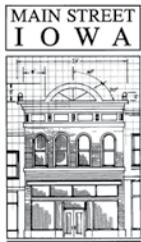
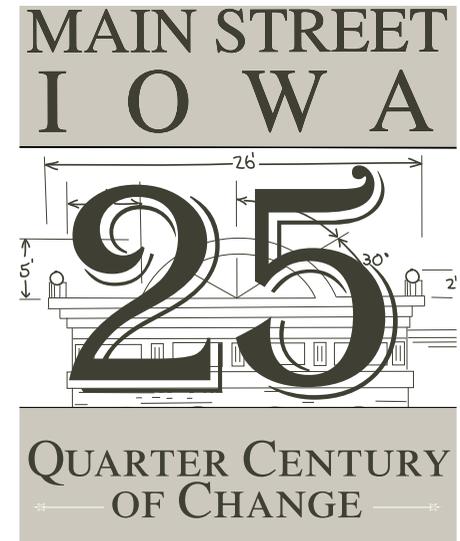


CELEBRATING A *Quarter Century of Change*



IOWA
economic DEVELOPMENT

IOWA ECONOMIC DEVELOPMENT | IOWA DOWNTOWN RESOURCE CENTER
200 EAST GRAND AVENUE | DES MOINES, IOWA 50309 | www.iowalifechanging.com
downtown@iowa.gov | P: 515.725.3056 | F: 515.725.3010

Quarter Century of Change

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Dear Iowans:

MAIN STREET IOWA...A Quarter Century of Change. Little did we realize way back in 1985 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.

Main Street Iowa initially worked with communities between 5,000 and 50,000 in population. Soon thereafter, the program was expanded to include Iowa communities of less than 5,000 people. Today, Main Street Iowa is at work in communities of all sizes from historic downtowns to urban neighborhood commercial districts. Iowans have discovered that the Main Street Approach® has been a tremendous catalyst for positive economic change.

The economic impact of this program in our designated Main Street districts is astounding. Since 1986, the private sector has invested over \$1 billion! Additionally, 11,086 Iowans are employed in 3,531 new and expanded businesses. We are very proud that for every tax dollar ever invested in operating the state's Main Street Iowa program, the private sector has invested over \$79 in Main Street district buildings.

Main Street Iowa has demonstrated that it is possible to arrest the cycle of economic and physical decline so prevalent in many historic commercial districts. Through partnerships and collaboration these districts can once again be dynamic contributors to their local economies.

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. I am even more convinced than ever, as we celebrate "A Quarter Century of Change" that we made the correct decision.

As Iowans, we can take pride in the fact that today, our historic Main Streets are celebrating a renaissance as special places to live, work, shop and play. Through Main Street, we are building for the future of this great state while celebrating our past and honoring the master builders of the very communities we call home.



Sincerely,

A handwritten signature in blue ink that reads "Terry E. Branstad".

Terry E. Branstad
Governor

REFLECTIONS

Quarter Century of Change

BY THOM GUZMAN | DIRECTOR | IOWA DOWNTOWN RESOURCE CENTER



Members of the Cape Town South Africa Choir celebrate in Greenfield's E.E. Warren Cultural Center prior to performing with renowned opera star Simon Estes. With the assistance of many financial partners and a dedicated volunteer organization, the decade long rehabilitation of this local landmark will soon be complete.

It's hard to believe that Main Street Iowa is celebrating its 25th anniversary. Some of us can recall Main Street's early days back in the 1980's when our state was experiencing significant population loss and communities were trying to rebound from the devastating effects of the farm crisis. Main Streets were shuttered and seemingly abandoned.

But Iowans are a resilient populace who cherish their sense of place and understand the importance of community. This passion for "place" motivated local leaders in every Main Street Iowa community to take the future of their Main Street districts into their own hands and steer it towards a path of positive economic and physical change.

Many changes have occurred in Iowa's Main Streets over the past quarter century. Natural disasters like floods and fires have profoundly affected many districts. New Iowans, with ties to Europe, Latin America and Africa have purchased Main Street buildings and introduced new culturally enriching businesses. Thousands of buildings have been rehabilitated and opened their doors to numerous new businesses improving the physical, economic and social health of their districts. Today, it is not unusual to eat in an ethnic restaurant, purchase a global gift, sip a cup of java in a unique

coffee shop and get a full body massage all in the same afternoon in many Main Street districts.

While many business owners have retired, a whole new generation of entrepreneurs has emerged to take their place. Main Street districts are identifying economic niches under which their districts can thrive amongst the commercial competition so prevalent today. Gone are the days when these districts could be all things to all people. Today's successful Main Streets are focused hubs of commercial activity attracting regional users and shoppers seeking exciting and creative destinations to spend their leisure hours, have great dining experiences, be entertained and make unique purchases.

Opera houses, movie theaters and historic hotels are making a comeback! As cultural and entertainment uses strengthen their foothold as economic generators, Main Streets, home to most of Iowa's historic venues, are capitalizing on this opportunity. Iowans are again excited about visiting authentic and historic places which through rehabilitation and continued use demonstrate that these places matter.

Main Street is once again the place where Iowans connect. Numerous districts are well known today for inviting third spaces (home and work being the first two spaces) for friends, family and colleagues

to meet, to socialize and to reconnect in pleasant environments. Also, many have become Wi-Fi friendly districts allowing visitors to stay connected globally while sitting on a park bench enjoying a cup of their favorite beverage.

Main Streets are implementing sustainability practices into their everyday lives. They are becoming environmentally conscious by incorporating energy saving measures into their rehabs and developing greener streetscapes. From rain gardens to geothermal heating and cooling, Iowa's Main Streets are thinking globally and acting locally.

Main Street is once again the PLACE WHERE IOWANS CONNECT

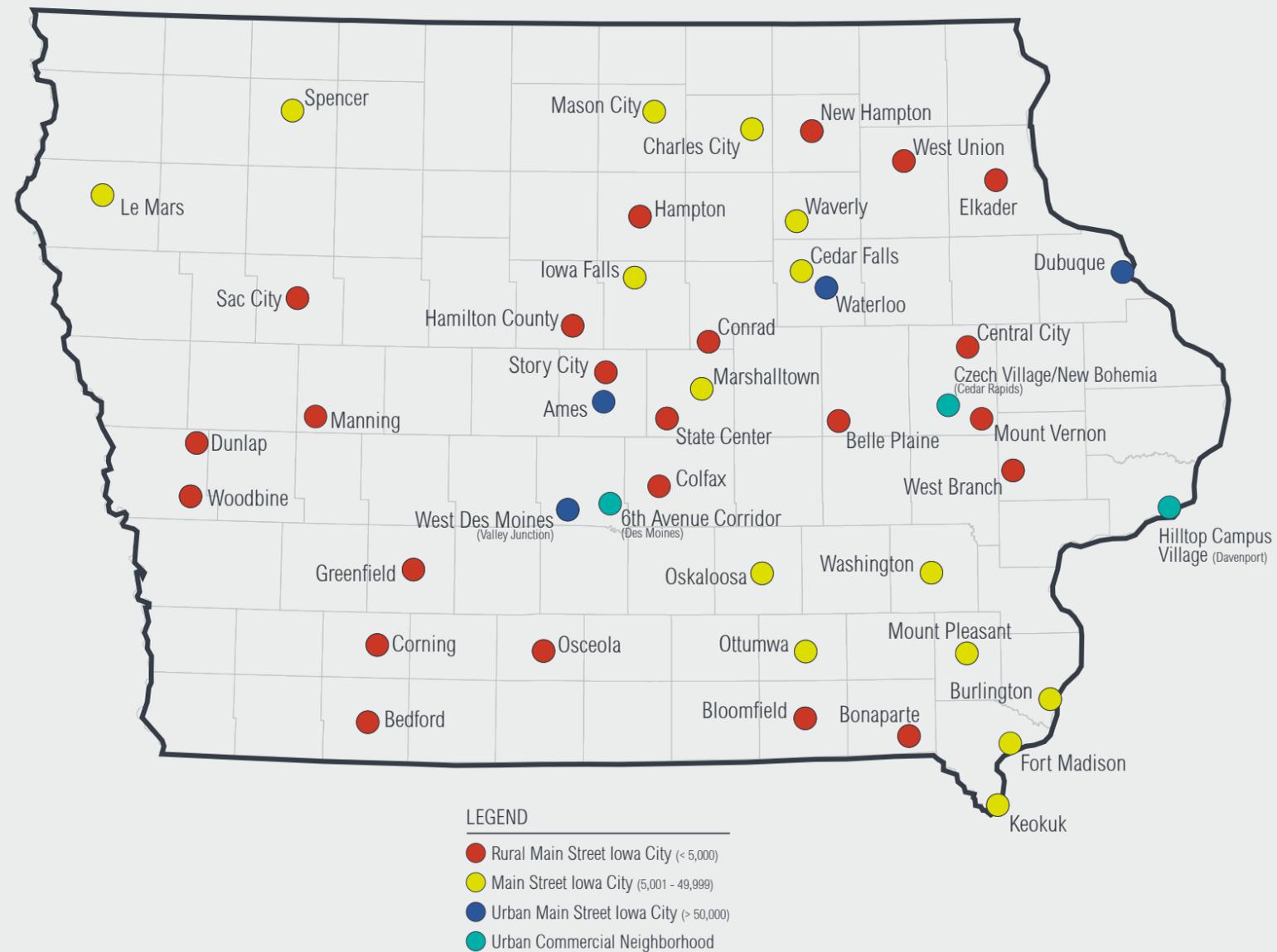
Another remarkable change has been the resurgence of living on Main Street. Amazingly wonderful upper floor apartments and condos are now commonplace in nearly every Main Street Iowa district. Main Street residents with riverfront vistas or town square views

are strengthening their district's economies by simply using and enjoying the same upper floors that had been vacant for decades. Main Street living is attracting empty nesters, recent retirees and young professionals, each looking for unique spaces to experience during this chapter of their lives.

It has been said that the only sure things in life are taxes and change. Change will occur no matter what we do. Iowa's Main Street leaders have taken bold steps to drive positive change in their districts. Rather than accept whatever change comes their way, they decided to create an environment for positive change to take hold and blossom. Through these actions, they demonstrated that their Main Street matters. These leaders provided opportunities for their districts to become economically, socially and physically more valuable. As a result, Iowa's Main Streets have significantly more resources to tackle life's other sure thing...taxes.

2011 is the opportune time to celebrate and reflect on Main Street Iowa's Quarter Century of Change. It has been an honor to instigate, collaborate and commiserate with Main Street's real heroes, our local community leaders these past decades. Because of them, Iowa has some of the best Main Streets in America.

MAIN STREET IOWA CITIES



NATIONAL TRUST HONOR AWARD

Presented to Iowa's Main Street Program

BY TERRY POE BUSCHKAMP | URBAN DISTRICT CONSULTANT | MAIN STREET IOWA



David Brown, Senior Vice President of the National Trust for Historic Preservation, presented a 2010 Preservation Award to Main Street Iowa during the Main Street Iowa Awards ceremony.

Each year, the National Trust for Historic Preservation celebrates the best of preservation by bestowing awards upon individuals, nonprofit organizations, public agencies and corporations whose contributions represent singular success in preserving, rehabilitating, or interpreting America's architectural and cultural heritage.

Congratulations go to Main Street Iowa, recognized as a "preservation powerhouse" with a 2010 Preservation Award for revitalizing downtowns, rehabbing historic buildings, and creating jobs in Iowa. Since 1986, Main Street Iowa has partnered with 64 cities and towns, rehabbing over 8,000 historic buildings, creating more than 10,000 jobs, and investing nearly one billion in private dollars to revitalize the Hawkeye State.

The National Preservation Honor Award recognizes the efforts of individuals, nonprofit organizations, public agencies, and corporations whose skill and determination have given new meaning to their communities through preservation. These efforts include citizen attempts to save and maintain important landmarks, as well as architects, craftsmen, and developers whose exemplary work restores the richness of the past. We applaud the vision of elected and appointed officials who support preservation projects and legislation in their communities, and educators and journalists who help Americans understand the value of preservation. All demonstrate commitment, leadership and achievement worthy of national recognition.

This is the first time that this significant honor has ever been awarded to a state Main Street® coordinating program.

Four: a Magical Number

BY DARLENE STRACHAN | ASSISTANT STATE COORDINATOR | MAIN STREET IOWA



Since entering the Main Street Iowa program in 1987, Community Main Street in Cedar Falls has experienced a net gain of 142 new business starts, expansions or relocations, over 50,000 volunteer hours recorded and nearly \$40 million in private dollars invested into downtown properties.

The Main Street Four Point Approach® is a trademarked program of the National Trust for Historic Preservation's Main Street Center. It offers a comprehensive and integrated strategy to commercial district revitalization using four key components. These four components: Promotion, Organization, Design and Business Improvement, correspond with the four forces of real estate values in social, political, physical and

economic. Balancing these four values is essential for successful downtown revitalization.

In Iowa's Main Streets the word downtown is used to describe a traditional city center, designated commercial district, historic district, or an urban neighborhood district. While some of the definitions may vary, the goal for all programs is the same—to make historic and traditional commercial buildings and districts economically viable once again.

Promotion, the social value, encourages a community to focus on downtown as a source of community pride, social activity and economic development potential. To do this a community will work in the areas of assessment and planning, image development, special events, retail activities, tourism and the measurement of promotion success. It is important to market the district's unique characteristics to shoppers, investors, visitors, new businesses, tourists and residents and host promotional activities that convey the message that the city center is the place to shop, play, eat, live, learn and be entertained. Events and marketing can reinforce and counteract real and perceived images of downtown. By letting people know the variety, quality and value of goods and services provided downtown and holding activities that help re-establish downtown as the center of community activity we bring life and vitality back to our districts.

Organization, the political value, begins with building consensus and cooperation between the groups that play a role in the downtown—getting everyone to work towards the same goal. With coordination by a paid program director, the organization brings together the public sector, private groups and individual citizens to work together more effectively in the designated district. Funding, public relations for the organization, internal communications, volunteer recruitment, volunteer orientation and volunteer retention are key tools. Communication of the program's goals, volunteers, accomplishments and success stories internally to those involved as volunteers, as well as externally to all business people, building owners, investors, residents and visitors is essential for stability and future growth. Organizing efforts to raise money, from annual investment drives to special fundraising projects and activities, will help sustain the organization.

Design, the physical value, utilizes appropriate design and preservation concepts to enhance the visual quality of the downtown—buildings, signs, window and store displays, street lights, sidewalks, parking areas, landscaping and other elements that convey a visual message about what the historic, commercial district is and what it has to offer. These enhancements happen because programs are involved with photo and building information inventories, public improvements, design assistance,



Main Street districts throughout the state continue to illustrate the economic development advantages of Iowa's historic downtown and commercial districts. A ribbon cutting in Story City celebrates a new dining experience in downtown.

historic preservation, design education and awareness, formation and marketing of incentives and the review and development of city and county ordinances, guidelines and plans. Tools such as design guidelines, incentives, financial and technical assistance have to be offered to make changes happen. Historic preservation is not creating a theme or a false history; it is preserving architectural elements that tell the community's true story and history.

Business Improvement, or Economic Restructuring, diversifies the downtown economy by identifying potential market niches, finds new uses for vacant or underutilized spaces and improves business practices. In order to rebuild downtown's economic vitality a community needs to conduct a downtown assessment and work on business retention, business expansion, business recruitment and real estate development. We strengthen and diversify the economic base of downtown by helping existing businesses, expansion of existing businesses, recruitment of new businesses, conversion of unused property into productive space, creation of incentives for business and property development and offering tools to sharpen business skills. By conducting research to identify current assets, values and identity we can collect and interpret the data and help develop a balanced mix of businesses to increase downtown's share of the market and become a destination.

Successful revitalization in a community's historic commercial district is done through comprehensive, incremental, and carefully coordinated work in these four key components, known as the Main Street Four Point Approach®. Planning, working and excelling in all four areas—Promotion, Organization, Design and Business Improvement is the foundation needed for outstanding achievement within city centers.

ENTREPRENEURIAL SPIRIT *on Main Street*

BY JIM THOMPSON | BUSINESS IMPROVEMENT CONSULTANT | MAIN STREET IOWA

WAVERLY – CrawDaddy Outdoors, LC from Waverly, Iowa was the winner of Main Street Iowa's Best Business of the Year category in 2010. The owners, Darrin and Janeen Siefken, are every Main Street district's dream and a perfect example of entrepreneurship, company growth, and sustainable building revitalization.

After opening in 2005 in a single, small storefront in downtown Waverly, they soon realized a new, larger location was in order. The business was bursting at the seams and sales were great. While in the midst of their search for a new location, the Great Flood of 2008 hit, so the decision to move was put on hold. The following year, they remodeled and combined two single storefronts into one utilizing all three levels of the building. Nearly 90% of the lumber, plywood and other wood products were recycled or reused in the refurbished area. To help create excitement, they offered customers discounts for every hour they volunteered.

This couple cross promotes other businesses and acts as mentors to those wanting to start a business. They both have been active with the local Main Street program, from helping with recordkeeping and market analysis to chairing the Retail Promotions and Development committees. Darrin visits businesses on a regular basis to inform the merchants of upcoming events and downtown activities hosted by other Main Street committees. He also makes sure to personally welcome each and every new business to the downtown district.

CrawDaddy Outdoors does a superb job of promoting outdoor recreation for all seasons. The store has month-

ly events to keep outdoor enthusiasts active in the community. During the cold months they offer weekly armchair adventures where participants gain information on adventure based trips. Winter also allows time for indoor pool kayaking clinics to demonstrate paddling and self-rescue techniques. Spring brings weekly kayak floats to view migrating wildlife. Summer is filled with river floats and autumn with backpacking trips and outdoor learning clinics. CrawDaddy Out-



CrawDaddy Outdoors in Waverly.

doors also offers fully outfitted adventure trips ranging from the Boundary Waters Canoe Area of northern Minnesota to the Porcupine Mountains of Michigan's Upper Peninsula. The Siefkens are great community supporters — not only in promoting their own business, but all of Waverly as a place to live, work and play. They truly live by the Main Street principles and are a great example of the best commercial experience in a Main Street Iowa district.

CHARLES CITY – Charles City is fortunate to have dynamic business leader Tami Vetter. She established Working Women, Inc., and opened three separate business ventures under its auspices. This is her amazing entrepreneurial story:

The first business established under this umbrella was Working Women...and a Few Good Men, a coupon redemption and rebate processing business. She started with one full-time person and two part-time telecommuters. Within 13 months, she relocated twice, eventually purchasing and remodeling a building to suit her ever growing business — wisely, all in the Main Street district. The business grew to employ five full-time and up to 15 part-time staff members.

When a longstanding Main Street gift shop closed, she saw an opportunity. The second business established was The Rustic Corner, a gift shop showcasing traditional and country styles with a little bit of funky mixed in. Within two months, the store had almost doubled in size. The Rustic Corner has one full-time manager and three part-time employees.

Tami decided it was time to stir things up and open a third location when the decision was made to pull the craft section out of the Rustic Corner. It's now a stand-alone business on Main Street — The RC on Main — 'where your creativity can take flight'.

The building was transformed by showcasing the current trend of "up-cycling" — using cast off items found in the property or purchased locally. The storefront



The RC on Main Street in Charles City.

was turned back into retail space and the former office space became a classroom.

The RC stays open until 7 PM week-nights to bring activity to the district and twice monthly stays open until midnight to better serve customers. The location has one full-time manager and three part-time employees.

"I saw the opportunities offered by being in the Main Street district in conjunction with the activities that are planned yearly by Community Revitalization, Charles City's Main Street initiative," said Vetter. "It was time to give Main Street a fresh, vibrant new look and offering."

Stay out of this dynamic business woman's way, who knows what she will tackle next!

BEDFORD – When you live in Bedford, nearing retirement does not mean slowing down. In fact, it could mean starting a whole new business venture. Shirley Winemiller decided to fulfill her vision of opening a downtown eatery in an 1880's one-story brick building. Major rehab work was done; from replacing the roof, flooring and plumbing to gutting and remodeling

the entire interior. All original woodwork and doors were restored. The renovation of this little brick building has inspired the upgrade of neighboring buildings and has provided a much needed place for people to eat and gather socially downtown. It is a newly polished gem in a line of brick and mortar buildings welcoming all visitors to Bedford's historic commercial district. Shirley's business, The Eatery, is not only a wonderful example of brick and mortar rehabilitation but is also a living example of how to follow your dream of owning and operating a business. The customer service is out of this world, as is the pie. You need to experience both!

WATERLOO – Paco Rosic is a Bosnian immigrant who embodies the power of entrepreneurship, youth, energy and courage. Born in 1979, Rosic spent his first 12 years of life in a suburb of the once magnificent Sarajevo.



Completed rehabilitation of "The Eatery" in Bedford.

Along with his family, he escaped the darkness of war-torn Bosnia and now lives in Waterloo, Iowa. Recently the family became U.S. citizens.

The Rosics bought a two-story 1870's brick building that had been a pharmacy and an antique store. Renovation changed it into an upscale restaurant, jazz club and gallery...the Galleria de Paco.



View of Paco Rosic's aerosol paint re-creation of the Sistine Chapel in Waterloo's Galleria de Paco.

Paco wanted to do something absolutely unique and interesting for the new restaurant. So, the family spent their life savings on his quirky dream to re-create a beloved work of art. Paco worked for four months; five days a week, ten hours a day, on the 81-foot long, 31-foot wide ceiling and — using spray paint with no taping and no stenciling — replicated all three hundred sequences of the Sistine Chapel ceiling. Paco used 40 different colors and approximately \$10,000 worth of Krylon paint before the Krylon Company became his sponsor and delivered a semi-load of the product.

Galleria de Paco is an attraction that has become a major tourism draw in downtown Waterloo.

CREATING A LEGACY

Main Street Challenge Grants

BY JANE SEATON | STATE COORDINATOR | MAIN STREET IOWA

Iowa's landscape is covered with cities and towns of varying size and economies, each with its own story. Some built on hillsides to preserve tillable farm ground. Others built near navigable rivers or rail lines to insure the transportation of goods and services. As the decades passed and communities evolved, so too did the buildings, some elaborately constructed to serve as libraries, opera houses or banks. Others of more simple construction built for the barber, the grocer and the town doctor all closely woven together to form the fabric of a community. These buildings comprise our historic city centers, the heart of our communities. Saving these structures preserves the local community's history and Iowa's heritage while helping restore and enhance the aesthetic appeal of the downtown.

Far too many buildings have been lost or inappropriately renovated over the years because a community or property owner lacked the financial resources to rehabilitate and make them again functional, viable assets to the collective community.

After years of struggle by local communities and Main Street Iowa to find resources to help support the preservation movement and protect Iowa's historic assets, an opportunity like none other was provided. Senator Tom Harkin learned of Main Street's work in designated Iowa communities and requested a special

federal appropriation to assist in the revitalization effort. In 2001, Congress approved a \$500,000 fiscal year 2002 Housing and Urban Development (HUD) grant to the Department of Economic Development for brick and mortar projects in participating Main Street Iowa cities. This was the first federal grant ever awarded to a statewide Main Street program.

IOWA'S MAIN STREETS ARE THE VITAL LIFELINES OF OUR COMMUNITIES and investing in them helps preserve our state's character while giving small businesses a boost.

From that first grant, \$400,000 was awarded to revitalization projects in ten Main Street communities and leveraged more than \$4.7 million in private investment. That was just the beginning, the Senator and Iowa's congressional delegation have continued their support with six additional awards totaling more than \$4.8 million dollars. Iowa's legislature has also approved two separate appropriations in support of this innovative program and in FY2010 approved \$13.7 million for brick and mortar projects in Main Street communities through IJobs.

Main Street Challenge Grants ranging from \$15,000 to \$100,000 require a dollar for dollar cash match

and have leveraged more than \$22.3 million in private investment in 33 different Main Street communities. Cities large and small have applied for these competitive awards. Small projects have stabilized foundations and repaired leaking roofs. In Bonaparte, population 433, a \$40,000 grant gave a former pants factory new life as a beautiful boutique inn with more than \$1 million in private investment. Downtown Dubuque has received an award in each round with awards ranging from \$25,000 to \$100,000. Those awards have generated more than \$15 million in local investment. Local leaders have commented that the Challenge Grants have gotten some of these projects moving and have sparked more development in the historic commercial districts.

In addition, every Main Street community has benefited from training and technical assistance from nationally known professionals on topics such as property development, historic tax credits, sustainability and green initiatives that these extra funds have made possible.

"Iowa's Main Streets are the vital lifelines of our communities and investing in them helps preserve our state's character while giving small businesses a boost," said Senator Harkin in a 2010 press release. Iowa's future is brighter because of the critical support of these awards that will help preserve the unique character and identity of our historic city centers.

GREEN STREETS IN IOWA

BY KATHRYN CRAIG | FROM MAIN STREET NEWS | APRIL 2, 2010

In 2008, the Iowa Department of Economic Development (IDED) selected two Main Street communities to serve as pilots for its Green Streets Initiative. As pilots, the Main Streets of Woodbine and West Union will experiment with measures to achieve sustainable communities and serve as models for their colleagues in Iowa and others throughout the nation.



Woodbine, one of Iowa's green pilot communities, became a Main Street Iowa community in 2008.

WOODBINE

Rural Woodbine, located in southwest Iowa, has a population of 1,500. Woodbine's downtown consists of 50 buildings situated

along two square blocks. Woodbine is similar in size to many other Iowa towns, making it an ideal pilot community for the Green Streets Initiative. The City of Woodbine, Simonson and Associates Architects, and the IDIED banded together to "develop a sustainable master plan, which incorporated energy-efficiency improvements, downtown revitalization, beautification, and streetscapes," says Main Street Woodbine Co-Director Darin Smith.

With the help of the city, IDIED, and Cenergy, an independent and nationally certified building energy-use rating firm, Woodbine Main Street provided energy audits to all 50 of its downtown businesses. The audit assesses the amount of energy a building uses and suggests measures for improving energy efficiency.

Smith admits that the energy audit seemed complex to those unfamiliar with the technicalities of energy efficiency, but with the assistance of local contractors, the Main Street program was able to use the audit data to suggest reasonable improvements to business owners. Grants from several sources, includ-

ing the Iowa Power Fund Community Grant Program, the City of Woodbine, Woodbine Municipal Natural Gas, Woodbine Municipal Light & Power, the Missouri River Bright Energy Solutions, and USDA's Rural Energy for America Program, have provided funding for business owners who want to make improvements.

Woodbine Main Street is currently working to promote the program and spread the initiative to its residential and industrial districts using funds saved from the energy cost reduction. To date, only a few businesses have made improvements to their properties. With new financial incentives, however, Smith believes that 30 more businesses will make improvements in 2010.

Smith admits that at first there was some skepticism about becoming a green pilot community because of doubts on "return on investment." The skepticism was eventually outweighed by the value of the opportunity to revitalize the community.

Smith says they were able to get the business community on board simply by doing it:

“Nothing ventured, nothing gained. If there was a way to help businesses improve by saving them money (by spending less on energy costs), it only made sense to try whatever we can. Because [business owners] want to see a return on this investment, we will closely monitor savings along the way.”

So far, results look promising. One business has already seen savings after installing a gas furnace, improving ductwork, and sealing the foundation. Compared to February last year, the business owner has saved \$300 on utility bills this February. Overall, the Green Streets Initiative is helping Woodbine create a sustainable community that Smith deems “especially important for a small town in rural Iowa that can do or die in a short period of time without tremendous leadership and a willingness not only to revitalize but to maintain vitality.”

“Woodbine hopes ... to use the savings from energy-efficiency improvements downtown ... with other funding (like grants) to perform audits in our residential district,” says Smith. “At a minimum, Woodbine will be able to use

thermal imaging to show homeowners where their homes can stand improvement, which is where a ‘weatherization blitz’ may come in and include more minor low-cost /no-cost fixes like sealing doors and windows with caulk and weather stripping. A weatherization blitz will be a quick and affordable way to address the needs of many homeowners rather than investing in deep, costly retrofits on just a few homes.”

WEST UNION



Downtown West Union before the construction of their green streetscape.

Like Woodbine, West Union is a rural agricultural community with a population of only 2,500. Downtown West Union has six blocks of service and retail businesses. Many of the buildings are historic

structures that date back to the late 1800s and early 1900s. The Main Street program began in 2006 and has enjoyed much success ever since. The program is described by the state as “the state baby that never learned to crawl,” says Robin Bostrom, program director for Main Street West Union and West Union Chamber of Commerce. “We just stood up and started to run.”

West Union’s streetscape plan and strategy will make it eligible for state and federal stimulus programs.

West Union was chosen to participate in the pilot program because it is similar to other Iowan towns, has successfully launched other community programs like a food and fitness initiative, and, most of all, because it was about to start a master planning process. Thus, its greening focus is on sustainability planning. West Union began with a community visioning meeting where local, state, and federal representatives discussed how sustainability measures could meet the town’s needs.

Energy audits, made possible by the local utility company, were conducted throughout

downtown, and more than 70 businesses took advantage of the opportunity to reduce their carbon footprint by replacing old doors, caulking windows to reduce drafts, replacing coolers in restaurants with more energy-efficient ones, and making other improvements.

Another component of West Union’s green initiative plan is the use of a shared geothermal heating and cooling system that delivers heat extracted from the earth to heat or cool a building. All buildings will receive a “stub line” (which is similar to the way a city provides buildings with water or sewer lines) to the system free of charge; property owners can decide if or when they want to participate. This system can significantly reduce heating and cooling costs while making the community more sustainable. By providing a stub line to all buildings now, the city will give future building owners or tenants the opportunity to make the switch.

Main Street West Union and its partners have made a substantial effort to educate and assist the public. The Center on Sustainable Communities, a West Des Moines-based nonprofit, is hosting workshops funded through IDED

to educate professionals and homeowners on sustainable home building, maintenance, and renovation practices. Bostrom says that the workshops have been well received so far and the professional series even had to be moved to a bigger locale because of high demand.

The sustainability initiative has even spread to West Union’s schools. Bostrom says there is value in educating kids about sustainability so that they can teach their parents. One school created a Wetland Restoration Project in a creek that runs through their school’s property. A rain garden and bio retention cell demonstration site located in the downtown also serves as a hands-on lab for students. The students learned that the system absorbed the run-off water instead of sending contaminated water into the trout streams – information, says Bostrom, that the kids thought was “very cool.”

Bostrom names funding as the biggest challenge West Union has faced throughout the process. Rural communities have limited resources, but so far the town has secured more than \$5 million in grants for the \$8.6 million project. While some stakeholders

showed little interest in the project because they didn’t see why West Union should make sustainability a priority, Bostrom constantly reminded them that this project would improve the community for future generations. Bostrom also says it was difficult to measure costs versus savings, but notes that while up-front costs may be large, there really are savings in the long run.

In the next few months, West Union will start the first of two construction phases. Meanwhile, Main Street West Union continues to educate the public on the initiative and look for ways to be more energy efficient.

Main Street West Union is very optimistic about the Green Streets Initiative. The community lost two major employers in 2009 but hopes to attract residents and business owners through participation in the pilot program. The Main Street program also wishes to create a pleasing environment for residents because the downtown serves as a gathering area for the community. Because West Union is a conservative rural town that lacks wealth, says Bostrom, “if our community can do it, anyone can.”

MAIN STREET: *a Place to Grow*

BY JANE SEATON | STATE COORDINATOR | MAIN STREET IOWA

Richard Moe, former President of the National Trust for Historic Preservation, once said, “Change is a good thing — especially in Main Street Iowa communities that use the best of their past as a springboard to a prosperous future.” What a powerful statement and one that rings true for many of the communities large and small across this state.

Change is frightening perhaps but a reality none the less. Main Street Iowa has long embraced change as we strive to meet the evolving needs of the communities we serve. Today’s program, while far different from the one that began in 1985, with many more communities, more services, more staff than when Governor Branstad signed legislation bringing the national model to Iowa. . . far different yet the same! We still believe that the comprehensive Main Street Approach® and the principles that it espouses works in any community large or small that is willing to work together; strong in our dedication to serve the downtown development needs of Iowa’s historic commercial districts; willing to do all that they can for every community, property, business and individual; determined to hold Main Street

communities to a higher standard and to challenge each to do more, work harder and adjust to the changing needs of their local economies. To change requires extending beyond what’s known and exploring the unknown.

Meaningful change cannot and will not occur in a vacuum. Through the years, Main Street Iowa has had the benefit of many great minds, programs and organizations contributing to the development of this revitalization program. Our network continues to grow and evolve thanks to the dedication of many local, state and national partners. Iowa’s Main Street program has become a recognized leader in the nation because of these strong partnerships.

To name a few, Iowa’s National Trust Advisors past and present helped bring programs and innovation; the staff of the State Historic Preservation Office who are always willing to listen, comment and innovate; Iowa State University the Colleges of Design and Human Sciences; Preservation Iowa who with the Community Vitality Center has taken the lead on a new Main Street Development Fund; the Iowa Finance Authority who helped create the Main Street Loan program to support a local bank’s

ability to finance downtown improvements; the Federal Home Loan Bank-Des Moines who opened doors to the banking community and who understands that historic preservation can be a valuable economic development tool.

It was those very partnerships with the Bank and the Iowa Finance Authority that brought our small program to the attention of Senator Tom Harkin. The Senator and his staff advocated for federal funding for brick and mortar projects in our Main Street communities. This partnership has been benefiting participating Main Street cities since 2002 and is always a topic of conversation when meeting with other state coordinating programs.

It has taken many years for some in the development community to recognize that new is not always better; that small can be mighty and that unique is always in vogue, a lesson that Main Street has understood for years. The hard working Main Street communities across this state understand the value of community, the benefit of collaboration and the necessity for change, without a doubt, they are our greatest partners!

SPIRIT OF MAIN STREET

BY THOM GUZMAN | DIRECTOR | IOWA DOWNTOWN RESOURCE CENTER

- 1995 SIGOURNEY
- 1996 CORNING
- 1997 GOVERNOR TERRY BRANSTAD
- 1998 THOM GUZMAN
- 1999 EDDIE’S SUPER POPCORN STAND, GREENFIELD
- 2000 SPENCER
- 2001 CHUCK & EMILY RUSSELL, OSKALOOSA
- 2003 CITY OF WAVERLY & DOWNTOWN TASK FORCE
- 2004 ELKADER
- 2005 CURT HEIDT, FEDERAL HOME LOAN BANK
- 2006 SENATOR TOM HARKIN
- 2007 CONRAD
- 2008 FRED & ANN MARCALUS, JEWELL
- 2010 CAREN STURM, VALLEY JUNCTION, WEST DES MOINES

In 1994, Main Street Iowa lost a dear friend when Kerry Clough-Petersen died during her tenure as Main Street Program Director in Ogden. In her honor, the Spirit of Main Street Award was introduced the following year to recognize the person, organization or project that best demonstrates the meaning and spirit of “Main Street at work” and significantly impacts their community.

There are no nominations for this award, nor is it given annually. It is a recognition which comes to life when warranted by the actions or achievements of its recipients.

Communities who have received this honor include Sigourney, Corning, Spencer, Waverly, Elkader and Conrad recognizing amazing chapters of collaboration and success as they worked to improve their hometown downtowns.

The Spirit of Main Street Award has also been bestowed on Governor Terry Branstad, Downtown Resource Center Director Thom Guzman, Federal Home Loan Bank Vice President Curt Heidt and Senator Tom Harkin for their

unending efforts and long term commitments in supporting the statewide Main Street program.

Main Street leaders Chuck and Emily Russell, Oskaloosa, Fred and Ann Marcalus, Jewell and Caren Sturm, Valley Junction, West Des Moines have all received the Spirit of Main Street Award for their decades of leading by example in their communities. A group of 5th grade students from Greenfield received the award one year for demonstrating that even a group of young kids can be leaders in their community!

Living this spirit is the difference between interest and commitment, between mediocrity and excellence. For some, doing what’s right just comes naturally. It is truly about making the world a better place – one step at a time. Every Spirit of Main Street recipient has demonstrated the Spirit of Main Street at work and has significantly impacted their community, be it local or statewide. These recipients have humbly accepted their award on behalf of the scores of potential Spirit awardees in Main Street communities all across Iowa.

TWENTY-FIVE YEARS OF RESILIENCE

BY TIM REINDERS, MICHAEL WAGLER | DESIGN CONSULTANTS | MAIN STREET IOWA



Main Street Iowa staff and volunteers assisted with cleanup efforts in Waverly following the floods of 2008.

As in life, Iowa's Main Street communities have seen their fair share of good times and bad. Over the course of the last 25 years, few Main Street districts have been spared the wrath of some type of disaster whether natural in the form of catastrophic floods or hail storms or man-made from downtown fires or structural failures. In every situation, stories of survival, volunteerism, recovery and loss are shared once the dust settled and the skies cleared. It is these stories of recovery and rebirth that tell the true tale of the strength, resilience and partnership inherent in Iowa's network of Main Street districts.

The floods of 1993 proved to be the beginning of a scary trend of 500 year floods not 500 years apart. Repeated first in 2008 and immediately again in 2010 the disastrous flooding impacted nearly all of Iowa's 45 Main Street districts. While most flooding was concentrated in residential districts, the cities of West Des Moines-Valley Junction, Bonaparte, Burlington, Colfax, Cedar Rapids,

Charles City, Elkader, Waterloo and Waverly all received extensive flooding in their historic commercial districts.

Communities came together to save their places that matter with hundreds of volunteers descending on downtown levees to fight back as waters began to rise to the top of the existing levee systems and in Bonaparte where, with help from the National Guard, the city constructed a temporary limestone and sandbag levee around their historic downtown.

The floods of 1993 reached epic levels all across the Midwest. The entire commercial districts of Valley Junction and Bonaparte were under water for days.

The Turkey River spilled into Elkader in 2008 flooding much of the southern portion of their Main Street district. The community's only grocery store was extensively damaged after receiving more than five feet of water. The owners, with the assistance of many community volunteers, worked to re-open the community's grocery store less than ten

days after the waters receded in order to serve the community during its recovery period.

In Bloomfield during the summer of 2009, a storm, which brought golf ball sized hail driven by 75 mph winds, damaged the west façade of buildings in the community including the historic Davis County Courthouse. The storm's damage forced repairs that may have



Reconstruction begins following the collapse of the brick façade of the Bredeaux Building in Hampton.

been delayed for years had it not been for the storm. Through a planning grant from the National Trust for Historic Preservation and the leadership of the Board of Supervisors, a complete restoration of the Davis County Courthouse began in 2011.

In 2010, the Skunk River inundated Colfax. Large portions of the community and sections of the business district were under as much as six feet of water.

Mother Nature's wrath is not the only type of disaster affecting downtown. Some historic buildings suffer from deferred maintenance and in worst-case situations, can succumb to catastrophic structural failures. Far too often these buildings are lost forever, but on occasion, entrepreneurial spirit and local commitment spare these treasures from the wrecking ball.

In 2002, the 1889 Frankel building on Oskaloosa's square collapsed forcing the imminent demolition of one of the downtown district's key structures.

Together Main Street Oskaloosa, the City of Oskaloosa, local businesses and private citizens, launched the "Save the Frankel Building" campaign which

man Bank Building in Dubuque's Old Main District. This devastating fire left one of the most architecturally significant buildings in downtown, what was

the capacity, passion and partnership of the Main Street Iowa network provides a firm foundation TO REBUILD STRONGER, SMARTER AND MORE SUSTAINABLY WHEN THE NEXT HARDSHIP STRIKES

created a swell of public support that (and \$250,000 in city and local funding) saved the building. It has now become Smokey Row Coffee House, a popular site for coffee, ambiance and live music.

This sense of commitment can also help buildings rise from the ashes – literally. Fires are a much too often occurrence and can have devastating impact on a community.

On the evening of October 1, 2001, a fire gutted the National Register listed Ger-

feared, a total loss. Through the efforts of many local champions and the use of nearly every financial assistance program imaginable, this truly amazing preservation success story brought back to life a beautiful building that is economically stronger than ever.

While not immune to future disasters, the capacity, passion and partnership of the Main Street Iowa network provides a firm foundation to rebuild stronger, smarter and more sustainably when the next hardship strikes.

MAIN STREET IOWA: *25 Years of Excellence*

BY DOUG LOESCHER | DIRECTOR | NATIONAL TRUST MAIN STREET CENTER



If Main Street has taught us one thing, it is about partnerships: they don't happen overnight. Every one of Iowa's 45 active Main Street programs succeeds because the collaborations they forged from the beginning become more fruitful each year. In the same vein, Main Street Iowa (MSI) continues to set the standard for Main Streets around the nation because of its creativity and diligence in building strong partnerships on all levels. At the National Trust Main Street Center, we have looked to Iowa for solid performance, outstanding innovation, and a willing partner to explore new ways of solving downtown's problems.

From the program's inception during the dark days of the farm crisis to this triumphant milestone, Main Street Iowa has confidently and expertly built support for revitalization of the state's downtowns in a way that promotes walkability, sustainability, mixed-use development, and historic preservation.

Reviewing MSI's accomplishments over its 25 year history — including earning an Honor Award from the National Trust for Historic Preservation last year and hosting the 2011 National Main Streets Conference — several extraordinary qualities emerge: strong leadership that inspires excellence at the local level; bold innovation in program areas and the setting of priorities; creative collaboration with local, state, and

national partners; strong communication with stakeholders; skillful advocacy; and steadfast discipline to work-planning and execution at the organizational level. Main Street Iowa's success over its 25 years is borne out by impressive reinvestment statistics: 64 communities, 45 of which are active today; 10,000 jobs, nearly 8,000 buildings rehabilitated; \$1 billion dollars in private investment. But perhaps MSI's greatest achievement is making Iowa's downtowns "cool" — places where innovation happens, where new business ideas thrive, where all residents come together to plan their future — most importantly, where young people are choosing to invest their futures.

we look forward to sharing the power of partnerships, which
**MAIN STREET IOWA HAS HARNESSSED TO
BRING DOWNTOWNS INTO A NEW ERA OF
COMMUNITY SUSTAINABILITY.**

The evidence of Main Street Iowa's excellence abounds. MSI is truly exemplary in its ability to cultivate and establish strong relationships with its elected officials. Armed with its powerful reinvestment statistics, Main Street Iowa has opened valuable lines of communication with its state and federal leaders. This outreach has helped the program secure numerous federal funding

allocations and Congressional support, including seven HUD awards totaling \$34 million for 33 Main Street Iowa communities; \$5 million in federal earmarks since 2002; and a \$14 million appropriation from the Iowa legislature for 2010-11 — a recession year — which is the single-largest appropriation in its history.

Main Street Iowa's strong capacity makes it one of the National Trust Main Street Center's most dependable and capable partners in innovation. In 2000, we worked with MSI and the Iowa Housing Finance Authority to launch a low-interest loan program that targeted the creation of upper-floor housing. More recently, we collaborated with Main Street Iowa to pilot the nation's — and the National Trust's — first small business loan fund tied to technical assistance and local bank participation in six Iowa Main Street communities. The results will guide the Main Street movement in how best to convince community banks to support small business development and expansion.

When we consider the challenge of building more sustainable communities nationwide, we again turn to Main Street Iowa, which is producing cutting-edge results through the state's Green Streets Initiative. In the pilot communities of Woodbine and West Union, we hope to learn lessons on the adoption of green technology and practices, including shared geothermal energy

systems, stormwater management, and a commercial building energy audit campaign to bolster the environmental and economic sustainability of their downtowns.

We at the National Trust Main Street Center offer our hearty congratulations to Main Street Iowa for its tradition of excellence over the past 25 years and eagerly

anticipate the next 25. And with the national spotlight on Iowa in 2011 with the National Main Streets Conference in Des Moines, we are sharing the power of partnerships, which Main Street Iowa has harnessed to bring downtowns into a new era of community sustainability.



Residents, preservationists and local leaders join in support of the rehabilitation of the Cattermole building in Fort Madison's Main Street district.
Courtesy of Larry Wright (Wright Solutions, LLC)

MAIN STREET IOWA COMMUNITIES

The Best of 25 Years

Over the past 25 years, Main Street Iowa communities have been a force for positive change locally and across the State of Iowa.

Highlighting the four points of the Main Street Approach®, each community recognizes the outstanding efforts, projects and people that have made a significant and positive impact on their Main Street district since their community's inception into the Main Street Iowa program.

The impact of some projects featured here may seem larger than others but each has played a role in the positive change in that community. The people, the projects and the milestones reached are all part of the incremental approach that is central to long-term success.

Each Main Street organization determined what or who would be recognized in their Best of 25 Years submission. Their words mirror the pride, passion and gratitude that each has brought to that community's local revitalization effort.



DUBUQUE MAIN STREET

Est. 1985

POP. 57,637

Almost a decade after construction concluded, the re-opening of Main Street through the former Town Clock Plaza in downtown Dubuque proved to be a huge success; but it did not start out that way. The debate between renovating the existing pedestrian plaza from the days of urban renewal and re-opening the street it replaced had split the community and City Council in half. Utilizing information from former National Main Street Director Kennedy Smith and Main Street Iowa, Dubuque Main Street helped make the case for re-opening the street and eventually the council voted 4-3 to proceed. Through the concerted efforts of the City of Dubuque, Dubuque Main Street and the design team, lead by Durrant Architects and IIW Engineers, the re-opening of Main Street satisfied the needs and desires of both sides of the discussion and created an attractive, functional and versatile street. Main Street now accommodates pedestrians by calming vehicular traffic; provides a functional and clearly delineated street; and still allows for the festivals that are the life-blood of the community during the summer. Reconnected Main Street has fostered business growth and expansion all along the corridor.

BURLINGTON DOWNTOWN PARTNERS

Est. 1986

POP. 25,663

The roots of the Schramm Department Store go back nearly 150 years in downtown Burlington. Schramm's remained a place where ladies still dressed up to go shopping until closing in the mid-1990s. Burlington had lost its final downtown anchor store, and the four-story building dominating a key corner stood mostly empty. Though it was the end of an era, it was the beginning of another. Where others might have seen a white elephant, local developer Bob Brueck saw potential. Speaking to Main Street director Janet McCannon one day, he told her that he was thinking of purchasing the building and converting the upper floors into residences. "I want the top floor, east side," she said, setting the plan in motion. Brueck began overhauling the building in 1998. McCannon's condominium, with its expansive living space and balcony views of the Mississippi, was finished several years later. Since then, more residences have been completed, with first floor and mezzanine spaces filled by a variety of businesses. Re-christened as Schramm's Corner, this first private large scale redevelopment in downtown Burlington set the standard for a residential boom that continues today.



MAIN STREET KEOKUK

Est. 1986

POP. 10,750

It all began in the year 2000 – the same year Keokuk was honored with a Great American Main Street Award. A market study helped to determine that if Keokuk were to become a 24/7 community – attractive to the young and mobile – more places to go and things to do in downtown after 5:00 pm were needed. To spur this, the Summer Fun & Fund Raiser was launched. Showcasing two rehabbed and repurposed historic properties, a street party with music, dancing, and food soon became the hottest ticket in town. Local heritage, milestones or diversity determine the theme for the annual event. Celebrating their people and their native lands of Germany, China, Cuba, France, Mexico, England and this year - Greece. They've celebrated their heritage with Rat Row Revisited and accomplishments with Its A Grand Main Street Party. Ticket sales are capped at 300 and, today, it is a sold out event. Volunteers enjoy planning and working the event which has produced to date net proceeds totaling nearly \$60,000 to further MSKI's downtown revitalization efforts.



MAIN STREET OSKALOOSA

Est. 1986

POP. 11,463

Chuck Russell a life-long resident of Oskaloosa, attended Iowa State University, was in the insurance and abstract business “behind the white pillars” (now the Book Vault), and served his beloved community in many organizations. He was the Oskaloosa Citizen of the Year, an avid fan of William Penn University sports and served on the University’s board of directors. His big interest was downtown Oskaloosa and the Main Street program. A few of the projects in which he was instrumental were: restoration of city park and the bandstand, restoration of the Chief Mahaska statue, resurfacing of downtown alleys, restoration of the “green building” in the Centennial Block to its original brick, the recent sidewalk project and restoration of the Iowa Building. In his last few years, he combined his historical knowledge and love of Oskaloosa with his extensive photograph collection to produce a weekly history article for the Oskaloosa Herald. He and his wife, Emily, received the Spirit of Main Street Award in 2001 for their dedication to Main Street and the city. His passion for the community has helped preserve and shape Oskaloosa’s history and will live on in the countless number of lives he touched in his 88 years.

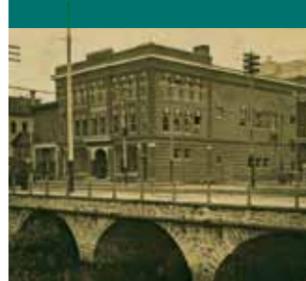


CEDAR FALLS COMMUNITY MAIN STREET

Est. 1987

POP. 39,260

Since Cedar Falls began its Main Street program in 1987, several key events and milestones have occurred in establishing a strong revitalization momentum. Pivotal among many events has been the renovation of the Oster Regent Theatre at 103 Main Street in the early 90’s. Built in 1910, the Cotton Theatre was a cultural and entertainment venue for many years morphing into the Regent Theatre along the way. The theatre closed in the 80’s prior to being donated to the Cedar Falls Community Theatre group. In disrepair, the building was keenly in need of restoration. The community banded together and raised over \$1.25 million in funds for the renovation. The building was added to the National Register of Historic Places in 1993. After restoring many of its original features, the Oster Regent Theatre reopened in 1994 and has been a center for arts and entertainment for the entire town. The renovation of the theatre was key in the revitalization of Main Street both as an individual piece of the “puzzle,” and as a public demonstration of the community’s collective impact on a neighborhood. Businesses developed around the theatre, and progress has marched up Main Street from the corner of First and Main ever since!



SPENCER MAIN STREET

Est. 1987

POP. 11,233

Spencer Municipal Utilities’ Storefront Initiative was created to assist commercial property owners in the improvement of their building’s appearance. This program was designed to make a visual impact on the Spencer business community. Facade improvements, window and door replacement, signage, and exterior lighting were eligible for assistance, in the form of a combination of cash grants and a 10-year repayable no-interest loan. The maximum benefit available for a \$50,000 renovation project consisted of a \$25,000 grant and a \$25,000 no-interest loan. During the program’s duration, 125 renovation projects have been completed with 55 of those in the Main Street District. This represents just over two million dollars in grants and a similar amount in ten-year repayable no-interest loans.



WEST DES MOINES HISTORIC VALLEY JUNCTION

Est. 1987

POP. 56,609

In 1993 after a very rainy spring, Historic Valley Junction was in the midst of their centennial celebration with events planned, street banners hung and the community full of pride and anticipation. That excitement soon turned to concern and then to fear as river levels began to rise and floodwater poured into Valley Junction. The district is located in the lowest area of the city between the Des Moines and Raccoon Rivers. The damage was staggering. Every building had water damage, some with six inches, some with six feet. Broken windows and doors, warped floors, layer upon layer of mud in the shops up and down the streets of Valley Junction. For Community Development Director Clyde Evans, the flood is still a clear memory. Evans stated, “It took a year for the business community to repair damage, and six to eight years for the residential community.” Over the past 18 years, this community has made a full recovery and has gone above and beyond anyone’s highest expectations. The addition of a full multi-million dollar levee system continues to protect the entire area today. The business district has excelled, with the addition of upper-end galleries, specialized retailers and dedicated entrepreneurs and volunteers. Bravo Valley Junction!

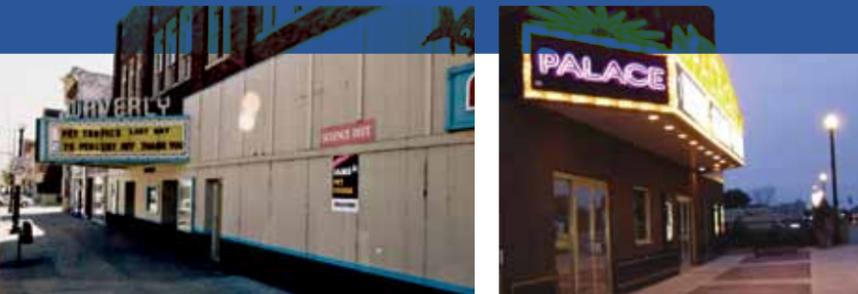
WAVERLY CHAMBER OF COMMERCE

Est. 1989

POP. 9,874

Waverly's Downtown Task Force, formed in 1998, developed a master plan to springboard downtown economic redevelopment. A rundown theater was selected as the potential cornerstone project. Local, private investors were convinced to acquire and completely renovate the building. State-of-the-art equipment was installed and by January 2000 the new Palace Theatre was opened and once again attracted large numbers of movie-goers to downtown. The \$1.3 million reinvestment into downtown's Palace Theatre created the excitement and the confidence that has led Waverly's downtown to 10 years of strong private/public investment including:

- Major renovation of six century-old buildings, located in the heart of downtown. This public/private project created main level office/retail space as well as upper story housing, saving an entire flood stricken block.
- Five new restaurant establishments, two new bars and a new Fareway grocery store in the Main Street corridor.
- Numerous new specialty shops and several storefront renovations.
- Complete sidewalk project including new city services and street lights, in addition to the renovation of several downtown parking lots.
- A new seven-mile bike trail with the downtown as a trailhead.
- Renovation of the downtown city park.



BONAPARTE MAIN STREET

Est. 1990

POP. 433

The Bonaparte Inn is the largest adaptive use project ever to take place in Bonaparte. The project, a dream of owner Jeri Angelone, became a reality in 2008. This large three-story building, full of history in its former life as the Fairfield glove factory and the Meeks pant factory, had been sitting empty for several years when she purchased the property. The unique character of the building's interior and exterior was retained with special care taken to keep the metal support poles visible on each floor. A \$40,000 Main Street Challenge Grant was used to help transform the entire third floor into a grand banquet room with a state of the art chef's kitchen. Jeri and her employees had the distinct pleasure to host the Lt. Governor Sally Pedersen and her staff as the first guests of the Inn. Last spring, Harmony High School students held their banquet dinner, promenade and dance at the Inn. With this \$250,000+ restoration completed, new business development has begun in Bonaparte.



MAIN STREET CORNING

Est. 1990

POP. 1,635

Main Street Corning and Adams County Extension partner each year to offer SOLD (Salesmanship Opportunities Learned Directly) to ninth grade students at Corning High School. Through the course curriculum, students create an idea for a business, write a business plan, and do a business presentation. The students get hands-on information regarding best business practices and/or real life start up costs – such as insurance, loan rates, building costs. Local businesses are asked to be willing to answer questions the students may have regarding a business like theirs or rates on insurance or loan information, etc. Some businesses may not be visited at all and some may have several groups stop in. Students also tour the business and agricultural communities to learn more about where they live. Community leaders familiar with the history of Corning direct these tours. The goal is to show the students what the community has to offer in terms of living and working here after they graduate from high school or complete higher education.

IOWA FALLS CHAMBER/MAIN STREET

Est. 1990

POP. 5,235

Suzanne Campbell purchased three downtown Main Street buildings and renovated each one with major changes reflecting the historical character of the properties. These three buildings now house three vibrant businesses, including the wildly popular Book Cellar/Coffee Attic, the Courtyard at 410, an upscale boutique, and the Q2 and Cork. The Q2 is a unique green, fair trade, upscale gift store and in the rear of the building, an evening wine bar. The improvements made to all three buildings are substantial and very attractive. Suzanne has invested over a million dollars to advance her dream of a vibrant downtown and the community is extremely grateful!





CONRAD CHAMBER-MAIN STREET

Est. 1991

POP. 1,108

In its 20 years of existence, Conrad Chamber-Main Street sights winning the Capital Community Award from the Federal Home Loan Bank-Des Moines (FHLB-DM) as one of their most rewarding experiences. The Chamber-Main Street organization and the City of Conrad were ecstatic that years of hard work by community residents and volunteers were recognized by FHLB-DM. The Bank's recognition generated pride throughout the entire community both before and after the award was announced by commissioning a song about Conrad, hiring a photographer to "capture" Conrad and holding a free luncheon for the community, where the award was presented with a check for \$15,000! Chamber-Main Street earmarked a portion of the generous gift to façade and community improvement grant programs, in turn, stimulating additional economic growth and stability within the community. The Conrad Chamber-Main Street continues to benefit from strong, supportive community leadership in the business realm, banking industry, school district and community government, all of which selflessly give of their time to make Conrad and the Chamber-Main Street program excel.

MAIN STREET ELKADER

Est. 1991

POP. 1,273

When young entrepreneur, Adam Pollock, moved to Elkader, it didn't take long for him to appreciate the progressiveness of Elkader, and he soon involved himself in the Main Street Elkader program. In 2005, with a Main Street Iowa Challenge award, Adam renovated a vacant manufacturing building located in the heart of the downtown district. His vision for the Staw Center, with attractive and affordable retail spaces, was realized in October of 2010 when all spaces were filled with the following businesses: Mirror Images Salon, owned by Christie Beck; Clefish and Saunders Law Office; and the largest and most recent, Bridge Street Boutique & Gift, owned by Kathy Josten who relocated her business to the Staw Center in October 2010. The available space provided her the opportunity to significantly increase her product line. Kathy made her decision on what was in demand based on Main Street Iowa's market analysis. This year marks Main Street Elkader's 20th Anniversary as a Main Street Community. The success Main Street Elkader has achieved is in organizing like-minded people willing to create a positive attitude by promoting the assets of the community and understanding the economic potential.



HAMILTON COUNTY S.E.E.D.

Est. 1991

POP. 2,489

Hamilton County's greatest achievement in the last twenty years was becoming the nation's first countywide Main Street program in 1991 and remaining Iowa's only such program. The innovation of the program's early leaders and willingness to think outside of the box have enabled three very small towns to bring vitality back to the city centers. By working together Ellsworth, Jewell and Stratford have faced the challenges of big box retail by creating niche businesses and providing critical services to the residents of the county. The methods learned in utilizing the Main Street Approach® to downtown revitalization have helped the town's leaders decrease the number of vacant buildings while at the same time making their downtowns an attractive place to live, work and play.

MAIN STREET HAMPTON

Est. 1991

POP. 4,461

Memories and names of the many outstanding volunteers that have continually stepped forward for fundraising, events, and leadership on behalf of the Main Street Hampton program are too numerous to mention. Just a few of the signature events that benefited from committee and volunteer efforts are Sister-Friend, Car Show, Ham Jam, Christmas Raffle, and Santa's Secret Workshop, as well as those who worked behind the scenes to ensure the program's success over the past 19 years. Without this fantastic group's commitment, dedication and hard work, the program could not exist.





NEW HORIZONS CHAMBER NEW HAMPTON

Est. 1993

POP. 3,571

Twenty-five years ago, the advent of Main Street Iowa transformed the face of the Department of Economic Development by creating a new model; a model based on grass roots involvement and solid economic principles to affect change. Main Street did not simply funnel funds into communities to finance visible brick and mortar projects; the economic and physical faces of many Iowa communities have been improved and they are being empowered for the future. The face of New Hampton has been transformed in a parallel manner. The physical evidence is readily apparent; refurbished façades, a new streetscape, and the general health of businesses. These developments are simply the physical evidence of more significant change: the emergence of women in leadership roles. Over the past 25 years, New Hampton has seen its first female city clerk, Rotary Club president, Chamber of Commerce president, school administrators, Mercy Medical Center administrator and first female M.D.s. All of its Main Street managers have been women, and a woman spearheaded the preservation of its historic Carnegie Library. Many more females are in ownership and women predominantly staff management positions along Main Street and in the community. This one phenomenon in 25 years paves the way for a sustainable, renewable, and optimistic future.

BEDFORD AREA DEVELOPMENT CENTER

Est. 1994

POP. 1,440

The Garland Hotel has reigned majestically over Main Street in Bedford since 1857. Originally called the Bedford House, the property fell into disrepair after its closure in 1997. Slated for demolition following the collapse of the south annex in 2004, community members rallied to save the original structure, and with volunteer help and donations, a steady stream of improvements have been made to this historic building. The hotel's rich history includes a stay by the infamous robber, Jesse James, an overnight stop during the Civil War and WWI, a stage-coach stop and early trade center for merchants, and a former owner who served with General George Patton during WWII. During its 140 years of operation the Hotel provided accommodations to an estimated 150,000 guests. The Hotel dining room, renovated and turned into an art gallery, displays the work of local artists. The Garland is a favorite stop for visitors throughout the year, especially during downtown holiday events when guests are greeted by a doorman dressed in period garb. A Master Plan has been developed to return The Garland to its historic grandeur and elegance as a hotel for the community and southwest Iowa.



DUNLAP COMMUNITY DEVELOPMENT CORPORATION

Est. 1994

POP. 1,042

The city of Dunlap built a new school and library in the city center, but with the construction, they lost a valuable athletic field. When construction was complete, the community began pursuing options for relocating the athletic fields. Dunlap Community Development arranged to swap 11 acres of farm ground along Highway 30 for property in the industrial site. Located next to the current football and track fields, the relocated fields would complete the school's sports complex. Main Street Iowa was instrumental in steering the Boyer Valley Youth group to a Community Attractions and Tourism (CAT) grant for \$220,000. The Group created a plan to fund the project and provide match for the CAT grant. The major fundraiser was selling bricks to be laid at the new facility with each donor's name engraved on the brick. The project started in the spring of 2005 and was ready for fall soccer. The completed sports complex includes two soccer fields, a baseball diamond, softball field and a walking path. The project took hundreds of volunteer hours and is now a labor of love for Dunlap's youth.



BLOOMFIELD MAIN STREET

Est. 1995

POP. 2,640

Between 1999 and 2000, Bloomfield Main Street participated in two rounds of the Local Housing Assistance Program (LHAP), bringing investment of more than \$600,000 in upper story rehabilitation to the Bloomfield Square's registered historic district. Partnering with IDED, the Iowa Finance Authority, Federal Home Loan Bank, City of Bloomfield, and Area 15 Regional Planning, a total of nine apartment units were constructed or rehabilitated above five downtown businesses. LHAP allotted \$270,000 toward the project; the rest was matched with local private investment. Property owners contributed above and beyond the required grant match toward rehabilitation, building stabilization and maintenance. These apartment units continue to provide excellent housing opportunities and have increased the economic and structural viability of the historic buildings on the square. They sustain nearly 100% occupancy. The rehabilitated buildings are economic engines for their property owners, and have provided a model for further downtown investment.

GREENFIELD CHAMBER/MAIN STREET

Est. 1995

POP. 1,982

In 2008, Greenfield received the Main Street Iowa award for Best Public Improvement Project recognizing the efforts of Greenfield Main Street, in partnership with the city, county, business owners and local residents for enhancements to the Public Square. Since the program's inception in 1995, it has promoted preservation and beautification of the downtown district. Encouraging the preservation of the historic courthouse and providing façade grants to promote good rehabilitation projects were first steps. As the program matured, enhancing downtown's appearance became a priority with a total streetscape improvement plan complete with new infrastructure, sidewalks, lighting and landscaping making the downtown square more pedestrian friendly. Partnerships between the City and the E.E. Warren Opera House helped preserve tunnels beneath the sidewalks and brought wrought iron railing decor back to the reopened stairwells. A grant from Keep Iowa Beautiful helped with the purchase of benches, planters, and trash receptacles, creating a more uniform design throughout the business district. These improvements to Greenfield's rare square has made the community even more attractive and will provide a beautiful setting for the restored E.E. Warren Cultural Center. This is where the past meets the future moving Greenfield forward as a community filled with culture, arts, tourism and economic opportunity.



LE MARS AREA CHAMBER OF COMMERCE

Est. 1995

POP. 9,826

The Main Street Design Committee and the City of Le Mars have worked jointly to improve and preserve the downtown building façades in the Le Mars Main Street district. Through a grant funded by the City of Le Mars and administered by the Main Street program, \$135,000 has been distributed to building owners since 2004 for historic preservation efforts — specifically for façades. Forty-six businesses have completed façade or signage work on their buildings. Property owners were required to match grant monetary awards with private monies. Thanks to the efforts of the Main Street Design Committee and the City of Le Mars, downtown's look has been significantly improved.



CHARLES CITY COMMUNITY REVITALIZATION

Est. 1996

POP. 7,652

In 2003, Charles City Community Revitalization created a special event, which continues to be a summertime favorite. "Party in the Park til Dark" features six Friday evening festivals, which provide musical entertainment, food, beverages, and kids' games in downtown's Central Park. The parties provide an opportunity to unwind at the end of the workweek, spend casual time with friends, and gather as a family to enjoy games and entertainment. Community Revitalization partnered with the Charles City Pub Crawlers (a group of eight local bar/restaurant owners) to initiate the event. Having the various owners working so well together was one of the aspects that helped Party in the Park succeed. The parties continue to be a positive for Charles City. Each event attracts 1500 – 2000 people to downtown on Friday nights from 5:00 – 9:00 p.m. The only currency accepted at the Friday night parties is the "Chuck Chip." Chuck Chips, with a cost of one dollar each, are used to purchase food, beverages, and activities. An average party produces over \$10,000 in gross revenue, benefiting Community Revitalization, and the many vendors (both local businesses and nonprofits) who provide food, beverages and children's activities each week.

SAC CITY CHAMBER - MAIN STREET

Est. 1996

POP. 2,220

In 2005, the Business Improvement Committee conducted a study of the Sac City trade area. The results from this market analysis, along with the ESRI (Economic and Social Research Institute) reports, emphasized a drastic leakage of food and beverage revenue from downtown. The Committee used this information to recruit The Sac County Cattle Company to its new downtown location. Several members of the Business Improvement Committee and the community made personal visits to the restaurant in neighboring Fonda to show support and discuss moving the business to Sac City. The Sac County Cattle Company, owned by Doug Kruchton, relocated and has been a definite feather in the cap for the downtown district and the entire Sac City area. Before the steakhouse opened, downtown was practically empty after 6:00 p.m. Opening in 2007, The Sac County Cattle Company has become a dining destination in a radius exceeding eighty miles around Sac City. Thanks to the Cattle Company, the lights are on and the streets are full in downtown well beyond the close of regular business hours.





MAIN STREET WATERLOO

Est. 1996

POP. 68,406

The Black's Building represents an inspiring example of downtown Waterloo's renaissance. The story of the Black's Building began with Irish immigrant James Black, who established a dry goods store in 1892. Although the population of Waterloo was only 7,000 at that time, the city grew, and with it, the Black's Building grew as well. By 1913, Black spent over \$700,000 to acquire property and construct a ten-story department store at the corner of East 4th and Sycamore Streets. Although Black passed away in 1919, the business remained intact until 1979, when the name changed to Donaldson's. With the arrival of Crossroads Mall, retail came to a halt in the building by 1981. This historic structure owes its new lease on life to Donna and Vern Nelson, Sr. Like downtown Waterloo as a whole; the Black's Building has undergone a gradual but dramatic transformation. Now containing offices and residential areas, the building also contains two of the finest hospitality venues in the Cedar Valley – Black's 501 Steakhouse and the Sky Event Center on the top floor. Both are managed by Darin Beck and the Bermuda Corporation. The foresight of the Nelson family has provided downtown Waterloo with its crown jewel.

OSCEOLA CHAMBER – MAIN STREET

Est. 1997

POP. 4,929

To boost the events budget, the Organization Committee of Osceola Chamber-Main Street (OCMS) sold sponsorships for all of their events. This fundraiser increased the organization's budget by 33%, taking Osceola Chamber Main Street to a whole new level. A package was created that allowed businesses to choose which sponsorship levels would best fit their needs. It also allowed OCMS to budget for events instead of continually asking for funds after an event is created. Each sponsoring business has their logo present at these events, putting their presence in the public eye, which in turn, drives more customers through their front doors. The Total Resource Campaign has been a win-win for the entire community and has been a major accomplishment for the organization.



CENTRAL CITY MAINSTREET

Est. 2000

POP. 1,257

Since becoming a Main Street Iowa community in 2000, the most significant project was the Main Street Streetscape Project, completed in 2004. This project included all new infrastructure (water, sewer, storm sewer and buried utilities), new concrete street with curb and gutter, and streetscaping with historic lighting and concrete paver accents. The plan included reworking Main Street from Highway 13, on the west edge of town, to the Meadowview Country Club, on the east edge of town. Because of the extensive scope of the plan, work completed during 2004 included the west entrance of the community at state Highway 13 through the historic downtown district to Fifth Street East. The City will complete the project, from Fifth Street to the east edge of town in the summer of 2011. The streetscape was a City project, done with the help of the Mainstreet Design and Business Improvement Committees. The City administered the project and utilized tax increment financing to fund the improvements. Design elements were left to the Mainstreet Design Committee. The Business Improvement Committee handled communication between the business owners, the construction supervisor, city staff, and the city council.

STATE CENTER DEVELOPMENT ASSOCIATION

Est. 2000

POP. 1,468

State Center lost its only grocery store in 2003. A local task force soon formed and decided that a new 8150 square foot building had to be built in the Historic Main Street District. The overall scheme was to have the new building appear as several smaller structures. The local bank offered to donate \$100,000 to support the project. USDA and Consumer Energy awarded the project a \$400,000 zero interest loan. The city used TIF dollars to fund \$480,000 of debt repayment and another \$225,000 of property tax abatement along with \$77,500 from their electric utility. The grocery store created 15 new jobs for people in the State Center area. The economic impact of having a small supermarket operating in the central business district has been noticeable. The new business, which draws in hundreds of customers every day, acts as an anchor store for the district. Many people can now actually walk to the store, which is located in the middle of the community as opposed to a location out along the highway. It could be safely said that the opening of this store has improved the quality of life for almost everyone in State Center.





MARSHALLTOWN CENTRAL BUSINESS DISTRICT

Est. 2002

POP. 27,552

The City of Marshalltown adopted a Downtown Streetscape Plan in 2002 and finished the first phase of the project in 2003. After the first phase was completed, there were no funds available to proceed with the plan. The M CBD Design Committee undertook phase two and determined new trash receptacles were in order. The committee set a goal of 25 new trash receptacles and made plans to raise the funds. The owner of the Central Iowa Machine Shop was asked to help with the design and production of the receptacles, keeping the project local. A downtown merchant suggested offering matching benches that individuals or families could purchase and dedicate to loved ones. Marshall County purchased six benches and three trash receptacles to kick off the project. Additionally, an agreement was reached with the City of Marshalltown to replace 20 of the existing receptacles. The Public Works director purchased a trash receptacle and bench and placed them at the north end of the Center Street viaduct to add to the renovation of the downtown entrance. In 2010, the local bike club approached the Design Committee and offered to purchase bike racks for Main Street to match the benches and receptacles. These racks were installed in 2010 and were all given in memory of deceased bike club members.



STORY CITY GREATER CHAMBER CONNECTION

Est. 2000

POP. 3,431

The Story City GCC created its first STORY! Celebrating the Art of Storytelling festival in 2006, when a group of like-minded citizens and business leaders united with some regional storytellers to create a new fall festival. With a name like Story City, it was an easy fit for this little known but uniquely engaging art form. Each year in September, the STORY! Board, (part of the Promotions Committee) brings new "tellers" to Story City to spin yarns, tell true to life tales, or share historical perspective stories. The stories told are often funny, heart-wrenching, informational or just fun to hear. Each year this festival grows as new attendees discover this amazing event. The GCC was pleased to spearhead this effort and continues to create new events throughout the year to draw awareness. This past February there was a one night STORY! event, bringing back a popular teller from last September's festival. Each year new activities and occasions are added to make this a premier festival and a one of a kind event.

MAIN STREET MOUNT PLEASANT

Est. 2002

POP. 8,668

Main Street Mount Pleasant and the City of Mount Pleasant have partnered in offering an Exterior Improvement Grant program to make revitalization affordable and creative. The program offers up to \$5,000 in matching funds and design assistance to businesses in Main Street Mount Pleasant's 27-block district. Main Street and the City of Mount Pleasant have partnered in this project to improve the appearance of individual commercial building facades, signs and awnings, as well as the overall look of the downtown. Over the past eight years Main Street Mount Pleasant and the City of Mount Pleasant have awarded over \$80,000 in Exterior Improvement Grants. Seventy downtown buildings have been renovated with \$5.5 million private dollars spent. It is amazing how many business/building owners have begun taking pride in their properties. Many are doing renovations without any financial help from Main Street. The City of Mount Pleasant has also seen a huge change in downtown. The program started with the city's \$5,000 annual contribution. They now invest \$15,000 per year.



MAIN STREET MASON CITY

Est. 2004

POP. 28,079

Sharon and Gary Lindgren are an integral part of Main Street Mason City (MSMC). In 1997, these long-time downtown retailers organized the Mason City Downtown Association, (the precursor to Main Street Mason City) and provided seed capital for the organization in the early years. They were instrumental in MSMC's admittance to the Main Street program. Although they are no longer retailers, they continue to support the organization. Sharon serves on MSMC's Board of Directors. She actively mentors board members and always shares her knowledge. As a banker, Gary coordinated multi-bank support of the City's façade program. He provides sound advice to the organization and always encourages new businesses to consider a downtown location. Both frequently volunteer at MSMC events, help organize events and can be counted on to stick around through clean up. Their work has made events such as Friday Night Live, the Mason City Market, Valenwine, and Home for the Holidays successful. Recently, they provided capital to purchase office equipment for MSMC. Their passion and support for each other, MSMC and the downtown is always apparent and their enthusiasm, appreciation and encouragement motivate the other board members and downtown businesses.



MAIN STREET OTTUMWA

Est. 2006

POP. 25,023

In January of 2008, Main Street Ottumwa had the opportunity to begin a downtown art event, which became known as WALK ON ART STREET. This one day art fair has become one of the premier summer events in the city of Ottumwa and in the three years since it was conceived, has grown to include over 65 artists from five states and 11 counties. In 2010, there were over 1,000 visitors, \$500 in Artist Awards distributed, drawings for money to be spent with vendors, as well as children's activities partnering with nonprofit groups, visiting featured artists, entertainment, and live media coverage. On the evening prior to the event, Main Street Ottumwa hosts a Patron's Party, including a live auction of artist work and entertainment along with food and drink. Part of the proceeds from the evening, help purchase a single piece of art from the show, going toward the formation of an Ottumwa Gallery. In addition, the artist whose work is purchased provides the artwork for the following year's art poster. The event continues to grow and expand becoming a centerpiece for Main Street Ottumwa.

MAIN STREET WEST BRANCH

Est. 2006

POP. 2,322

A local business couple purchased an historic building on Main Street to rehabilitate from a gas station (originally a 1907 U.S. Post Office) into a winery/reception area. During the construction in June 2010, the historic structure collapsed. The community was shocked and the couple was devastated. With the help of Main Street West Branch, they were able to secure an I-Jobs Main Street Grant for \$500,000 so that the winery project could come to fruition. This building and the business will no doubt, create a huge difference in the downtown district, as well as be a great draw from visitors at the Herbert Hoover National Park site. The property owners, John McNutt and Ilene Lande, have been great to work with and are huge supporters of Main Street.



MAIN STREET WEST UNION

Est. 2006

POP. 2,486

Dick Woodard's name is synonymous with Main Street West Union and all of its accomplishments. Dick was a founding member of the organization and has been deeply involved since the community's selection in 2006. He has rarely missed a local board or committee meeting and currently serves as President. Dick participates in many state training events and is even known to provide "treats" to Main Street friends across the state! He has taken all that he has learned through the Main Street organization and put it to work in his personal life. He was one of the first people to restore an historic downtown building, his own office, and have it listed on the National Register of Historic Places. He has embraced the Green Pilot Project by installing a rain garden and porous paved parking area behind his building, offering it as a place for local residents to learn about these new building techniques. You will find him at almost every event held in West Union, ready to offer his time and his resources if it means West Union will benefit. The Main Street program would not be where it is today without this wonderful volunteer and champion for the Main Street movement.

BELLE PLAINE COMMUNITY DEVELOPMENT CORPORATION

Est. 2008

POP. 2,534

On November 8, 2010, the Lincoln Café in Belle Plaine resumed its landmark status on the Lincoln Highway. The Lincoln first opened in 1928 and remained a favorite dining spot in town until the death of the owner in 2009. Time had taken its toll on the interior and exterior, the Lincoln would need more than just a cosmetic facelift. For months the community hoped for a miracle. Excitement buzzed as word traveled that the new owners, Jimmy and Kristy Limani, were fully committed to maintaining the restaurant's historic integrity while bringing it up to date without cutting corners. Total renovation took six months, due to years of wear and tear, but the result was well worth the wait. Timing of the Lincoln's rebirth has enhanced downtown initiatives and paved the way for future projects. The Limani's efforts embody the momentum in Belle Plaine protecting a landmark while creating a renewed sense of community and belonging among residents.





MOUNT VERNON / LISBON COMMUNITY DEVELOPMENT

Est. 2008

POP. 4,506

Under the management of volunteer Karla Steffens-Moran, the Mount Vernon-Lisbon Community Development Group's "Polish It, Plant It, Paint It!" program consists of three different initiatives throughout the year and is designed to promote a cleaner, safer and more aesthetically pleasing Main Street District. Polish It! begins in early spring. Volunteers rake, shovel, bag, and recycle what is left over from the fall and winter weather. Plant It! is the second phase and is typically done in mid-May. This consists of maintaining Main Street flora as well as planting pots and hanging flower baskets. Paint It! is the final step, occurring in late summer. Volunteers sand, stain, and paint the Main Street District to spruce up and show pride in the historical town. The success of Polish It, Plant It, Paint It! is due to the cooperation between hundreds of volunteers, vendors, and the City of Mount Vernon. Since 2008, this project has logged 1,950 individual volunteer hours. The teamwork across city and community groups has instilled a sense of pride and ownership in the community by the volunteers who take part. This multi-season annual event has been very successful in maintaining and beautifying Mount Vernon's Main Street District.

MAIN STREET WASHINGTON

Est. 2008

POP. 7,266

Main Street Washington developed the Washington Incentive Fund (WIF) to encourage the removal of contemporary façades and/or complete repairs or rehabilitation to historic commercial properties in the downtown district. This project was created to bring downtown Washington into a position where commerce and public spaces combine to create a vibrant and economically viable downtown. Funding for this project has been awarded through two grants from the Washington County Riverboat Foundation totaling \$100,000. Main Street Washington has also partnered with the five local financial institutions – Community 1st Credit Union, Federation Bank, US Bank, Washington State Bank, and West Chester Savings Bank – to provide a low interest loan component. In 2010, Main Street Washington approved 24 projects, granting \$96,457 to 23 of the projects and certifying eight projects for low interest loans. Completed total investment to approved WIF projects in 2010 totaled \$130,169 with more than \$135,000 anticipated investment over the following six months to WIF projects that have yet to be completed. This project has made a significant impact in the downtown since the program's inception in 2008.



WOODBINE MAIN STREET

Est. 2008

POP. 1,459

The past three years as a Main Street community have been action-packed. Even when considering the list of Woodbine's activities, (2009 & 2010 Challenge Grants rehabbing five façades and a historic canopy gas station, the addition of a new health clinic in the District, and the total renovation of one of Woodbine's historic anchor buildings, Siebel's Department Store & IOOF Lodge), Woodbine's Façade Master Plan is the community's stand out project, delivering the most significant impact. It ties together all aspects of the Woodbine Main Street Mission: to promote historic preservation, champion local business, and build community partnerships; always applying sustainable practices. The 2010 Façade Master Plan, fueled by CDBG funding and a partnership of business owners, the City of Woodbine, and Main Street, is helping rehabilitate 22 properties, including every historic building downtown; no building needing renovation will be missed. Energy efficiency improvements are incorporated into façade renovations (the bricks), and the programs Main Street is implementing (the mortar), provide a synergy supporting existing businesses while creating new opportunities. Woodbine's Main Street is well on its way to becoming a model of sustainability for small communities committed to preservation and growth due to the Façade Master Plan.



AMES MAIN STREET CULTURAL DISTRICT

Est. 2009

POP. 58,965

It has been said by many in the community that the Main Street Cultural District (MSCD) never looked as beautiful as it did in the summer of 2010. You couldn't miss the eye-catching sweet potato vines cascading over the decorative iron-wrapped planters on Main Street. The public art on the street corners was accented by the addition of bright flowers and plantings. In the spring of 2010, the Ames Foundation was the catalyst in raising \$55,000 to beautify Main Street with a complete overhaul. The project included replanting, between Clark and Duff Avenues, 17 existing street level gardens, 26 large planters, and 13 smaller planters. Soil was removed, replaced, and enriched to benefit the new plantings and provide season long enjoyment with reduced maintenance. Decorative iron-wraps were also added to the large planters along Main Street. MSCD greatly appreciates and thanks the Ames Foundation for their leadership in this beautification project. They were able to raise the funds needed quickly and even got their hands dirty alongside many others from the Design Committee and the community to plant the flowers. MSCD looks forward to continued partnerships with the Ames Foundation in the future.

COLFAX MAIN STREET

Est. 2009

POP. 2,093

Karlyne Anspach was born and raised in Colfax. She was educated in design and her creative inclinations left a legacy in downtown Colfax. Karlyne was involved in the Colfax Visioning Committee, a predecessor organization to Colfax Main Street. She once said that Colfax was her canvas and she was going to make it beautiful. And beautiful she did. She gave her time and money to many projects including new specially designed streetlights in the downtown, renovating an outdoor performance stage, and developing the Colfax Historical Society Museum site. Karlyne didn't stop with bricks and mortar. She also helped finance the summer concert series Music in the Park, for five years. Not only did she provide financial backing, she also provided her keen sense of design, style and culture to the projects. We will miss her wit, wisdom and work ethic. She always had a creative idea and would call others to share and figure out how it should be accomplished. She started the ball rolling on downtown revitalization and for that we are thankful.



CEDAR RAPIDS CZECH VILLAGE — NEW BOHEMIA

Est. 2009

POP. 126,326

The Czech Village – New Bohemia Main Street District was formed to bring economic development to a historic area of Cedar Rapids. The cooperative effort links many groups that have the shared goal of a revitalized commercial district that is an attractive place to live, work and play. At the core of our mission is preservation of historic buildings. Community revitalization through the adaptive use of structurally sound existing structures is a viable alternative to a “tear down and replace” mentality that lessens community character and adds waste material to our landfills. We embrace property owners who improve existing structures as each improvement helps to enhance the entire district. Eco-Fest 2010 was formed as a community driven effort vested in the idea that responsible re-use can also be beautiful. This new festival and show was in alignment with the goals of the Czech Village – New Bohemia Main Street District. The theme, “Go Green,” was used for the inaugural Eco Fest held on April 17, 2010 in the New Bohemia Neighborhood of Cedar Rapids. It was a one-day event of family friendly activities in celebration of Earth Day. Events included kid workshops, environmentally friendly products and demos, the trash fashion show, a juried art show from recycled materials, art bikes, a public environmental art installation, vendors and the Earth Day Ball. Eco Fest ran from 10:00 am - midnight and over 800 people attended. The success of this festival was due to the support of many organizations working together to create this event. Planning for Eco Fest 2011 is well underway and we are proud to say our district created this wonderful new event for Cedar Rapids to enjoy!

The Hilltop Campus Village's First Annual



DAVENPORT HILLTOP CAMPUS VILLAGE

Est. 2009

POP. 126,326

To celebrate its first year, Davenport's Hilltop Campus Village (HCV) Promotions Committee felt the need to stage something unique that would showcase the area and underscore the purpose of the Hilltop Campus Village Main Street program, and the extent of the partnerships being forged to achieve its goals. Toward this end, HCV, working with the City of Davenport Parks and Recreation Department, Public Works and numerous corporate sponsors, staged a Fall Folk Festival on October 16, 2010. A privately owned park was provided for the event, the city closed off a street for the stage, and an adjacent property owner provided free parking for neighbors and visitors. The Festival featured five regional bands providing R & B, Celtic, gospel and traditional folk music, plus five food vendors. It received outstanding promotion via radio, television and viral e-mail to neighbors, churches, local businesses and other community organizations. It resulted in attendance of over 300 people; folks of all ages who came to listen and enjoy family-oriented entertainment. The event was a success by any measure, and will be an annual event for Hilltop Campus Village.

DES MOINES 6TH AVENUE CORRIDOR

Est. 2009

POP. 203,433

For years, 6th Avenue in Des Moines has been plagued by negative perceptions that limited its growth and kept the greater Des Moines community from being involved with the 6th Avenue area. Despite these perceptions, the 6th Avenue Corridor was awarded its first Metro Arts 2010 Jazz in July site. The Promotions Committee worked diligently to plan and promote the event. After months of planning the Promotions Committee was ready to set up the event. The morning of the event a storm knocked out power in the entire district. Faced with the decision to move the event indoors and out of 6th Avenue, the 6th Avenue Corridor held fast to keeping the festival outside and onsite. The Committee quickly came together to find generators to provide electricity for the festival and the show went on as planned. Almost 300 people poured in from the district and the surrounding area to watch Jazz Hall of Famers Sam Salmone and Gary Jackson perform a wonderful show. Despite the barriers that threatened the event, the 6th Avenue Corridor proved that it is well on its way to becoming a vibrant, culturally diverse, authentic, prosperous, and welcoming business and residential community.



FORT MADISON MAIN STREET

Est. 2009

POP. 11,051

Fort Madison Main Street is a new district, being less than two years old. Over these last two years, Martha Wolf has been one of the driving forces in the district. She was instrumental during the application process and worked tirelessly as a member of the application committee. Martha has served on the board of directors and is also the co-chair of the Organization Committee. She has had many creative ideas these past few years, including organizing the first annual meeting, complete with pipe cleaner art (which was a big hit with the community). The organization's best fundraiser to date, Sensational Chefs is now in its second year. Sensational Chefs sells out in just a matter of days and continues to have a waiting list.



MAIN STREET MANNING

Est. 2009

POP. 1,500

One of the major challenges for every new program is building partnerships with other established and well-respected organizations in the community. Pam Kusel was instrumental in improving this process in Manning by creating a non-threatening environment and allowing the Manning Chamber of Commerce to take over the role as Main Street Manning's promotional arm. This new partnership is energized and ready to take on the goals and objectives for the coming year.

MAIN STREET TIMELINE:

Main Street Iowa "A Quarter Century of Change"

1977 National Trust for Historic Preservation launches three-year pilot project in three Midwestern communities to help save downtown buildings from demolition

1980 pilot project, now named Main Street®, is expanded to include 30 communities in six states

1984 National Trust Main Street Center holds national teleconference inviting other states to join the Main Street® movement

1985 Governor Terry E. Branstad's Condition of the State message urges Legislature to provide funding to create Main Street Iowa program.

1985 National Trust expands program to include urban cities over 50,000 population

1986 Main Street Iowa selects first five participating communities

1986 National Trust Main Street Center holds first National Town Meeting on Main Street®

1987 Main Street Iowa holds first ever Iowa Downtown Summit

1988 First Annual Main Street Iowa Awards reception at Terrace Hill attracts 250 celebrants

1989 Iowa Legislature supports expanding program to include communities under 5,000 population

1989 National Main Street Center launches Certification Institute for Main Street Program Directors

1990 Main Street Iowa selects first five participating Rural Main Street communities

1993 Private sector investment surpasses \$50 million

1995 Main Street Iowa communities receive first of seven Great American Main Street Awards®

1996 Main Street Iowa "Celebrates the Spirit" during 10th Anniversary Year

2001 Main Street Iowa communities receive first of three National Trust Dozen Distinctive Destinations Award®

2001 Iowa Finance Authority and Main Street Iowa develop Main Street Revitalization Loan Program

2001 Main Street Iowa "Experiences the Magic" at 15th Anniversary Celebration

2002 Main Street Iowa receives first of seven federal HUD appropriations for Main Street Challenge Grants

2004 Volunteer hours dedicated to local Main Street Iowa communities surpasses one million hours

2005 Private sector investment surpasses \$500 million

2006 Main Street Iowa celebrates 20 years of "Changing Places, Changing Faces, Changing Lives"

2008 Iowa Legislature supports expanding program to include urban neighborhood commercial districts

2009 Main Street Iowa selects first three participating Urban Neighborhood districts

2010 net gain of new jobs in Main Street districts surpasses 10,000

2010 Main Street Iowa first coordinating program to receive the National Trust Honor Award for "creating jobs" through preservation based economic development

2010 Main Street Development Loan Program created with Preservation Iowa and the National Trust for Historic Preservation

2011 Main Street Iowa selected by Iowa Association of Business & Industry and Iowa Area Development Group as IA Biz Magazine's Best of 2010 under the category "Community Revolution"

2011 Main Street Iowa celebrates "A Quarter Century of Change"

2011 Iowa hosts National Main Streets Conference during Main Street Iowa's 25th Anniversary

2011 Private sector investment surpasses \$1 billion

2011 Volunteer hours approach two million

Main Street Economic Impact — Cumulative Totals July 1, 1986 – December 31, 2010

Community	Year Started	Pop.	Net Gains in Business	Net Gain in New Jobs	Buildings Rehabilitated Renovated	Private \$ Invested in Rehabilitation	Buildings Sold	Private \$ Invested in Downtown Acquisition	Total Volunteer Hours
MAIN STREET COMMUNITIES (POPULATION = 5,000 - 50,000)									
Burlington	'86	25,663	283	702	499	\$36,278,387	186	\$12,743,773	64,556
Keokuk	'86	10,780	219	848	405	\$41,187,799	206	\$19,857,898	59,639
Oskaloosa	'86	11,643	151	352	252	\$11,271,914	100	\$7,900,349	61,375
Cedar Falls	'87	39,260	142	512	613	\$19,653,495	113	\$19,232,634	51,019
Spencer	'87	11,233	176	594	445	\$18,172,994	63	\$4,360,200	29,050
Waverly	'89	9,874	94	250	483	\$15,250,303	61	\$4,408,990	77,201
Iowa Falls	'90	5,238	70	156	220	\$8,563,333	99	\$5,677,590	31,118
Le Mars	'95	9,826	58	97	67	\$2,400,472	85	\$4,701,416	23,438
Charles City	'96	7,652	44	227	217	\$16,547,148	25	\$2,706,100	133,067
Marshalltown	'02	27,552	43	135	56	\$13,725,931	78	\$9,330,066	38,915
Mount Pleasant	'02	8,668	23	44	72	\$2,688,661	32	\$2,889,282	27,414
Mason City	'04	28,079	36	109	38	\$2,436,528	11	\$1,611,646	20,921
Ottumwa	'06	25,023	24	98	70	\$1,508,290	15	\$589,000	13,131
Washington	'08	7,266	12	7	27	\$616,772	14	\$1,087,756	6,755
Fort Madison	'09	11,051	5	5	13	\$280,500	1	\$99,000	5,331
Past Participants (11)		140,019	448	1,282	898	\$16,680,416	266	\$11,640,023	30,171
TOTALS		378,847	1,828	5,415	4,375	\$207,262,942	1,355	\$108,835,723	673,101
RURAL MAIN STREET COMMUNITIES (POPULATION = UNDER 5,000)									
Bonaparte	'90	433	17	44	56	\$1,329,300	51	\$1,225,201	64,135
Corning	'90	1,635	72	14	266	\$3,613,821	58	\$1,917,141	77,376
Conrad	'91	1,108	25	64	101	\$3,601,136	40	\$1,979,500	40,514
Elkader	'91	1,273	50	76	136	\$4,972,180	28	\$1,716,150	75,526
Hampton	'91	4,461	51	72	147	\$1,782,437	48	\$2,904,500	38,999
Hamilton County S.E.E.D.	'91	2,489	87	63	215	\$2,761,665	88	\$1,644,653	79,003
New Hampton	'93	3,571	31	166	101	\$2,701,348	40	\$1,702,200	48,800
Bedford	'94	1,440	58	101	92	\$2,007,939	48	\$771,549	35,137
Dunlap	'94	1,042	24	67	64	\$1,259,999	18	\$965,506	56,680
Bloomfield	'95	2,640	77	103	245	\$4,954,479	60	\$2,228,400	54,636
Greenfield	'95	1,982	34	48	69	\$1,079,238	29	\$869,001	81,970
Sac City	'96	2,220	21	68	31	\$1,578,544	26	\$468,000	48,586
Osceola	'97	4,929	25	26	79	\$4,410,035	53	\$3,870,129	28,700
Central City	'00	1,257	12	16	37	\$1,722,558	15	\$510,000	39,521
State Center	'00	1,468	25	60	58	\$5,173,368	26	\$937,350	56,951
Story City	'00	3,431	28	47	36	\$4,195,580	20	\$2,259,100	35,209
West Branch	'06	2,322	28	40	25	\$192,525	3	\$365,000	19,342
West Union	'06	2,486	3	21	31	\$467,157	4	\$358,000	15,979
Belle Plaine	'08	2,534	12	10	9	\$221,353	4	\$58,500	3,943
Mount Vernon	'08	4,506	19	17	76	\$6,075,041	7	\$664,000	9,839
Woodbine	'08	1,459	9	9	11	\$2,195,958	3	\$122,500	5,409
Colfax	'09	2,093	4	5	15	\$43,981	2	\$77,000	6,523
Manning	'09	1,500	3	4	7	\$61,961	3	\$115,000	2,562
Past Participants (6)		16,721	130	233	428	\$10,433,238	190	\$10,093,443	120,462
RURAL TOTALS		69,000	845	1,283	2,335	\$66,834,841	864	\$37,821,823	1,045,800
URBAN MAIN STREET COMMUNITIES (POPULATION = OVER 50,000)									
Dubuque	'85	57,637	351	3,008	944	\$391,398,072	530	\$108,267,496	103,598
West Des Moines	'87	56,609	194	406	237	\$3,499,933	51	\$10,120,500	65,859
Waterloo	'96	68,406	167	297	288	\$32,322,557	102	\$28,365,756	57,259
Ames	'09	58,965	8	29	4	\$162,573	2	\$303,400	4,561
Past Participants (1)		85,013	81	243	94	\$9,360,822	17	\$570	
URBAN TOTALS		326,630	801	3,983	1,567	\$436,743,957	702	\$147,057,152	231,847
URBAN NEIGHBORHOOD DISTRICTS (COMMERCIAL NEIGHBORHOOD IN A METROPOLITAN STATISTICAL AREA)									
Cedar Rapids - Czech Village/ New Bohemia	'09	126,326	8	24	10	\$3,764,540	2	\$55,000	1,958
Davenport - Hilltop Campus Village	'09	99,685	7	23	44	\$4,343,352	0	0	7,116
Des Moines - Sixth Avenue Corridor	'09	203,433	4	8	10	\$1,371,700	0	0	2,154
Past Participants (1)		9,981	2	6	6	\$187,050	1	\$900,000	566
NEIGHBORHOOD TOTALS		439,425	21	61	70	\$9,666,642	3	\$955,000	11,794
COMBINED TOTALS		1,213,902	3,495	10,741	8,347	\$720,508,381	2,924	\$294,669,698	1,962,541

MAIN STREET DIRECTORY

AMES

Main Street Cultural District
312 Main Street, Suite 201
Ames, IA 50010
(515) 233-3472
(515) 232-9124 (fax)
director@mainstreetculturaldistrict.com

BEDFORD

Bedford Area Development Center
601 Madison
Bedford, IA 50833-0052
(712) 523-3637
(712) 523-3384 (fax)
bedfordareadc@frontiernet.net

BELLE PLAINE

Belle Plaine Community Dev. Corp.
PO Box 163
Belle Plaine, IA 52208-0163
(319) 434-6481
(319) 434-6026 (fax)
bpcdc@netins.net

BLOOMFIELD

Bloomfield Main Street
101 E. Franklin, Suite 1
Bloomfield, IA 52537
(641) 664-2309
(641) 664-2302 (fax)
blmfdmainstreet@netins.net

BONAPARTE

Bonaparte Main Street
616 First Street
PO Box 51
Bonaparte, IA 52620
(319) 592-3400
(319) 592-3400 (fax)
mainst@bonaparte-iowa.com

BURLINGTON

Downtown Partners, Inc.
610 N. 4th Street, Suite 200
Burlington, IA 52601
(319) 752-6365
(319) 752-6454 (fax)
sfrevert@growburlington.com

CEDAR FALLS

Community Main Street
206 Main Street, Suite B
Cedar Falls, IA 50613
(319) 277-0213
msoneson@cfu.net

CEDAR RAPIDS

Czech Village-New Bohemia
101 16th Avenue SW, Suite A
Cedar Rapids, IA 52404
(319) 538-2860
robynmainstreet@gmail.com

CENTRAL CITY

Central City Mainstreet
13 S. Fourth Street
PO Box 338
Central City, IA 52214
(319) 438-1761
(319) 438-1761 (fax)
ccmainstreet@iowatelecom.net

CHARLES CITY

Community Revitalization
401 N. Main Street
Charles City, IA 50616
(641) 228-2335
(641) 228-4744 (fax)
veronica@charlescitychamber.com

COLFAX

Colfax Main Street
P.O. Box 62
Colfax, IA 50054
(515) 674-9071
(515) 674-9072 (fax)
juliahkern@yahoo.com

CONRAD

Conrad Chamber-Main Street
204 E. Center Street
PO Box 414
Conrad, IA 50621
(641) 366-2108
(641) 366-2109 (fax)
cmspd@heartofiowa.net

CORNING

Main Street Corning
710 Davis Avenue
Corning, IA 50841
(641) 322-3243
(641) 322-4387 (fax)
adamschamber@frontiernet.net

DAVENPORT

Hilltop Campus Village
121 W. Locust, Suite 312
Davenport, IA 52801
(563) 322-8293
scott.tunncliff@mchsi.com

DES MOINES

6th Avenue Corridor
PO Box 8225
Des Moines, IA 50301
(515) 314-4243
akates@6thavedsm.org

DUBUQUE

Dubuque Main Street
1069 Main Street
Dubuque, IA 52001
(563) 588-4400
(563) 588-0645 (fax)
dan@dubuquemainstreet.org

DUNLAP

Dunlap Comm Dev Corp
1102 Iowa Avenue
PO Box 33
Dunlap, IA 51529
(712) 643-2164
manager@dcdonline.com

ELKADER

Main Street Elkader
207 N. Main Street
PO Box 125
Elkader, IA 52043
(563) 245-2770
(563) 245-1033 (fax)
mse@alpinecom.net

FORT MADISON

Fort Madison Main Street
614 9th Street
Fort Madison, IA 52627
(319) 372-5482
mottoson@fortmadison.com

GREENFIELD

Greenfield Chamber/Main Street
201 S First Street
PO Box 61
Greenfield, IA 50849-0061
(641) 743-8444
(641) 743-8205 (fax)
grfld_cc_ms_dev@iowatelecom.net

HAMILTON COUNTY S.E.E.D.

Hamilton County S.E.E.D.
2490 Briggs Woods Trail
PO Box 474
Webster City, IA 50595
(515) 832-9575
(515) 832-9578 (fax)
hamcseed@wmtel.net

HAMPTON

Main Street Hampton
5 First Street SW
Hampton, IA 50441
(641) 456-4129
(641) 456-5660 (fax)
mainstrethampton@mchsi.com

IOWA FALLS

Iowa Falls Chamber/Main Street
520 Rocksylvania Avenue
Iowa Falls, IA 50126
(641) 648-5549
(641) 648-3702 (fax)
chamber@iowafallschamber.com

KEOKUK

Main Street Keokuk, Inc.
329 Main Street
Keokuk, IA 52632
(319) 524-5056
(319) 524-5016 (fax)
downtownkeokuk@iowatelecom.net

LE MARS

Le Mars Area Chamber of Commerce
50 Central Ave SE
Le Mars, IA 51031
(712) 546-8821
(712) 546-7218 (fax)
mainst@frontiernet.net

MANNING

Main Street Manning
307 Main Street
PO Box 261
Manning, IA 51455
(712) 655-6246
mainstmann@mmctsu.com

MARSHALLTOWN

Marshalltown Central Business
District
16 East Main Street, Suite 280
PO Box 159
Marshalltown, IA 50158-0159
(641) 844-2001
(641) 844-2002 (fax)
director@marshalltownmainstreet.com

MASON CITY

Main Street Mason City
7 N. Federal Avenue
Mason City, IA 50401
(641) 494-0003
director@mainstreetmasoncity.org

MOUNT PLEASANT

Main Street Mount Pleasant
124 S. Main
Mount Pleasant, IA 52641
(319) 385-3101
(319) 385-3012 (fax)
loetken@mountpleasantiowa.org

MOUNT VERNON

Mount Vernon/Lisbon Community
Development Group
311 First Street W.
P.O. Box 31
Mount Vernon, IA 52314
(319) 210-9935
(319) 895-8214 (fax)
director@visitmvl.com

NEW HAMPTON

New Horizons Chamber
15 W. Main Street
New Hampton, IA 50659
(641) 394-2021
nhc@iowatelecom.net

OSCEOLA

Osceola Chamber - Main Street
115 E. Washington
PO Box 425
Osceola, IA 50213
(641) 342-4200
(641) 342-6353 (fax)
ocms@iowatelecom.net

OSKALOOSA

Main Street Oskaloosa
124 N. Market
Oskaloosa, IA 52577
(641) 672-2591
(641) 672-2047 (fax)
jsullivan@oacd.org

OTTUMWA

Main Street Ottumwa
115 E. Main
Ottumwa, IA 52501
(641) 684-5130
(641) 682-3466 (fax)
cwoodbury@mainstreetottumwa.com

SAC CITY

Chamber-Main Street
615 W. Main Street
Sac City, IA 50583
(712) 662-7316
saccitymainstreet@prairieinet.net

SPENCER

Spencer Main Street
120 W. 5th St.
PO Box 7937
Spencer, IA 51301-7937
(712) 262-7246
(712) 262-5747 (fax)
mainer@smunet.net

STATE CENTER

State Center Development Association
110 E. Main Street
PO Box 156
State Center, IA 50247
(641) 483-3002
scda@partnercom.net

STORY CITY

Story City Greater Chamber Connection
602 Broad Street
Story City, IA 50248
(515) 733-4214
(515) 733-4504 (fax)
mainstreet@storycity.com

WASHINGTON

Main Street Washington
205 W. Main Street
Washington, IA 52353
(319) 653-3272
(319) 653-5805 (fax)
washms@iowatelecom.net

WATERLOO

Main Street Waterloo
329 E. 4th Street
Waterloo, IA 50703
(319) 291-2038
(319) 291-4298 (fax)
jkurtz@mainstreetwaterloo.org

WAVERLY

Waverly Chamber of Commerce
118 E. Bremer Avenue
Waverly, IA 50677
(319) 352-4526
(319) 352-0136 (fax)
kelly@waverlychamber.com

WEST BRANCH

Main Street West Branch
109 N. Downey Street
PO Box 786
West Branch, IA 52358
(319) 643-7100
(319) 643-7100 (fax)
mainstreetwb@Lcom.net

WEST DES MOINES

Historic Valley Junction Foundation
217 Fifth Street
West Des Moines, IA 50265
(515) 222-3642
(515) 274-8407 (fax)
director@valleyjunction.com

WEST UNION

Main Street West Union
101 N. Vine Street
West Union, IA 52175-0071
(563) 422-3070
(563) 422-6322 (fax)
wuchamber@alpinecom.net

WOODBINE

Woodbine Main Street
313 Walker
Woodbine, IA 51579
(712) 647-3434
woodbinechamber@iowatelecom.net

IOWA DOWNTOWN RESOURCE CENTER STAFF

Thom Guzman, Director
Jane Seaton, State Coordinator
Tim Reinders, Design Consultant
Darlene Strachan,
Assistant State Coordinator
Debi Flanders,
Downtown Consultant
Michael Wagler, Design Consultant
Jim Thompson,
Business Consultant
Terry Poe Buschkamp,
Urban District Consultant
Susan Matthews,
Administrative Assistant
Kindra Wisniewski,
Design Assistant