley Junction Recovery
Woodbine	Woodbine Main Street	Dick Woodard
		Woodbine Façade Master Plan