

Iowa Downtown Resource Center
Reservation Form

Organization Name

Contact Person

Street Address

City, State, Zip

Phone #:

Fax #

Email

List the title and type (i.e. book, videocassette, slides, etc.) of the resource(s) you would like to checkout:

Title: _____ Type: _____

Title: _____ Type: _____

Date you would like to receive these materials: _____

Materials will be sent regular mail unless you specify another method. See Below.:

Fed Ex: ☐ UPS: ☐ Airborne: ☐

If using one of the delivery services above, please enter your account #: _____

Pickup ☐ Other: _____

A minimum deposit of \$50.00 - covers the rental of up to two items for 30 days. Your deposit check will be mailed to the contact person listed on this form once all of the materials have been returned to our office.

Please make your check payable to:

Iowa Downtown Resource Center
Attn: Susan Matthews
200 East Grand Avenue
Des Moines, Iowa 50309
Phone: 515.725.3059
Fax: 515.725.3010
Email: Susan.Matthews@iowa.gov

For Office Use Only

Date Items Out: _____

Date Items Returned: _____

Date Deposit Returned: _____

Received By: _____

Resource Listing

Subject:

Title:

Resource Type:

Category: Organization

Copies: 1

Author:

Date Published: 0

Description: In Blind Spots, psychologist Madeleine Van Hecke explains why we mess up and shows how our blunders are not simple instances of us being "so stupid!" Van Hecke attributes them to blind spots, blips of the mind that occur when some of our greatest assets as thinkers backfire and become our biggest liabilities.

Blind Spots devotes a chapter to each of ten blind spots that plague even the smartest individuals. Full of funny, poignant stories about human foibles, Blind Spots gives us insights into how to improve our own social and political lives while giving us fresh slants into the minds of people who are poles apart from ourselves.

Title:

Back Against the Wall

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published:

Description: Includes 1 VHS tape. TRT - 18 min.

Title:

Becoming Good Neighbors: Bonaparte

Resource Type: Video

Category: All

Copies: 3

Author:

Date Published:

Description: Includes 1 VHS tape. TRT - 1 hour and 55 min.

Title:

City Comforts - How to Building an Urban Village

Resource Type: Book

Category: Design

Copies: 7

Author: David Sucher

Date Published: 0

Description: This book show examples of small things - City Comforts - places where people can meet, methods to tame cars and to make buildings good neighbors, art that infuses personality into locations and make them into places. Many of these small details are so obvious as to be invisible.

Title:

Friends to Iowa: Cornerstones, 1000

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published: 1997

Description: Includes 1 VHS tape. TRT - 9:07

Title: Hurry for Today: Main Street Bonaparte

Resource Type: Video

Category: Bus. Improvement

Copies: 3

Author:

Date Published:

Description: Includes 1 VHS tape.

Title: Iowa Business Report: Main Street Corning

Resource Type: Video

Category: All

Copies: 2

Author:

Date Published: 1992

Description: Includes 1 VHS tape.

Title: Iowa Business Report: Show #7

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published: 1990

Description: Includes 1 VHS tape.

Title: Kansas Main Street

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published:

Description: Includes 1 VHS tape. TRT - 25 min.

Title: Legal Guide for Iowa Nonprofits

Resource Type: Book

Category: Organization

Copies: 2

Author: University of Iowa

Date Published: 2003

Description: This book is designed to help Iowa non[profit organizations with basic legal issues they face. This guide contains chapters entitled: 1) Legal aspects of organizing and operating an Iowa Nonprofit Corp., 2) Duties and Liabilities of Iowa Nonprofit Corporations Board of Directors, 3) Federal Tax Exemption Issues 4) Iowa Taxes: Property Sales and Use 5) Fundraising in Iowa 6) Tax Exempt Financing 7) Employment Relationships

Title: Main Street 1995

Resource Type: Video

Category: All

Copies: 2

Author:

Date Published: 1995

Description: Includes 1 VHS tape.

Title: Main Street Iowa

Resource Type: Video

Category: All

Copies: 2

Author:

Date Published: 1997

Description: Includes 1 VHS tape. TRT - 1 hour ICN

Title: Main Street Iowa: Corning

Resource Type: Video

Category: All

Copies: 3

Author:

Date Published: 1997

Description: Includes 1 VHS tape. TRT - 14 min. ICN

Title: Main Street Iowa: Corning & Keokuk

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published: 1997

Description: Includes 1 VHS tape. ICN

Title: National Trust for Historic Preservation 2005 Annual Report

Resource Type: Book

Category: Organization

Copies: 1

Author: NTHP Staff

Date Published: 2006

Description: Throughout history, the national Trust has taken a leadership role in dealing with a wide variety of threats that put America's historic place at risk. In 2005, the biggest threat was posed by the series of storms, especially Hurricane Katrina - that swept across the Gulf Coast regional. The prompt response to the storms is only one example of the firm commitment to effective action that has characterized the work of the National Trust. This report highlights some of the ways they got the job done in 2005.

Title: Negaholics: How to Handle Negativity in the Workplace

Resource Type: Cassette

Category: All

Copies: 1

Author: Dr. Cherie Carter-Scott

Date Published: 1995

Description: This audio workbook presents many different ways to identify, deal with, and help to end negativity in the work place. Contains 6 cassette tapes and a workbook.

Title: Non Profit Sustainability - Making Strategic Decisions for Finanacial Viability

Resource Type: Book

Category: Organization

Copies: 1

Author: Jeanne Bell, Jan Masaoka, & S

Date Published: 2010

Description: Explores the key concepts of sustainability decision making, and strategies for nonprofit organizations and introduces you to the three fictitious organization that are used throughout the book to illustrate a variety of business model concepts.

Title: Overcoming Procrastination

Resource Type: Cassette

Category: All

Copies: 1

Author: Susan Fowler

Date Published: 1993

Description: Learn to get motivated and quit waiting until the last minute to do something that most likely isn't as hard as you think it will be. These tapes are a simple to help you get you off 'dead center' and start right now. Contains 2 cassette tapes.

Title: Patterns of Change

Resource Type: Video

Category: All

Copies: 1

Author: Oklahoma State Ag Communic

Date Published:

Description: Includes 1 VHS tape. TRT - 2 hours

Title: Spencer Main Street Company

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published:

Description: Includes 1 VHS tape.

Title: Starting an Iowa Charitable Corporation

Resource Type: Book

Category: Organization

Copies: 6

Author: Richard Koontz

Date Published: 2008

Description: This booklet is a line-by-line Walk Through the Legal Documents. The Chapter titles are: 1) Introduction 2) Nonprofit Incorporation 3) Getting an Employer Identification Number 4) Writing and Adopting Nonprofit Bylaws 5) Getting IRC 501 ©(3) exemption with IRS Form 1023 6) Keeping your Nonprofit Going Appendices include: Charitable Purposes and Licenses

Title: Tape of Downtown Show with Kennedy

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published:

Description: Includes 1 VHS tape.

Title: Towns Demand Nikes

Resource Type: Video

Category: All

Copies: 2

Author:

Date Published: 1994

Description: Includes 1 VHS tape of a segment from Good Evening, a nightly news show from Portland, Oregon.

Title: Waverly Main Street: Image Campaign

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published:

Description: Includes 1 VHS tape. TRT - 4, :30 second clips

Subject: ADA Accessibility

Title: Access for Everyone

Resource Type: Book

Category: Design

Copies: 11

Author: Dr. Arvid Osterberg & Donna

Date Published: 2005

Description: Access for Everyone provides accessibility standards of the Americans with Disabilities Act Accessibility Guidelines and recommendations in straightforward language, with clear directives and realistic illustrations. Conceiving and creating accessible environments involves more than just meeting minimum accessibility requirements. This book includes additional recommendations based on universal design principles that go beyond ADAAG. Universal Design is the idea that designs should work well for all people, regardless of variations in ability. This book was created to help people better understand accessibility. Understanding people's needs is an important first step in meeting the complex challenges in designing, constructing and maintaining accessible buildings and sites.

Subject: Advertising

Title: Advertising That Works

Resource Type: Book

Category: Promotion

Copies: 1

Author: Robert Fearon

Date Published: 1991

Description: This book helps you create a winning advertising program for you company that works. Through examples from photographs, in print, and on television, this book will teach you want works, while giving you examples to insure new ideas.

Title: Beyond Mind Games

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Rebecca Piirto

Date Published: 1991

Description: This book traces the history of psychographics and turns this confusing topic into a way for the layperson to look into new ways of advertising. Psychographics are used in every major company's advertising so why not use it in yours.

Title: Copy Work Shop

Resource Type: Book

Category: Organization

Copies: 1

Author: Bruce Bendinger

Date Published: 1993

Description: This is a workbook design to help create different ways to advertise on television, in print, on the radio, and even some new ideas for advertising. Shown through examples of modern advertising and through accounts of experienced professionals.

Title: Market Segmentation

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Art Weinstein

Date Published: 1994

Description: This book shows how using demographics, psychographics, and other niche marketing techniques can be use to predict customer behavior. Going through each technique you will begin to understand each and start to utilize them in your own marketing and advertising.

Title: Marketing Crafts and Other Products to Tourists

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: N/A

Date Published: 1992

Description: This 10 page pamphlet is a guide for craft producers, retailers, communities, tourist attractions, and hospitality services for marketing and advertising their work to the public, and more specifically tourist. Giving many great tips, techniques, and facts on what works and what doesn't.

Title: Mastering Marketing

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Dorothy E. Smith

Date Published: 1991

Description: This document was specifically designed to assist small businesses which are located in older business districts advertise, market, and create public relations.

Title: Maximizing Store Impact

Resource Type: Book/Video

Category: Bus. Improvement

Copies: 2

Author: Donna Geary

Date Published: 1997

Description: A retailer's guide to profitable visual merchandising, this book helps store owners to organize, decorate, and arrange the store to promote sales. This 245 page book is full of great ideas, diagrams, charts, and examples, and the whole book is accompanied by a 29 minute video.

Title: Million Dollar Advertising on a Shoestring Budget

Resource Type: Cassette

Category: Bus. Improvement

Copies: 3

Author: Rick Segel & Associates

Date Published:

Description: Ways to increase your advertising exposure while decreasing the amount of dollars you spend.

Title: Visual Merchandising Ideas Less Than \$50, 50

Resource Type: Book

Category: Design

Copies: 22

Author: Brian Dyches

Date Published: 1997

Description: This book gives 50 illustrated ideas for merchandising, everything from signage to selves and racks to the wall coverings and paints that will promote good shopping experiences. This book will create the basics that will allow your creativity to generate many new ideas.

Title: Visual Merchandising Planner & Workbook

Resource Type: Book

Category: Promotion

Copies: 1

Author: Brain Dyches & Don Osborne

Date Published: 1997

Description: This workbook goes through different effective strategies and techniques to successful visual merchandising. Helping you create a plan for success through easy to read steps that will get you thinking, planning, and working on your visual merchandising.

Subject: **Analysis**

Title: Understanding Your Economy

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: The Institute for Urban Econo

Date Published: 1992

Description: Although this handbook is designed to be used in a seminar format, it can also serve as a primer for any person or organization interested in becoming acquainted with techniques and data series for analyzing local economies. There are sections outlining strategic planner, structuring the analysis, assessing economic performance and condition, analyzing the structure and dynamics of a local economy, evaluation local growth prospects, profiling local human resources, linking analysis and planning: strategy development.

Subject: **Architectural History**

Title: Life's Riches

Resource Type: Book

Category: Design

Copies: 1

Author: Kidney, Walter

Date Published: 2006

Description: Excerpts on the Pittsburgh Region and Historic Preservation

Subject: **Architecture**

Title: Buildings of Main Street, Guide to American Commercial Architecture

Resource Type: Book

Category: Design

Copies: 2

Author: Richard Longstreth

Date Published: 1991

Description: This guide presents a method of identifying buildings commonly found in central and neighborhood commercial districts.

Title: Century of Iowa Architecture, A

Resource Type: Book

Category: Design

Copies: 2

Author: AIA, Iowa Chapter

Date Published: 2004

Description:

Subject: **Assessment**

Title: The Community Design Assessment: A Citizens' Planning Tool

Resource Type: Book

Category: Design

Copies: 2

Author: Kennedy Smith & Leslie Tuck

Date Published: 0

Description: A National Trust Publication - (Booklet and CD) Part 1 - America's Retail Design Crisis, a Brief History of Chain Stores, Why Design Matters, Case Study of Starbucks - a good community design neighbor. Part 2 - Measuring Design, the Process Part 3 - Instructions for Group Leaders , the process.

Subject: **Barns**

Title: Protecting Older and Historic Barns through Barn Preservation Programs

Resource Type: Book

Category: Design

Copies: 1

Author: Jennifer Goodman & Bill Kim

Date Published: 0

Description: A National Trust Publication - This booklet outlines the threats to older and historic barns, the importance of barns and suggests some alternative uses. List several state and local barn preservation programs, tax incentives for barn owners, and the steps to establishing a barn preservation program.

Subject: Board Information

Title: Board Member's Guide

Resource Type: Book

Category: Organization

Copies: 4

Author: Jeanne H. Bradner

Date Published: 1995

Description: This is a handbook for anyone who is on a board or is thinking of joining a board. Discussing the basics of how to act, think, and how to become an active, helpful member of the board.

Title: Boards From Hell

Resource Type: Book

Category: Organization

Copies: 2

Author: Susan M. Scribner

Date Published: 1996

Description: This humorous booklet explains in an easy to read fashion how to create a successful board. It also tells you how to create a not so successful board and illustrates simple suggestions on how to avoid the not so successful.

Title: Build A Better Board In 30 Days

Resource Type: Book

Category: Organization

Copies: 3

Author: Carol Weisman

Date Published: 1998

Description: A practical guide for busy trustees and board members that provides helpful tips for creating a successful board quickly.

Title: Building Boards That Work

Resource Type: Video

Category: Organization

Copies: 2

Author: National Center for Non-Profit

Date Published: 1996

Description: This tape explores how an organization builds the board it needs, going through techniques for choosing board members, directors, and other information needed for a successful board. Contains on tape and on corresponding workbook.

Title: Business Professional's Guide To Non-Profit Board Service

Resource Type: Book

Category: Organization

Copies: 1

Author: Carol Wiseman, Charles F. Da

Date Published: 2002

Description: You will learn to clarify your expectations for non-profit board service, as well as those of the non-profit and your company. The authors explain the role of the board, the differences between for-profit and non-profit organizations, and how to choose a board aligned to your needs and interests.

Title: Main Street Guidelines: Board Members' Handbook

Resource Type: Book

Category: Organization

Copies: 12

Author: Kennedy Lawson Smith

Date Published: 1988

Description: This handbook offers basic guidelines, bylaws, and tips on how to create a firm base for a Main Street Community. Including sample handouts, budgetary sheets, and checklists for program managers as well as volunteers. One copy is in English and the other is in Spanish.

Title: Secrets of Successful Boards

Resource Type: Book

Category: Organization

Copies: 3

Author: Carol Weisman

Date Published: 1998

Description: 10 professionals share their ideas and secrets from years of experience in working with non-profit boards. Everything needed for a successful board is addressed from building the board to be just as passionate as you to raising funds through different avenues to keep the board stable.

Subject: Brain Drain

Title: Hollowing Out the Middle - The Rural Brain Drain and What It Means for America

Resource Type: Book

Category: Economic Restructuring"

Copies: 1

Author: Patrick Carr & Maria Kefalas

Date Published: 2009

Description: With a massive youth exodus from heartland America, small towns face extinction. Deft and detailed case studies bring the population to life. The undoing of Middle America is the great secret tragedy of our times. This book proposes solutions that actually have a chance of succeeding. The authors present a brave and daunting examination of why the most talented, the most productive young people leave our small towns and what can be done to stop this exodus.

Subject: Building Design

Title: Main street Revisited - Time, Space, and Image Building in Small-Town America

Resource Type: Book

Category: Design

Copies: 1

Author: Richard V. Francaviglia

Date Published: 1996

Description: This book consists of three sections: The first underscores the importance of time in creating place. The second, focuses on the importance of space in the creation of place. The third focuses on popular images.

Subject: Building Improvements

Title: How to Organize a Preservation Development Charette

Resource Type: Book

Category: Design

Copies: 1

Author: Goodman, Jennifer

Date Published: 2000

Description: Prepared by the National Trust for Historic Preservation.

Subject: Building Short Term Volunteer Program

Title: Episodic Volunteer

Resource Type: Book

Category: Organization

Copies: 2

Author: Nancy Macduff

Date Published: 1991

Description: In order to develop effective strategies to both recruit and sustain the "short-term" volunteer it is essential to understand what "episodic volunteering" is and how it is different from the type of volunteering that is currently the standard in the field. The dictionary definition outlines the two most predominant types of kinds of "episodic" volunteer opportunities. The first type is service that is short in duration and the second is one that occurs at regular intervals for short periods of time.

Subject: Bus. Imp. Districts

Title: Business Improvement Districts

Resource Type:

Category: Bus. Improvement

Copies: 2

Author: Urban Land Institute

Date Published: 2003

Description: Learn how BIDs work, how they have evolved, and why they have been successful at increasing property values and improving economic conditions, both downtown and in suburban business districts

Subject: Business

Title: Business Clustering: How to Leverage Sales

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1993

Description: This text is designed to present a realistic approach which may be considered for preparing a business clustering plan for a commercial center. The clustering plan should be used in conjunction with a business recruitment strategy, which the authors have written about in another booklet.

Title: Secrets to Small Business Success

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Kent J. Burnes

Date Published: 1997

Description: Set of six (6) cassettes. Practical no-nonsense hands-on solutions. I.e., What your most successful competitors know that you don't. Keys to your business and how to fix them when they are broken. Step-by-step information on where to go for help when your business needs it. Business survival techniques used by the most successful companies in America. How to compete with National discounters. Bonus: Answers to common small Business questions.

Subject: Business Development

Title: Basics for Apparel Store Owners

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Center for Apparel Marketing

Date Published: 1986

Description: This is a packet of 5 smaller booklets covering the basics points, advice, and techniques for apparel store owners. The 5 books help to improve cash flow, improve merchandise management, and many other wide ranging topics. Some topics covered are the Basics for Apparel Store Owners, Basic Merchandise Management Techniques, Techniques for Children's Apparel Retailers, Sales Promotion Procedures, and many others.

Title: Building Customer Loyalty: How You Can Keep Customers Returning

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Barbara A. Glanz

Date Published: 1994

Description: This book offers tips and techniques for offering superior service to clients and customers and helps you learn to create positive customer relations, and attract new customers while retaining current customers. You'll learn to treat each customers an individual and personalize customer service to satisfy every customer.

Title: Business Basics

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Small Business Administration

Date Published: 1979

Description: This is a 12 booklet packet intended to help small businesspeople increase their knowledge of, and skills in, various aspects of business management. Covering a variety of topics such as; Understanding Money Sources, Marketing Strategy, Inventory Management, and Capital Planning.

Title: Business Development on Main Street

Resource Type: Book

Category: Bus. Improvement

Copies: 6

Author: Hilary Greenburg, Kennedy La

Date Published: 1990

Description: This booklet put out by the National Main Street Center discusses the importance of attracting and keeping buildings downtown. Presenting techniques for strengthening the downtown shopping area and keeping it strong for the years to come.

Title: Business Retention and Expansion

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Dolye G. Hyett & Dolores P. P

Date Published: 1995

Description: The purpose of this 47 page document is to assist in local efforts to design a successful program to help local, existing businesses to become stronger and able to expand, and offer the districts in which they are located, long term profitability.

Title: Central Business District Improvement Manual for Iowa Communities

Resource Type: Book

Category: Promotion

Copies: 1

Author: Powers-Willis & Associates

Date Published: 1971

Description: This handbook, created specifically for Iowa communities, discusses a general, step-by-step plan that communities can follow to improve the view and attractiveness of their community. Presenting everything from common problems, to how to solve them, and even presenting a plan, going through it step-by-step through out the book.

Title: Creating Destination Retail Success

Resource Type: Cassette

Category: Bus. Improvement

Copies: 1

Author: Schallert & Associates, Inc

Date Published: 2000

Description:

Title: Credit and Collections for Small Stores

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: A. Charles Sullivan & Robert J

Date Published: 1980

Description: This booklet published by the Small Business Management Administration helps you decide if it is practical to offer credit to your customers. Going on to help you through the processes of looking for credit plans, collecting the credit, and the importance of record keeping and billing.

Title: Displays That Sizzle & Sell

Resource Type: Video

Category: Design

Copies: 2

Author: Oklahoma State University

Date Published:

Description:

Title: Financial Management: How to Make a Go of Your Business

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Linda Howarth Mackay

Date Published: 1986

Description: This book was published to help any skill level learn financial management. Learning chapter by chapter, anyone can read, understand, and become better by the end of the reading.

Title: Guides for Profit Planning

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Dr. Charles Woelfel

Date Published: 1986

Description: This book presents four basic types of analysis towards profit planning, Profit Volume, Break Even, Gross Profit, and Return of Investment. With the knowledge of these, confidence the other helpful hint, facts, and case studies in this book, you are sure to be better and earn more.

Title: How to Be Successful At Sponsorship Sales

Resource Type: Book

Category: Promotion

Copies: 1

Author: Sylvia Allen & C. Scott Aman

Date Published: 1998

Description: This book presents techniques, step-by-step instructions, and different ideas on how to be successful at sponsorship sales. Going through different steps like taking inventory of your property, getting sponsorship, and determining the various levels of participation.

Title: Ideas to Create Retail Excitement, 1001

Resource Type: Book

Category: Promotion

Copies: 4

Author: Edgar A. Falk

Date Published: 1994

Description: This book is chalked full of practical suggestions that show small to mid-sized retails how to attract new customers and keep them coming back. From proven successful ideas for eye-catching window displays, in-store promotions and special events to tested strategies for market research and publicity this guide provides everything you need to become more aggressive and effective in pulling in customers and fending off competition.

Title: If Walls Could Talk: Telling the Story of a Historic Building to Create a Market Edge

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Ronald Lee Fleming & Judith

Date Published: 1989

Description: This 35 page booklet published by the National Trust for Historic Preservation explains why telling a story of your historic building could give you the much needed edge over your competitors in the market. It helps you identify how to find the story of your building, which story to tell, and how to tell it effectively.

Title: Independent Business Magazine

Resource Type: Magazine

Category: Bus. Improvement

Copies: 1

Author: David Kehrer

Date Published: 1992

Description: Independent Magazine is America's premier small business magazine. This issue tells of success stories from business on Main Streets around the United States.

Title: Instant Business Plan

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Gustav Berle & Paul Kirschner

Date Published: 1994

Description: This book offers 12 quick and easy steps to a successful business, and to guide you to a money producing business plan. You'll learn secrets of raising needed cash, money saving short cuts and many more.

Title: Management Audit for Small Service Firms

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Phyllis Barker, David Hovey,

Date Published: 1976

Description: This book serves as a self evaluation for a small business owner, going through the book you will answer questions about you and your business to see if there is anyway to improve on your business.

Title: Managing for Profits

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Harvey C. Krentzman

Date Published: 1981

Description: This book was published by the Small Business Administration to fit the needs of the small business owner, with its chapter break down and its lack of money 'jargon' writing style, this book is very easily understood, making it ideal for any skill level of reader

Title: Managing Your Small Business

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Robert T. Justis

Date Published: 1981

Description: This is an instructor's manual for managing your small business, each chapter begins with an outline highlighting major points to consider, and then moving on to true/false and multiple choice quizzes over the chapter.

Title: Model Business Grant: Main Street Arkansas

Resource Type: Video

Category: Organization

Copies: 3

Author:

Date Published:

Description: 1. Main Street Arkansas: Model Business Grant -- TRT:16:30
2 & 3. Main Street El Dorado: Model Business Grant

Title: No Cost High Profit In-Store Promotions

Resource Type: Cassette

Category: Bus. Improvement

Copies: 3

Author: Rick Segel & Associates

Date Published:

Description: Learn ways to draw throngs of people into your store who are happy to be there buying at full prices. Contains 1 cassette.

Title: Real Estate & Retailing

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Donovan D. Rypkema

Date Published: 1989

Description: This publication is designed to combine the two components to the economic life of commercial centers, and that is real estate and retail. Unfortunately the two are always viewed in isolation but they are brought together so the reader can see the similarities between the two.

Title: Retail Business Kit For Dummies

Resource Type: Book

Category: Promotion

Copies: 2

Author: Rick Segel

Date Published: 2001

Description: This is truly a how-to manual for starting and running retail business. It covers every aspect of the retail business from the original dream all the way through to the day-to-day operations of an established store. All written in an easily understood text.

Title: Retail Promotion Strategies

Resource Type: Video

Category: Bus. Improvement

Copies: 1

Author:

Date Published:

Description: Contains 1 Video

Title: Retail Survival Training For the 90's: U of Arkansas

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: John W. Cole

Date Published: 1991

Description: Compiled by John W. Cole and the University of Arkansas Institute of Retailing, this is a compilation of surveys, facts, graphs, advice, strategies, and techniques on how to compete with discounters, mass merchandisers, and malls.

Title: Retailing 2000 . . . The Questions to Ask As You Position for the Future

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Margie Johnson

Date Published: 2000

Description: The is book poses questions to business owners about their business and what can be done to make it better, and last well into the future. Including work sheets, helpful hints, techniques, and more, this book gets you thinking about how to make your business better and gives you the knowledge to get it done.

Title: Review: Winning Retailers and How They Do It

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Price Waterhouse

Date Published: 1986

Description: A Magazine including many great articles about retail success and how to achieve it. Presenting ideas on budgets, inventory, and other topics need to know information.

Title: Secrets to Small Business Success

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Kent J. Burnes

Date Published: 1996

Description: A book that reveals secrets, insight, and other need to know information about small business success that can be useful to any business whether it is just beginning or been going for years. Includes fill in the blank forms and sheets to help with budgeting, market analysis, and more.

Title: Small Store Survival: Success Strategies for Illinois Retailers

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Arthur Andersen & Co.

Date Published: 1994

Description: This book gives the essentials and other techniques and strategies for small business to survive in the business world today. Giving charts, graphs, and helpful hints this book will tell you all you need to know for your business to stay strong and profitable.

Title: Starting a Small Business in Iowa

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Byran Ziegler & others

Date Published: 1991

Description: This resource manual compiled by the Iowa Small Business Development Centers is full of great business starting or business improving tips and advice, everything from finding the perfect location to learning how to hire the best employees is addressed in this easy to read manual.

Title: Starting and Managing a Small Business of Your Own

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Wendell O. Metcalf

Date Published: 1982

Description: A guide book published by the US Small Business Administration goes through steps, advice, and need to know information when starting, running, or thinking about starting a small business. Including checklist and facts and figures it would be a big help to anyone with a business.

Title: Storefronts that Sell

Resource Type: CD ROM

Category: Design

Copies: 1

Author: Amanda West & David Tully

Date Published: 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing how to create a store front that sells. Presenting points for façade restoration, a good window design, and signage. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Title: Strengthening Small Business Management

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Joseph C. Schabacker

Date Published: 1971

Description: This inspirational book uses the speeches and writings of L.T. White, a small business crusader in the early to mid 20th Century. You will learn how to take charge and strengthen your small business through different techniques developed by White.

Title: Ways to Be A Streetsmart Retailer, 101

Resource Type: Cassette

Category: Bus. Improvement

Copies: 3

Author: Rick Segel & Associates

Date Published:

Description: Contains 1 cassette.

Title: Ways to Keep Your Customers: And Get New Ones, 50

Resource Type: Video

Category: Bus. Improvement

Copies: 1

Author: Paul R. Timm

Date Published: 1995

Description: Get 50 powerful ideas you can use to keep your customers from this hour long video. Also contains 121 page book.

Title: Ways to W.O.W. Your Customers and Drive Your Competition Crazy

Resource Type: Cassette

Category: Bus. Improvement

Copies: 3

Author: Rick Segel & Associates

Date Published:

Description: Contains 1 cassette.

Title: What Mother Never Told Ya About Retail

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: T.J. Reid

Date Published: 1991

Description: This is a very well written book that gives you inside information and those secrets to success that nobody else will give you. This book presents different ways to keep your customers happy and pretty much any other secret that you have every wanted to know but was afraid to ask.

Title: Your Own Shop

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Ruth Jacobson

Date Published: 19910

Description: This book tells you all you need to know to establish and successfully operate the retail store of your choice. Presenting straight-forward, easy to understand strategies and seasoned advice that can almost guarantee you a healthy, long term profit in any area of retail sales.

Subject: **Business Plan**

Title: Starting with Staff - A guide for the Nonprofit Board

Resource Type: Book

Category: Organization

Copies: 2

Author: Christine Graham - National Tr

Date Published: 0

Description: This booklet offers suggestions for the organization that is small now, and is likely to stay small for some time. The secrets to highly positive transitions in hiring, and then working with a single staff person, are setting clear goals, planning effectively, setting reasonable standards and communicating well. (one in library, one in file)

Subject: Business Recruitment

Title: Fill-in-the-Blank Business Recruitment Workbook

Resource Type: Book

Category: Bus. Improvement

Copies: 4

Author: Kate Joncas

Date Published: 1992

Description: This booklet offers a great deal of worksheets, surveys, and inventory sheets that can be filled in to aide in business recruitment for a community. It provides text to help walk you through the process of filling out these sheets and eventually working your way to a new business.

Title: Main Street at Work: Bringing in Business

Resource Type: Video/Book

Category: Bus. Improvement

Copies: 5

Author: National Main Street Center

Date Published: 1984

Description: Includes 1 VHS tape with a total running time of 20:56 with a workbook that corresponds with the video and aides in the training/learning process. Part of a series entitled "Main Street at Work". (11 total copies of the User's Guide)

Title: Retail Recruitment Action Programs for Downtown Development

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Urban Marketing Collaborative

Date Published:

Description: This book discusses the importance to recruiting new business to keep the downtown full of life and vitality. Presenting different steps that can be done to aide in the development on an action plan to get business recruitment off the ground.

Title: Strategies and Tactics for Successful Retail Recruitment Downtown

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Laurence A. Alexander

Date Published: 1988

Description: This book teaches strategies and tactics that any community can use to recruit new business and retail into their downtown. Through 18 case studies of different towns around the United States and Canada, you will read about these tactics that have already been proven successful.

Title: Successful Business Recruitment Strategies

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1989

Description: The paper is designed to present a realistic approach which may be considered for the recruitment of businesses to commercial centers. The approach is designed for both older commercial centers with numerous owners and for centers which are privately owned and operated.

Subject: Career Path

Title: A Guide to Careers in Community Development

Resource Type: Book

Category: Organization

Copies: 0

Author: Paul Brophy & Alice Shabecof

Date Published: 0

Description: Describes the many different kinds of community development jobs available, ranging from community organizing to financing housing and new businesses, to redeveloping brownfields, It offers advice on how to break into the field along with guidance for career advancement and lateral movement.

Subject: Codes/Standards/Laws

Title: Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines for Rehabilitating Historic Buildings

Resource Type: Book

Category: Design

Copies: 4

Author: W. Brown Morton III & others

Date Published: 1991

Description: This is the Secretary of the Interior's guidebook including all of the standards and guidelines for rehabilitating historic buildings. Including Illustrations and examples, also including what is recommended treatments and not recommended treatments.

Title: Smart Codes in Your Community

Resource Type: Book

Category: Design

Copies: 3

Author: Building Technology Inc.

Date Published: 2001

Description: A guide to building rehabilitation codes, or "smart codes". This publication was prepared to help the implementation of smart codes within communities to encourage the alteration and reuse of existing buildings.

Title: Takings Law in Plain English

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Christopher Duerksen & Richa

Date Published: 1994

Description: This 45 page booklet gives you the straight forward truth in plain English on the takings laws and regulations.

Title: Uniform Code for Building Conservation

Resource Type: Book

Category: Design

Copies: 2

Author: International Conference of Bu

Date Published: 1997

Description: This is the codes for building conservation as prepared by the International Conference of Building Officials. Each code is discussed in great detail and includes a summary of each code to make sure major points were understood.

Subject: Communication

Title: Five Love Languages - How to express heartfelt commitment to your mate

Resource Type: Book

Category: Organization

Copies: 1

Author: Gary Chapman

Date Published: 2004

Description: This publication speaks to communication skills between a husband and wife. However, there are numerous examples that can be used when you want to express your appreciation to your volunteer(s).

Title: Connection Moments "the couple"

Resource Type: Book

Category: Organization

Copies: 2

Author: Fran & Bill Lytle

Date Published: 2006

Description: This book was written primarily as a guide to understanding differences in gender behavior, and how to have better connections - and relationships - with people by understanding those differences.

Title: Effective Communications for Preservation Nonprofit Organizations

Resource Type: Book

Category: Organization

Copies: 2

Author: National Trust Publication

Date Published: 0

Description: Communications - everything from media relations and event coverage to publications and web sites - shape how your organization is viewed by the public, decision-makers, and your support. As such, the planning and management of your communications program should be treated as a senior function. This booklet shares the three steps to effective communication, outlines communications mistakes, shows you how to increase awareness and interest by the media, anatomy of a press release, etc. Effective communication is important because it achieves three important goals: Changing public policy, shaping public debate on preservation issues, and generating public support for programs and fundraising. One copy in library and one on file.

Title: Live First, Work Second - Getting Inside the Head of the Next Generation

Resource Type: Book

Category: Organization

Copies: 1

Author: Rebecca Ryan (with foreword f

Date Published: 2007

Description: Live First, Work Second helps you understand the next generation - your children, your employees, your volunteers, patrons and donors ... and your future leaders. The book summarizes the collective intelligence of over 20,000 interviews with members of the next generations, and presents the findings in an accessible, sometimes irreverent style, in which the reader becomes a co-conspirator in creating better places to live and work.

Foreword by Richard Florida.

Subject: **Community Involvement**

Title: Over My Dead Body!

Resource Type: Book

Category: Organization

Copies: 1

Author: Lance Decker

Date Published: 2001

Description: This book shows public officials, administrators, and citizens how community involvement processes can benefit their jurisdictions and how community members and public leaders can work together as allies and not enemies. Above all else, this book is a practical aid to understanding how community-based planning works. It provides useful tools and techniques to determine the appropriate levels of community involvement necessary for a project or controversy and illustrates the step-by-step methods for implementing community involvement. In the end, this book should be a starting point for building community capacity, solving community problems, and creating community partnerships.

Subject: **Community Planning**

Title: Tomorrow's Cities, Tomorrow's Suburbs

Resource Type: Book

Category: Economic Restructuring"

Copies: 1

Author: Lucy, William H. and David L.

Date Published: 2006

Description: Tomorrow's Cities, Tomorrow's Suburbs predicts a surprising outcome in the decades-long-tug-of-war between urban hubs and suburban posts.

Subject: **Community Revitalization**

Title: Unlocking Brownfields Report

Resource Type: Book

Category: Design

Copies: 1

Author: NAGLP / NE Midwest Institut

Date Published:

Description: Brownfields renewal is a key strategy for growing greener, and the Unlocking Brownfields report highlights ways to succeed in that endeavor. This book provides background to help you understand what brownfields are (and are not), why they are important, and how new resources are emerging to unlock their potential. Across America, communities of all sizes and locations are cleaning up and redeveloping brownfield properties. This book features local brownfields programs that have employed particularly innovative approaches. This booklet provides useful models for other communities to learn from and adopt to their own circumstances.

Subject: **Conservation Districts**

Title: Protecting Older Neighborhoods Through Conservation District Programs

Resource Type: Book

Category: Design

Copies: 1

Author: Julia Miller

Date Published: 0

Description: A National Trust Publication - This booklet is based on an article published in Volume 21 of the Preservation Law Reporter. Explains what neighborhood districts are and compares them to local historic districts.

Subject: Customer Service

Title: Fish! Catch the Energy. Release the Potential

Resource Type: Video

Category: All

Copies: 1

Author: Stephen C. Lundin Ph.D. & Ka

Date Published: 0

Description: Set includes 1 video (17 minutes) and 2 booklets(facilitators guide and workbook). This is the latest in community development training. This training will have an impact on leadership, orientation, teamwork, retention, creativity, customer service, and preparation for change and quality improvement. Anyone who meets the public will benefit.

Subject: Demolition

Title: Doing Away With Demolition-by-Neglect

Resource Type: Book

Category: Design

Copies: 5

Author: Julia Miller

Date Published: 2010

Description: This booklet looks at affirmative maintenance requirements and demolition-by-neglect procedures in historic preservation ordinances. It also looks at approaches that may be used to resolve maintenance problems and enforce violations under these laws as they arise. Finally, it examines the role of historic preservation boards in preventing the needless demolition of historic structures under the laws designed to protect the public against unsafe buildings.

Subject: Design Assistance

Title: Main Street Iowa Design Assistance

Resource Type: Pamphlet

Category: Design

Copies: 3

Author: Main Street Iowa

Date Published: 1996

Description: Main Street Iowa pamphlet discussing the process by which one goes through to get design assistance through the Main Street Program.

Subject: Design Education

Title: Saving Face: How Corporate Franchise Design Can Respect Community Character

Resource Type: Book

Category: Design

Copies: 1

Author: Fleming, Ronald Lee

Date Published: 2002

Description: Discusses how corporate franchises such as fast food chains and gas stations can be designed around Downtown and/or community characteristics.

Subject: Development & Zoning Issues

Title: Save Our Land Save Our Towns

Resource Type: Video

Category: Design

Copies: 0

Author: Thomas Hylton

Date Published: 0

Description: 57 minutes / Grades 7-Adult with Study Guide - Vibrant cities or sprawl? Small town newsman (and Pulitzer Prize winner) Tom Hylton explores how America can save its cities, towns, and countryside. Taps into a growing concern about sprawl among ordinary Americans. This is a story of hope - logical reasons why America's towns can be rebuilt and its countryside preserved from strip malls and subdivisions. The program is designed to be engaging and personal - a voyage of discover, rather than a mere recitation of facts, with moments of revelation, humor and emotion.

Subject: Development/Planning

Title: This is Smart Growth

Resource Type: Book

Category: Design

Copies: 6

Author:

Date Published: 0

Description: This is a Smart Growth Network publication. Smart Growth Network is a network of private, public, and non-governmental partner organizations seeking to improve development practices in neighborhoods, communities, and regions across the U. S. Consist of ten chapters: What is Smart Growth?, Opportunities for All, Safe, Convenient Neighborhoods with Homes People can Afford, Development Decisions that are fair to everyone, Investing Taxpayer Money Wisely, Protecting and Preserving our Natural Heritage and Working Lands, Freedom to Choose How We Get Around, Healthy Communities for All Ages, Places Designed for People, Creating a Lasting Legacy in our Communities, Growth and Development that Improves Our Communities.

Subject: Directory

Title: Landmark Yellow Pages

Resource Type: Book

Category: Design

Copies: 1

Author: Diane Maddex

Date Published: 1983

Description: This is a hand book which includes contact information for just about anyone you would need in the field of preservation. Published by the National Trust, they have included over 5,000 contacts that deem worthy of needing to know. It also includes a great deal of facts, figures, and other need to know facts that are very useful.

Title: Preservation Yellow Pages

Resource Type: Book

Category: Design

Copies: 3

Author: Julie Zagers

Date Published: 1997

Description: The Preservation Yellow Pages is the only national directory of contact data and information on preservation resources - detailed coverage of the procedures, programs, and organizations that can help you make preservation happen. Also include is a section on helpful need to know information that is very helpful.

Subject: Downtown Development

Title: Better Models for Chain Drugstores

Resource Type: Book

Category: Organization

Copies: 3

Author: Anne Stillman

Date Published: 2000

Description: This 23 page booklet, published by the National Trust, looks at examples from around the country where chain drugstores have moved into downtown commercial areas and either successfully reused a building or constructed a new building that was compatible with the existing streetscape.

Title: Better Models for Superstores

Resource Type: Book

Category: Organization

Copies: 3

Author: Constance E. Beaumont

Date Published: 1997

Description: This is a handbook published by the National Trust for Historic Preservation that illustrates a better alternative to the 'big box' or superstore sprawl. Bringing up problems with the sprawl-type superstores, and then going to make suggestions for helpful alternatives by using stories from real communities being swallowed by the superstore craze.

Title: Building Livable Communities

Resource Type: Book

Category: Design

Copies: 1

Author: Nancy Bragado

Date Published: 1995

Description: This booklet prepared by the Center for Livable Communities, is a policymaker's guide to infill development in the downtown setting. Providing planning strategies, zoning, and other strategies to creating a livable setting in the downtown area.

Title: Communities Creating Their Futures

Resource Type: Video

Category: Organization

Copies: 2

Author: Iowa State University Extensio

Date Published:

Description: Running time of 21:46

Title: Community Initiated Development

Resource Type: Book

Category: Organization

Copies: 1

Author: Donovan D. Rypkema

Date Published: 1992

Description: A complete guide/workbook to community and downtown development. This book takes you through every step to community development that can be initiated by the people. Discussing different steps and connecting fill-in-the-blank sheets to aid in the process.

Resource Type: Book

Category: Organization

Copies: 1

Author: Donovan D. Rypkema

Date Published: 2004

Description: This workbook is a reference guide to community initiated development and is divided into the five stages of the CID process: Concept, Analysis, Preparation, Implementation and Operation.

Title: Developing Downtown Design

Resource Type: Book

Category: Design

Copies: 4

Author: Janice Pregliasco

Date Published: 1988

Description: This handbook is an attempt to explain the process of developing clear and workable design guidelines for new and existing buildings in commercial downtown areas. The text discusses design ideas, checklists for completion of projects, and first hand expert opinion.

Title: Downtown Development Handbook (2nd Edition)

Resource Type: Book

Category: Design

Copies: 1

Author: Susanna McBee

Date Published: 1992

Description: This is a true community builder's handbook published by the Urban Land Use Institute covering most topics need for downtown development like: financing, housing, retailing, design issues, restoration projects, and many more.

Title: Downtown Improvement Districts: Examples of the Best

Resource Type: Book

Category: Organization

Copies: 1

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1991

Description: This 44 page document offers comprehensive case studies of four of America's best downtown improvement districts. Describing the plan in great detail, the authors tell every aspect of the before, during, and after parts of the projects.

Title: Downtowns and Utilities In Partnership

Resource Type: Book

Category: Organization

Copies: 1

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1996

Description: This 28 page text looks at the many ways utilities are supporting downtown programs, and includes specific examples of utility involvement in downtown programs as well as case studies.

Title: EID/BID Handbook

Resource Type: Book

Category: Organization

Copies: 2

Author: Kate Joncas & others

Date Published: 1999

Description: A technical guide to the legislation, process and strategies for the establishment and implementation of economic improvement and business improvement districts. This book was compiled by the Oregon Downtown Development Association.

Title: Getting to Smart Growth: 100 Policies for Implementation

Resource Type: Book

Category: Organization

Copies: 1

Author: Smart Growth Network

Date Published: 2002

Description: This great book includes 100 ideas or policies for downtown development and revitalization. Giving explanations and tips to implementing them in the downtown realm, it discusses a wide range of different topics from creating walkable communities to developing preservation and building design in the downtown.

Title: Guiding Design on Main Street: Buildings

Resource Type: Slides

Category: Design

Copies: 3

Author: Richard Wagner

Date Published: 1994

Description: This 60-slide presentation with a 120 page workbook is designed to help community leaders better understand the roles that traditional commercial buildings play in a downtown or neighborhood business district revitalization program

Title: How to Turn A Place Around: A Handbook for Creating Successful Public Spaces

Resource Type: Book

Category: Organization

Copies: 2

Author: Kathleen Madden

Date Published: 2000

Description: A friendly, common sense guide for everyone from community residents to mayors on how to understand and improve the public spaces in their communities.

Title: Keeping Up Appearances

Resource Type: Slides

Category: Design

Copies: 3

Author: Clark Schoettle

Date Published: 1983

Description: Contains a 140-slide presentation with cassette narration and script.

Title: Land Bank Authorities: A Guide for the Creation & Operation of Local Land Banks

Resource Type: Book

Category: Design

Copies: 1

Author: Frank Alexander

Date Published: 2005

Description: A land bank is a governmental entity that focuses on the conversion of vacant, abandoned, and tax delinquent properties into productive use. The growing inventory of these properties could be precisely the community assets to proactively redevelop distressed urban areas. This guide provides direction for localities interested in creating a land bank as a mechanism to abate the rising number of vacant and abandoned properties to create better and more livable communities. The experiences of the five largest and most successful land banks in the US today - St. Louis, Cleveland, Louisville, Atlanta, and Flint - provide the principals to build upon.

Title: Living on Main Street

Resource Type: Book

Category: Promotion

Copies: 3

Author: Oregon Downtown Developme

Date Published: 1994

Description: This book contains 18 housing case studies, each varying in different ways, from size and style to cost. Each project is discussed, budgeted, and the lessons and hardships of the project are discussed so that everyone can learn from the problems.

Title: Main Street Looking Up

Resource Type: Slides

Category: Design

Copies: 2

Author: Clark Schoettle

Date Published: 1983

Description: Contains a 127-slide presentation with cassette narration and script.

Title: Making Downtown's Come Alive!: The Main Street Approach

Resource Type: Book

Category: Organization

Copies: 13

Author: Doug Loescher & Elizabeth Ja

Date Published: 1993

Description: This hand book presents the Main Street Approach to revitalizing the downtown area. It builds understanding and motivation for revitalization, identifies keys to success, demystifies economic reconstruction, and develops creative promotion strategies to get you on your way.

Title: O, Say, Can You See: A Visual Awareness Tool Kit for Communities

Resource Type: Book

Category: Design

Copies: 2

Author: Scenic America

Date Published: 1994

Description: This text was compiled entice people to open their eyes, assess their community's visual assets and think about how to preserve or enhance them. Going through 3 main topics; exploring through maps and field observation, exploring through photography, and visualizing future change. Then ends with some helpful hints on where to go after that.

Title: Public Improvements on Main Street

Resource Type: Slides

Category: Design

Copies: 8

Author: William T. Frazier & Garland

Date Published: 1987

Description: Contains a 140-slide presentation with cassette narration and script. TRT - 20:35

Title: Recruiting Developers: Using RFP's to Package Projects

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1993

Description: This publication is designed to present a workable mechanism with which to assist property owners and organizations in their efforts to attract developers.

Title: Revitalizing Downtown Retailing: Trends and Opportunities

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Urban Land Institute

Date Published: 1983

Description: This 34 page report attempts to summarize some of the basic factors that must be considered by any city attempting downtown retail development. Based on the interviews with 40 experts on development and retailing, it describes some of the approaches that are being taken in cities across the country to reverse the decline trends in downtown retail.

Title: Revitalizing Downtown: Design (Part 3 of 4)

Resource Type: Video

Category: Design

Copies: 2

Author:

Date Published:

Description: Includes 1 VHS tape. This is the 3rd part of a 4 part series of tapes on the Main Street program. This tape discusses the importance of improving the downtown through good design and presenting a case study from Austin, Texas. TRT - 27 min.

Title: Revitalizing Downtown: The Main Street Approach

Resource Type: Book

Category: Organization

Copies: 3

Author: Kennedy Smith

Date Published: 2000

Description: This is a handbook published by the National Trust and the National Main Street Center as a guidebook for communities to create an organized plan for the downtown revitalization process. It serves as the professional's guide to the Main Street Approach. In addition to three copies in English, there are 4 copies of the handbook in Spanish.

Subject: Downtown Planning

Title: Downtown Improvement Program

Resource Type: Book

Category: Economic Restructuring"

Copies: 1

Author: Emanuel Berk

Date Published: 1981

Description: Illinois Dept. of Commerce and Community Affairs - This manual is a well-organized, carefully prepared, well-written "how-to-do-it" manual on almost every facet of downtown planning and improvement. This information is applicable throughout the nation's small and medium sized cities.

Title: Downtown Safety: Addressing the Myths and the Realities

Resource Type: Book

Category: Design

Copies: 3

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1994

Description: This 41 page booklet discusses strategies, ideas, and ways that other towns deal with the issue of safety as a community.

Title: Locating Telecommunications Towers in Historic Buildings

Resource Type: Book

Category: Design

Copies: 1

Author: Nancy E. Boone & others

Date Published: 1998

Description: This 28 page booklet published by the National Trust discusses good ways to put telecommunications towers and antennas in historic areas so they don't over well or detract from the building. The booklet discusses everything from how to do it, where to do it, and how much it is going to cost.

Title: Planning Made Easy

Resource Type: Book

Category: Design

Copies: 1

Author: William Toner, Efraim Gil, &

Date Published: 1994

Description: This is a manual complied by the American Planning Association to be used by planning commissioners, members of zoning boards of appeals, and trainers to help make planning easier. The manual is broken into 5 chapters that make it very easy to get information.

Title: Public Sector Designs

Resource Type: Book

Category: Design

Copies: 1

Author: Clint Page & Penelope Cuff

Date Published: 1984

Description: An excellent book describing the basics of making design decisions, budgeting the design process through the project, and discusses many case studies of different design projects through out America.

Title: Small Town Planning Handbook, The

Resource Type: Book

Category: Design

Copies: 1

Author: Thomas L. Daniels, John Kelle

Date Published: 1995

Description: This handbook presents planning practices and techniques specially crafted for use in small towns. The authors show how to develop a comprehensive town plan, draft and apply land use regulations that put the plan into effect and create sustainable small towns.

Subject: Downtown Revitalization

Title: Accepting the Challenge: The Rebirth of America's
Downtowns

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Dolores P. Palma

Date Published: 1994

Description: This is the results of a pilot program completed in 1933 by the National League of Cities. Going through 11 case studies from around the U.S. each city chosen was picked for a different focus ranging from communications, vision, to parking and transportation.

Title: Best Small Towns in America, 100

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Norman Crampton

Date Published: 1993

Description: This book takes you on a journey through 100 of the best small towns in America, it is your nationwide guide to the best in small town living. The author tells about towns in all 50 states, telling good times to visit, how to get there, cost of living, just about anything you need to know about these towns, and if he doesn't mention it there will be sure to be a phone number to get in touch with some who will know.

Title: Building Livable Communities

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Clinton-Gore Administration

Date Published: 2000

Description: This report completed by the Clinton-Gore Administration tells about different state and national offices who aide in downtown revitalization in the U.S. It goes on to discuss and praise the many successful downtown revitalization projects in cities through out the U.S.

Title: Building on the Past Traveling to the Future: First Edition

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 2

Author: I Mei Chan

Date Published: 1997

Description: This book is not only a great book that tells about the process of the ISTEA Transportation Enhancement Provision, it also includes great stories from different cities across America, discussing what they did, how they got the money, and a bunch of really great photos of the projects.

Title: Building on the Past Traveling to the Future: Second Edition

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 7

Author: Dan Costello & Lisa Schamess

Date Published: 2001

Description: A continuation on the first edition, this edition offers more projects that have been completed in different towns. This edition also offers information about each project including cost, length to complete, community impacts, and photos.

Title: Changing Places: Rebuilding Community in the Age of Sprawl

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 2

Author: Richard Moe & Carter Wilkie

Date Published: 1997

Description: This book explores how America's historic communities are fighting the effects of urban sprawl. The authors discuss different case studies about cooperate giants like Wal-Mart and super malls coming into historic areas. This also gives techniques and strategies to fight the effect.

Title: City-states: How Urban America Can Prosper in a Competitive World

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Neal R. Pierce

Date Published: 1993

Description: The author explores the ins and outs of local governments and how urban America can prosper in such a competitive world.

Title: Downtown Improvement Manual for Iowa Cities

Resource Type: Book

Category: Organization

Copies: 2

Author: State of Iowa Office for Planni

Date Published: 1978

Description: Discusses Downtown improvement process, and spotlights Iowa Downtowns including Corning, Ft. Dodge, Ames, Ottumwa, Belmond and Albia

Title: Geography of Nowhere

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 4

Author: James H. Kunstler

Date Published: 1993

Description: Kunstler traces America's evolution from a nation of Main Streets and coherent communities to our modern day urban sprawls, then going on to create a fictional, humorous picture of what is to come. All the way presenting valid truthful points that need to be brought up in the world today.

Title: Handbook for Urban Revitalization

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Office for Planning & Program

Date Published: 1979

Description: This handbook is intended to present a general overview of the Urban Revitalization Act of 1979.

Title: Home From Nowhere

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 2

Author: James Howard Kunstler

Date Published: 1996

Description: In this book, Kunstler explores the growing movement across America to restore the physical dwelling place of our civilization. He explains and explores the origins of the urban sprawl, then goes on to present some ideas to stop or slow it down.

Title: Preservation and Revitalizing Older Communities: Sources of Federal Assistance

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Lesley Slavitt

Date Published: 1993

Description: This publication list a variety of federal assistance programs which may not have traditionally been recognized for the role they can play in historic preservation. Included are programs that support small business, job training, and community facilities in addition to programs geared towards the repair and rehabilitation of housing.

Title: Save Our Land, Save Our Towns: A Plan for Pennsylvania

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Thomas Hylton

Date Published: 1995

Description: This book presents a full, comprehensive plan for the state of Pennsylvania. The plan laid out envelopes everything from defending the state against urban sprawl to creating festivals, fairs and other activities to create a sense of statehood. It also has very great photographs by Blair Seitz.

Title: Saving the Neighborhood: You Can Fight Developers and Win!

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 2

Author: Peggy Robin

Date Published: 1990

Description: This book offers a proven, practical, step-by-step approach everything you need to know to stand up to developers. This will teach you everything from organizing your neighbors and community to handling the aftermath, whether it be a victory or defeat.

Title: Smart States, Better Communities

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 4

Author: Constance E. Beaumont

Date Published: 1996

Description: This book introduces and presents different ways that local and state governments can get involved and make a huge difference in the preservations of their communities.

Title: Tale of Three Cities, A

Resource Type: Video

Category: Downtown Revitalization Theory

Copies: 3

Author:

Date Published:

Description:

Title: Wealth of Cities: Revitalizing the Centers of American Life

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: John O. Norquist

Date Published: 1998

Description: The author presents a wealth of ideas and strategies designed to overcome the disastrous effects of ill-conceived federal policies and unleash the natural advantages of cities as centers of commerce, innovation, and culture.

Title: Where's Main Street, U.S.A.?

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Gail Garfield Schwartz

Date Published: 1994

Description: This book explores the true meaning of a city, and why the modern city does not resemble the cities of early America. Presenting ideas of urban sprawl, economics, and zoning, the author explores ideas to moving in the right direction towards downtown revitalization.

Subject: **E-Commerce**

Title: Essential Online Solution, The

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Rick Segel and Barbara Callan

Date Published: 2006

Description: Provides you with a formula for small business success that begins with the Internet. Straightforward and accessible, this one of a kind guide outlines five essential steps that will allow you to harness the power of the online world and improve your company's bottom line.

Subject: **Economic Restructuring**

Title: Capitalizing On Rural America - A Landmark Symposium to Explore the Economic Future of Rural American

Resource Type: CD ROM

Category: Is Null

Copies: 5

Author:

Date Published: 2004

Description: Contains three CD's. Symposium was held in Des Moines on April 15-16, 2004. Disc 1 contains the speaker's PowerPoint presentations; disc 2 contains the Presidential Address; and disc 3 contains the Capital Community Awards Presentation. The Symposium's goals were to mobilized communities to determine their economic future; identify ways to increase the flow of capital into rural America; create national policies that encourage local decisions; and break down barriers for sharing successful plans, policies and ideas. Five themes for a thriving rural America emerged from the symposium. Each is addressed in an accompanying booklet. They were: Leadership-Passion-Attitude; Technology; Business - Entrepreneurship-Agriculture; Public Policy; and Financial Strategies.

Subject: Economics

Title: Dollars & Cents of Super Community Centers: 1990

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Urban Land Institute

Date Published: 1990

Description: This is a special report put out by the Urban Land Institute about the emergence of the shopping center and the even larger super shopping center. This study compares the budgetary numbers and between these large shopping centers and stores downtown and offers their opinion on what should be or can be done.

Title: Economic Analysis of the Effects of Shopping Centers on the
Downtowns of Cities in Wisconsin and Iowa, An

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Glen Pulver, Kenneth Stone, &

Date Published: 1982

Description: This report compiled by the North Central Regional Center for Rural Development analyzes the effects on the social, economic, and other angles of change the shopping centers bring into relatively small rural communities.

Title: Economics of Historic Preservation

Resource Type: Book

Category: Design

Copies: 3

Author: Donovan D. Rypkema

Date Published: 2005

Description: This book published by the National Trust for Historic Preservation goes through common situations, problems, and advantages in the economic area of preservation. The text discusses different ways to help you figure out the economics of a project and even after the project is over. Also available is an updated version printed in 2005.

Title: Ideas of Economic Development, 101

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 2

Author: Cal Clark

Date Published: 1994

Description: This book gives 101 simple and easy ideas that can be used to promote economic development. This is the first of a series of articles designed to provide economic development tips to help communities improve job opportunities and generate business growth.

Title: Main Street Guidelines: Appraising

Resource Type: Book

Category: Economic Reconstruction

Copies: 4

Author: Donovan D. Rypkema

Date Published: 1987

Description: This 7 page handbook published by the National Trust for Historic Preservation gives hints, strategies, and different techniques to use before, during, and after the appraising process.

Title: Main Street Guidelines: Development Financing**Resource Type:** Book**Category:** Economic Reconstruction**Copies:** 5**Author:** Donovan D. Rypkema**Date Published:** 1987

Description: This 5 page handbook published by the National Trust for Historic Preservation discusses strategies, techniques, and some great information about financing that you wouldn't normally know.

Title: Main Street Means Business**Resource Type:** CD ROM**Category:** Economic Reconstruction**Copies:** 1**Author:** Amanda West & David Tully**Date Published:** 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the economic aspect of Main Street. Presenting such topics as market analysis, demographics, and do's and don'ts of the Main Street organization. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Slides**Category:** Economic Reconstruction**Copies:** 3**Author:** Doug Loescher & Amanda We**Date Published:** 1996

Description: This 40-slide slide show with script is designed to give an overview of the Main Street approach to economic reconstruction. The program will help you develop an effective strategy and workplan for economic reconstruction and to build an effective committee. Part of a series of training presentation slide shows entitled "The Main Street Approach to Commercial District Revitalization". Also available on a CD ROM PowerPoint presentation.

Title: Money and People: Managing Main Street's Resources**Resource Type:** Book**Category:** Organization**Copies:** 1**Author:** Kennedy Smith & others**Date Published:** 1989

Description: A seminar book that outlines proper procedures, techniques, and strategies to managing resources in the Main Street Organization.

Title: More Ideas on Economic Development, 101**Resource Type:** Book**Category:** Downtown Revitalization Theory**Copies:** 1**Author:** Cal Clark**Date Published:** 1997

Description: This book is a sequel to 101 Ideas on Economic Development, and gives 101 more ideas to promote economic development.

Title: Revitalizing Downtown: Economic Reconstruction (Part 2 of 4)

Resource Type: Video

Category: Economic Reconstruction

Copies: 1

Author:

Date Published:

Description: Includes 1 VHS tape. This is the 2nd part of a 4 part series of tapes on the Main Street program. This tape discusses the importance of economic reconstruction and business recruitment in a downtown for it to be successful. TRT - 43 min.

Title: Rise of the Creative Class

Resource Type: Book

Category: All

Copies: 2

Author: Dr. Richard Florida

Date Published: 2002

Description: This book describes the emergence of a new social class - the creative class. This class makes up more that 30 percent of the nation's workforce and has shaped and will continue to shape deep and profound shifts in the ways we work, in our values and desires, and in the very fabric of our everyday lives.

As with other classes, the defining basis of this new class is economic. Because creativity is the driving force of economic growth, in terms of influence - it has become the dominant class in society. Only by understanding the rise of this new class and its values can we begin to understand the sweeping and seemingly disjointed changes in our society and begin to shape our future more intelligently.

Title: Rural Economic Development: Saving Your Downtown

Resource Type: Video

Category: Organization

Copies: 1

Author: Illinois Institute for Rural Affai

Date Published: 1993

Description: Includes 1 VHS tape.

Title: Smart Moves: Economic Development in the 21st Century

Resource Type: Video

Category: Economic Reconstruction

Copies: 1

Author: Iowa Department of Economic

Date Published: 2002

Description:

Title: Ways to Raise Resources, 101

Resource Type: Book

Category: Organization

Copies: 5

Author: Sue Vineyard & Steve McCurl

Date Published: 1987

Description: This 63 booklet gives 101 ways get resources together to get yourself and/or a group organized and working efficient. Everything from recruiting volunteers and organizing everyone to a common cause to how to ask for money the right way is addressed in the book.

Subject: Events

Title: Guide to Holiday and Seasonal Events

Resource Type:

Category: Bus. Improvement

Copies: 1

Author: Alexander Communications Gr

Date Published: 2002

Description: Set of four Guides to Holiday and Seasonal Events; Spring, Summer, Fall, and Winter. 10 pages each

Subject: Facades

Title: Main Street Guidelines: Awnings and Canopies on Main Street

Resource Type: Book

Category: Design

Copies: 22

Author: Dick Ryan & others

Date Published: 1987

Description: This 24 page handbook published by the National Trust for Historic Preservation presents different diagrams, charts, drawings, and photos of different styles, materials, and shapes of awnings and canopies that would fit well in a historic downtown setting. Discussing do's and don'ts with awnings and canopies and presenting different ways for you to explore some ideas about what is best for your building.

Title: Saving Face - How Corporate Franchise Design can Respect Community Character

Resource Type: Book

Category: Design

Copies: 1

Author: Ronald Lee Fleming

Date Published: 2002

Description: This report is an updated, revised, expanded edition of the 1994 version entitled, Saving Face. This book covers design review issues and economic benefits, gasoline & fast food industries, a visual essay on design alternatives, and features five success stories of community enhancement through the design review process.

Subject: **Façades**

Title: Awnings & Canopies

Resource Type: Slides

Category: Design

Copies: 11

Author: Kennedy Smith & Richard Wa

Date Published: 1987

Description: Contains a 140-slide presentation with cassette narration and script. TRT - 20:33

Title: Façade Stories

Resource Type: Book

Category: Design

Copies: 1

Author: Ronald Lee Fleming

Date Published: 1982

Description: This book tells the stories of the every changing facades and storefronts of main streets around the world. It also goes into upkeep, maintenance, and restoration of them.

Title: Framework to Conduct an Economic Impact Analysis of a Community Festival, A

Resource Type: Book

Category: Promotion

Copies: 1

Author: Institute for Decision Making

Date Published: 1995

Description: This booklet, prepared by the Institute for Decision Making at the University of Northern Iowa, presents a guide for putting on a successful festival. The text takes you through the whole process from doing surveys to see if the community will attend to how to set up the festival the best way.

Title: Keeping Up Appearances: Storefront Guidelines

Resource Type: Book

Category: Design

Copies: 12

Author: National Trust for Historic Pre

Date Published: 1983

Description: This 16 page booklet published by the National Trust for Historic Preservation presents guidelines that should be followed when doing façade improvement projects. Discussing different techniques, strategies, and advice for façade improvement projects.

Title: Saving Face

Resource Type: Book

Category: Design

Copies: 1

Author: Ronald Lee Fleming

Date Published: 1994

Description: This book published by the Townscape Institute and the American Planning Association goes through many case studies on how corporate franchises can change the design of their buildings to respect the community identify that they are in.

Title: Storefronts That Sell

Resource Type: Slides

Category: Design

Copies: 5

Author: Doug Loescher & Amanda We

Date Published: 1996

Description: This 40 slide show and script is designed to give a general overview, teach strategies, and give examples of successful storefronts. Part of a series of training presentation slide shows entitled "The Main Street Approach to Commercial District Revitalization". Also available on a CD ROM PowerPoint presentation.

Subject: Festivals

Title: Festival of Iowa Folklife: A Sesquicentennial Celebration

Resource Type: Magazine

Category: Organization

Copies: 1

Author: Iowa Sesquicentennial Commis

Date Published: 1993

Description: Festival program for the Festival of Iowa Folklife held on the State Capitol grounds in August of 1996, preceding the schedule of events is brief descriptions of different festivals held around the state of Iowa.

Title: Main Street Festivals

Resource Type: Book

Category: Promotion

Copies: 3

Author: Amanda West

Date Published: 1998

Description: This is a one of a kind guide to over 700 local Main Street community festivals all over the United States. From weird and wacky to the wild and wonderful, each festival is described, a history is given, directions to the town, and when it is each year.

Title: Responsible Event Planning

Resource Type: Book

Category: Promotion

Copies: 1

Author: N/A

Date Published: 1990

Description: This short booklet published by the Miller Brewing Company gives you helpful hints on how to put on a successful, responsible event. Giving advice on how to involve alcohol responsibly, how to orientated the event, and many other great ideas and pieces of advice that are helpful in the planning of any kind of event.

Subject: Finances and Operation

Title: Information: Quest for Funds Revisited: A Fundraising Starter Kit

Resource Type: Book

Category: Organization

Copies: 2

Author:

Date Published: 1998

Description: Providing organized thinking for your next fundraising activity.

Subject: Focus Groups

Title: Focus Group

Resource Type: Book

Category: Organization

Copies: 1

Author: Jane Farley Templeton

Date Published: 1994

Description: This book provides insights into the mechanics, structure, reporting, evaluation, and interpretation of focus groups as well as the whys and wherefores of interviewing.

Title: Focus Groups for Downtown

Resource Type: Book

Category: Organization

Copies: 3

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1992

Description: This text offers a checklist for holding focus groups that are specifically tailored to the needs of your downtown and downtown revitalization effort.

Title: Focus Groups: Suggestion and Tip Packet

Resource Type: Book

Category: Organization

Copies: 2

Author: Karen Quance Jeske

Date Published: 1997

Description: This packet includes information, notes, and handouts from the Advanced Focus Group Interviewing Workshop held at the University of Minnesota in December of 1997. Discussing many different approaches and techniques to planning, designing, and creating a focus group.

Subject: Food Processing Manufacturers

Title: Iowa Food Product Directory

Resource Type: Book

Category: Is Null

Copies: 1

Author: Iowa Dept. of Economic Devel

Date Published: 1998

Description: Iowa's worldwide reputation for high quality food products is exemplified by a diverse food processing industry. The largest segments of Iowa's food industry are meat and related products, grain products, and dairy items. However, as indicated by this directory, Iowans produce a variety of foods from pasta to popcorn, barbecue sauce to fine seasonings, and tantalizing ethnic specialties.

Subject: Four Points

Title: Main Street Approach Training Presentation

Resource Type: CD ROM

Category: Is Null

Copies: 1

Author: National Trust for Historic Pre

Date Published: 2002

Description: 80 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the Main Street approach through a number of slides in a PowerPoint slide show. Presenting each of the four points in the Four Point Main Street Approach. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization".

Subject: Fundraising

Title: Downtown Improvement Districts: Creating Money and Power for Downtown Action

Resource Type: Book

Category: Organization

Copies: 1

Author: Laurence A. Alexander

Date Published: 1985

Description: This book gives many different cases studies of towns tackling the problem of the much need improvements of the downtown area. Each case studied discussed as a separate story, going into detail of budgetary, legal, and community issues.

Title: Fund Raising for Non-Profits

Resource Type: Book

Category: Organization

Copies: 2

Author: P. Burke Keegan

Date Published: 1990

Description: This book shows you not only why non-profits should become partners with the communities they serve but, even more important, how they can do it. This book explains why fundraising is about more than just the money, it will show you how to look through the money and to the people that are giving.

Title: Funding Your Downtown Organization

Resource Type: Book

Category: Organization

Copies: 1

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1999

Description: This text includes the results of a national survey that was conducted by HyettPalma in association with Downtown Idea Exchange, to get the answer to the often asked question: How are communities funding the administrative costs of their downtown organization?

Title: Fundraising - Case Studies of Community Design and Planning Projects

Resource Type: Book

Category: Organization

Copies: 3

Author: Iowa State University Extensio

Date Published: 2007

Description: This compilation of case studies addresses the disconnect between community design and public-sector finance. Unlike visioning, fundraising targets probability rather than possibility. Five communities were selected for their small size and diversity of project scope. Each success story balances narrative content with practical application in order to demonstrate timing, leadership, and fundraising strategy.

Title: Fundraising for the Long Haul

Resource Type: Book

Category: Organization

Copies: 2

Author: Kim Klein

Date Published: 2000

Description: Along with tips and techniques, the author presents the philosophical underpinnings for long-term commitment to social change work and the means to make it sustainable. He also provides practical assistance for developing a healthy fundraising program that will be successful for the long haul.

Title: Getting There - A Monetary and Fundraising Guide for Charities

Resource Type: CD ROM

Category: Organization

Copies: 1

Author: Donald J. Doudna, PH.D and J

Date Published: 2003

Description: Section One - Charitable Stewardship / Section Two - Fundraising Strategies / Section 3 - Planned Giving Opportunities

Title: Grass Roots Fundraising Book

Resource Type: Book

Category: Organization

Copies: 2

Author: Joan Flanagan

Date Published: 1992

Description: Practical, comprehensive, and easy to read, this book offers an indispensable resource for novice community fundraisers. The author includes foolproof money-making strategies already tested by hundreds of successful fundraisers, advice, the basics of organizing special events, and much more.

Title: How to Get the Funds to Promote Downtown

Resource Type: Book

Category: Promotion

Copies: 1

Author: Laurence A. Alexander

Date Published: 1989

Description: This 44 page booklet was published to advise downtown promoters and managers how to the resources to convert paper plans into dynamic action, campaigns, advertising, events, and bottom line results measured in terms of more people downtown, more businesses, and a better public image.

Title: Information: Quest for Funds Revisited: A Fundraising Starter Kit

Resource Type: Book

Category: Organization

Copies: 1

Author:

Date Published: 1998

Description: Prepared by the National Trust for Historic Preservation

Title: Information: Successful Fundraising Activities for Preservation Organizations

Resource Type: Book

Category: Organization

Copies: 1

Author: Rubman, Kerri

Date Published: 1998

Description: Prepared by the National Trust for Historic Preservation.

Title: Keep the Money Coming

Resource Type: Book

Category: Organization

Copies: 2

Author: Christine Graham

Date Published: 2001

Description: A step-by-step strategic guide to annual fundraising that every non-profit organization would find useful to help find a reliable way to fund budgets. This book offers the basic skills for annual fundraising but with an underlying emphasis on strategy and capacity.

Title: Secrets of Successful Fundraising

Resource Type: Book

Category: Organization

Copies: 3

Author: Carol Weisman

Date Published: 2000

Description: This book reveals secrets of 19 professionals from around the world on the tricks of raising funds effectively. Whether it is on the internet, through special events or applying for grants, this book has ideas for every group or organization no matter the size or type.

Title: Successful Fundraising

Resource Type: Book

Category: Organization

Copies: 4

Author: Joan Flanagan

Date Published: 1993

Description: A complete handbook for volunteers and professionals for a successful approach to fundraising. Giving proven techniques for gaining access to available funds, raising more money quickly, and building a stronger, more productive organization. Through real-life experiences the author gives planning guidelines, sample worksheets, timetables.

Title: Successful Major Donor Solicitation

Resource Type:

Category: Bus. Improvement

Copies: 10

Author: Carol Wiseman

Date Published: 2004

Description:

Title: Teach Yourself to Write Irresistible Fundraising Letters

Resource Type: Book

Category: Organization

Copies: 2

Author: Conrad Squires

Date Published: 1993

Description: This book takes you through the process of writing an "irresistible" letter to get funds from different sources. Taking you through lessons, giving advice, and allowing learning through first hand experience.

Title: Tips on Successful Major Donor Solicitation

Resource Type: Book

Category: Organization

Copies: 198

Author: Carol Weisman

Date Published: 2001

Description: This pamphlet is an introduction, or refresher, for the subject of major donor solicitation. Discussing different tips, advice, and quizzes you on what you have learned at the end of the pamphlet.

Subject: Global Economy

Title: Smart Growth in a Changing World

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Barnett, Jonathon

Date Published: 2007

Description: The United States is in the midst of a crisis of energy consumption and environmental degradation. This crisis is masked by our vibrant economy, high standard of living, and abundant land, but as our population continues to grow and our cities continue to sprawl, the costs of the current development policies will become increasingly clear. Smart Growth in a Changing World documents the nation's hidden crisis and shows how balanced transportation and natural resources preservation can make urban development more efficient and more equitable.

Subject: Governing Board

Title: The Governing Board for Iowa Charitable Nonprofits

Resource Type: Book

Category: Organization

Copies: 6

Author: University of Iowa

Date Published: 2007

Description: This monograph focuses on several central issues for charitable nonprofit governing boards. 1) What is the responsibility of the governing board? 2) What does the governing board do? 3) Who is the governing board? 4) How does the governing board function? 5) What is the role of the governing board chair? 6) What is the role of the executive director and staff with the governing board? 7) How is the governing board accountable?

Subject: Heritage/Tourism

Title: Share Your Heritage: Cultural Heritage Tourism Success Stories

Resource Type: Book

Category: Promotion

Copies: 2

Author: Suzanne Dane

Date Published: 2001

Description: History and heritage of towns throughout Iowa

Subject: Historic Districts

Title: Maintaining Community Character: How to Establish a Local Historic District

Resource Type: Book

Category: Design

Copies: 1

Author: Pratt Cassity

Date Published: 2005

Description: A National Trust Publication - This booklet was prepared by Pratt Cassity, former executive director for the National Alliance of Preservation Commissions. Originally printed in 1992, it was revised and reprinted in 1996, 2001, and 2005. This publication covers the evolution of historic districts. Explains the process for increasing community support of a historic district. Outlines the components of a landmark ordinance, explains how the design review process works and responds to questions as: Why a local district?

Subject: **Historic Preservation**

Title: Basic Preservation

Resource Type: Book

Category: Design

Copies: 1

Author: National Trust for Historic Pre

Date Published: 2006

Description: Provides general information related to historic preservation.

Title: Economics and Historic Preservation: A Guide and Review of the Literature

Resource Type: Book

Category: Design

Copies: 1

Author: Randall Mason University of P

Date Published: 2005

Description: Historic preservation is typically judged to be a sound investment. By most accounts, it is more efficient and profitable to preserve a historic building than to construct a new one. Designation a landmark or district as historical typically maintains if not boosts the value of the property, and as an economic development tool, historic preservation has proved its worth. Nearly any way the effects are measured, be they direct or indirect, historic preservation tends to yield significant benefits to the economy.

Title: Information: Curtain Up: New Life for Historic Theaters

Resource Type: Book

Category: Design

Copies: 3

Author: National Trust for Historic Pre

Date Published: 1993

Description: Provides information related to theater restoration.

Title: The Returning City: Historic Preservation and Transit in the Age of Civic Revival

Resource Type: Book

Category: Design

Copies: 1

Author: Costello, Dan

Date Published: 2003

Description: "Today, the work of thousands of preservationists, both professionals and volunteers, is guided by the vision of the future in which communities make historic places a vital part of the daily life. In the course of doing so, they have made preservation one of the most effective tools for revitalizing communities of all kinds and sizes." Richard Moe, President of the National Trust for Historic Preservation.

Subject: **History**

Title: Chief Citizens: Keokuk Sesquicentennial

Resource Type: Video

Category: All

Copies: 1

Author: Douglas Atterberg

Date Published: 1997

Description: This VHS tape takes you through a journey of Keokuk through its 150 years of existence, 1847-1997. TRT - 24:40

Title: Des Moines and Polk County - Flag on the Prairie

Resource Type: Book

Category: Is Null

Copies: 1

Author: Barbara Beving Long

Date Published: 1998

Description: This book is a tribute to Des Moines and Polk County's history. Fourteen pages of color bring to life the beauty of Polk County, in addition to historical picture research by the author. The chapter entitled "Partners in Progress," by Denny Rehder, chronicles the development of the organizations and businesses that continue to contribute to the history of Polk County.

Title: Hyde Park: Images of America

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Anthony Mitchell Sammarco

Date Published: 1996

Description: This is a beautiful pictorial history of Hyde Park, MA. This book looks back to the late 19th century and early 20th century when the town was a bustling community full of vitality.

Title: Iowa: Celebration of Land, People, & Purpose

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Iowa Sesquicentennial Commis

Date Published: 1995

Description: This is a book created by the Iowa Sesquicentennial Commission to celebrate Iowa's 150 birthday in 1995. The book shows a pictorial history of the state of Iowa, with a large amount of very good pictures.

Title: Remembering Main Street: An American Album

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Pat Ross

Date Published: 1994

Description: Discover the rich and fascinating story of "Main Street America", from its humble beginnings to its exciting revitalization today. Ten cities from around the US are showcased in this beautiful pictorial history album.

Title: Take A Walk On Main Street: Historic Walking Tours In Wisconsin's Main Street Communities

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Wisconsin Main Street

Date Published:

Description: A pictorial history of historic Wisconsin Main Street communities from more than 150 years of statehood. Going through each of the Wisconsin Main Street communities with pictures of prominent buildings, a brief history of the building, and brief history of the towns.

Subject: Immigrants/Refugees

Title: Welcoming New Iowans - A Guide for Citizens and Communities

Resource Type:

Category: Is Null

Copies: 1

Author: Mark A. Grey, Ph. D.

Date Published: 1

Description: The purpose of this guide is to help Iowans and Iowa's communities and employers take part in attracting and, most of all, accommodating immigrants and refugees. These new Iowans will not only do the jobs that are necessary for our economic future, but their presence will revitalize communities, schools, churches and other community institutions.

Title: Welcoming New Iowans - A Guide for Manager and Supervisors

Resource Type:

Category: Is Null

Copies: 1

Author: Mark A. Grey, Ph. D., UNI

Date Published: 2002

Description: This guidebook has been published by the university of Northern Iowa New Iowans Program to assist employers, managers and supervisors with the unique challenges associated with hiring, training and integrating immigrant and refugee workers. Its purpose is to promote proactive engagement of newcomer workers to assure the vitality of Iowa businesses. Successful integration of immigrants and refugees in our workplaces and communities is essential to insure Iowa's long-term economic and social health. This book provides essential information for human resource directors, trainers, supervisors and others as they meet the challenges and rewards of hiring immigrants and refugees.

Subject: Improve Business Management

Title: A Guide to Tax-Advantaged Rehabilitation

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Jayne Boyle

Date Published:

Description: Who can claim this credit and how.

Subject: Independent Retail

Title: Challenges of the Future: The Rebirth of Small Independent Retail in America

Resource Type:

Category: Bus. Improvement

Copies: 1

Author: Jack Stnyon

Date Published: 0

Description: This report explores the evolving nature of small independent retail in the United States and documents how many small retail entrepreneurs are creating successes that are richly creative and widely beneficial.

Subject: Informational Listing

Title: Caring for the Past - Preserving, Rehabilitating, and Restoring Historic Buildings

Resource Type: Book

Category: Design

Copies: 2

Author: National Park Service

Date Published: 0

Description: This is basically a comprehensive catalog listing of available printed materials and where you can access them. The collection includes Standards and Guidelines, public service leaflets and books on using the Tax Incentives, reports on conserving fragile historic building materials, case studies on specific structures, and a wealth of technical preservation guidance on preserving historic buildings and landscapes, etc.

Subject: Land Use

Title: Iowa Land Use Planning Notebook

Resource Type: Book

Category: Design

Copies: 1

Author: Stuart H. Huntington

Date Published: 1995

Description: Collection of research done by the Iowa State University Extension to provide people with the materials and educational opportunities that are need to make land use decisions that could have far-reaching impacts on economic, social, and environmental conditions for years to come.

Title: Participation Tools for Better Land Use Planning

Resource Type: Book

Category: Design

Copies: 1

Author: C. Nicholas Moore & Dave Da

Date Published: 1997

Description: This guidebook describes ways to improve the level and quality of citizen participation in land use planning. It includes 9 distinct, easy to understand techniques from computer simulations to involving the youth of the community in the planning.

Subject: Leadership

Title: Manager's Role As A Coach

Resource Type: Cassette

Category: Organization

Copies: 1

Author: Bob Norton

Date Published: 1993

Description: A set of 6 tapes with a workbook that lead through an inspirational speech that teach you how to become a good coach as a leader. Learn countless techniques, strategies, and facts to become a good leader.

Title: Manager's Role as Coach

Resource Type: Book/Cassette

Category: Organization

Copies: 2

Author: William Hendricks

Date Published: 1994

Description: This self-study manual outlines a revolutionary new concept being used by highly effective managers nationwide - Staff Coaching. Learn the secrets of success that will take you and your team to new levels of achievement.

Title: Secrets of Leadership

Resource Type: Book

Category: Organization

Copies: 4

Author: Sue Vineyard & Rick Lynch

Date Published: 1991

Description: Secrets of Leadership discusses the basics of being a good leader and how to remain that leader even in times of hardship. Broken down into different headings and subjects, this is an easy book to read and understand.

Title: Steps to an Effective Leadership Transition, 7

Resource Type: Book

Category: Organization

Copies: 2

Author: Sheila Albert

Date Published: 1996

Description: A 32 page booklet that illustrates the proper way to find a new leader for your non-profit organization and how to make the transition between leadership. Starting with how to design the search for the new leader, the booklet goes through seven helpful steps that will aid in the search and transition.

Subject: Leadership Strategies

Title: Chamber of Commerce Leadership Training Series

Resource Type: CD ROM

Category: Organization

Copies: 1

Author: Patrick McGaughey, IOM

Date Published: 2006

Description: Set of 4 CD-Roms CD Rom # 1 - Membership Development for Chamber Executives, Volunteers, and Staff - Volunteer sales training, staff sales training, dues that earn more money, 5-year retention strategy, and much, much more. CD Rom #2 - Chair Elect Training for Chamber Executives, Volunteers and Staff - This training helps you to create a powerful inaugural speech, lead a dynamic planning retreat, increase board member participation, and develop volunteer enthusiasm. CD Rom # 3 - Board Member Introduction for Chamber executives, Volunteers, and Staff - Gain skills and strategies to use in your role as an effective board member. This CD educates you on 80% of a board member's commitment, understanding your role as a director, proven boardroom communication skills, and becoming a powerful board. CD Rom# 4 - Non-Dues Income Opportunities. Your COC is non-profit one day of the year - April 15. This training leads you to create more cash flow when you: Profit from national trends, create a non-dues profit plan, increase income by 20%, and increase attendance and participation.

Subject: Local Economic Development

Title: Main Street Renewal: A Handbook for Citizens and Public Officials

Resource Type: Book

Category: Economic Restructuring"

Copies: 2

Author: Kemp, Roger L.

Date Published: 2000

Description: Towns and communities across America once revolved around their downtowns. Here people shopped, worked, relaxed, and worshipped. Things changed, however. And now citizens have begun to seek ways to rejuvenate their main streets. This handbook presents many of the more successful such programs, providing practical and proven "how-to's." The articles collected here illustrate techniques of organization and management, describe the tools required for successful renewal, and provide many case studies.

Subject: **Main Street Approach**

Title: Bringing Back Urban Vitality

Resource Type: Book

Category: All

Copies: 1

Author: National Main Street Center

Date Published: 1984

Description: A instructional book over viewing the Main Street 4 Point Approach, focusing on each point separately giving examples and case studies of each area.

Title: Creative Promotion Ideas for Main Street: New Strategies from Communities

Resource Type: Book

Category: Promotion

Copies: 3

Author: David Schure & Doug Loesher

Date Published: 1995

Description: This publication is a new collection of promotion ideas from around the country that can stimulate your won brain storming and challenge you to create events that will target new audiences and spark and renew interest in down town.

Title: Getting Organized

Resource Type: CD ROM

Category: Organization

Copies: 1

Author: Amanda West & David Tully

Date Published: 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. This presentation is design to get your community organized and ready to get the Main Street program successful in your community. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Slides

Category: Organization

Copies: 5

Author: Doug Loescher & Amanda We

Date Published: 1996

Description: This 40 slide show with narration is designed to organized, train, and prepare your Organization committee. Teaching them to understand the Main Street Approach, how to develop work plan, and the build an effective and efficient committee. Part of a series of training presentation slide shows entitled "The Main Street Approach to Commercial District Revitalization". Also available on a CD ROM PowerPoint presentation.

Title: Guiding Design on Main Street

Resource Type: Book

Category: Design

Copies: 2

Author: Richard Wagner

Date Published: 2000

Description: This is the professional's manual for managing design elements in the downtown setting. This is published by the National Main Street Center, and goes through the basic approach of the design ideas of the Main Street Organization.

Title: Main Street 101: Introduction and Organization

Resource Type: Video

Category: Organization

Copies: 1

Author: Edward D. Jones & Co.

Date Published: 1993

Description: This video is part 1 of a 2 part series. This volume focuses on the introduction and organization of the Main Street program, discussing the Four Point Approach, why the program is successful, and steps towards moving in the right direction. TRT - 49 min. The 2nd part is entitled "Promotion".

Title: Main Street 101: Promotion

Resource Type: Video

Category: Promotion

Copies: 1

Author: Edward D. Jones & Co.

Date Published: 1993

Description: This video is part 2 of a 2 part series focusing on Main Street training. This volume focuses on the promotion of the Main Street program within the community. TRT - 55 min. The 1st part is entitled "Introduction & Organization".

Title: Main Street Approach

Resource Type: Slides

Category: All

Copies: 5

Author: Doug Loescher & Amanda We

Date Published: 1990

Description: This 78-slide set with script, is designed to show community groups, possible volunteers or anyone who is interested in Main Street and downtown revitalization the exciting possibilities for downtown's rebirth and growth. Part of a series of training presentation slide shows entitled "The Main Street Approach to Commercial District Revitalization". Also available on a CD ROM PowerPoint presentation.

Resource Type: CD ROM

Category: All

Copies: 2

Author: Amanda West & David Tully

Date Published: 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the Main Street approach through a number of slides in a PowerPoint slide show. Presenting each of the four points in the Four Point Main Street Approach. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Title: Main Street at Work: Getting Organized

Resource Type: Video/Book

Category: Organization

Copies: 4

Author: National Main Street Center

Date Published: 1984

Description: Includes 1 VHS tape with a running time of 20:14 and a workbook that corresponds with the video and aides in the training/learning process. Part of a series entitled "Main Street at Work". (10 total copies of the User's Guide)

Title: Main Street at Work: Investing Your Image

Resource Type: Video/Book

Category: Design

Copies: 5

Author: National Main Street Center

Date Published: 1984

Description: Includes 1 VHS tape with a running time of 21:02 and a workbook that corresponds with the video and aides in the training/learning process. Part of a series entitled "Main Street at Work". (10 total copies of the User's Guide)

Title: Main Street at Work: The Four Point Approach

Resource Type: Video/Book

Category: Organization

Copies: 2

Author: National Main Street Center

Date Published: 1984

Description: Includes 1 VHS tape with a total running time of 21:01 with a workbook that corresponds with the video and aides in the training/learning process. Part of a series entitled "Main Street at Work". (6 total copies of the User's Guide)

Title: Main Street Iowa Program Overview

Resource Type: Pamphlet

Category: Organization

Copies: 4

Author: Main Street Iowa

Date Published: 1996

Description: Main Street published pamphlet giving a brief overview of the Main Street approach and program.

Title: Main Street Movie

Resource Type: Video/Book

Category: Organization

Copies: 1

Author: National Main Street Center

Date Published: 1990

Description: Includes 1 VHS tape.

Title: Making Good Design Happen

Resource Type: CD ROM

Category: Design

Copies: 1

Author: Amanda West & David Tully

Date Published: 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. This presentation is designed to train the design committee to make good design decisions and to understand the importance of having a good design committee. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Slides

Category: Design

Copies: 3

Author: Doug Loescher & Amanda We

Date Published: 2000

Description: This 40-slides presentation with script is designed to give an overview of the Main Street approach to design. Use this presentation to train your volunteers, develop an effect strategy, work plans, and successful design board. Also available in CD ROM PowerPoint presentation.

Title: Marketing an Image for Main Street

Resource Type: Book

Category: Promotion

Copies: 3

Author: Elizabeth Jackson & MacDuffi

Date Published: 1995

Description: This booklet, published by the National Main Street Center, discusses how to develop a compelling message and identity for your downtown. Discussing everything from creating a logo and graphics for your community and packaging your logo with your town to creating festivals to market your town.

Title: National Main Street Center Training Program**Resource Type:** Book**Category:** All**Copies:** 1**Author:** Clarke Schoettle, Scott Gerloff,**Date Published:** 1981

Description: A guide book for training volunteers, board members, or anyone interested in the Main Street Approach. Published by the National Main Street Center, this training program discusses, breaks down, and explains the 4 point Main Street Approach to downtown revitalization.

Title: New Directions for Urban Main Streets**Resource Type:** Book**Category:** Promotion**Copies:** 1**Author:** Dolores Palma & Richard Wag**Date Published:** 1988

Description: This book discusses the basics of the Main Street Organization and the main goals and directions set up by Main Street. Also, it goes through 7 case studies of some Main Street communities around the United States, discussing what makes a community successful, and how each of the case studies have become successful.

Title: Promoting Main Street**Resource Type:** CD ROM**Category:** Promotion**Copies:** 1**Author:** Amanda West & David Tully**Date Published:** 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. This presentation is designed to train the promotion committee with the duties and responsibilities of the promotion committee. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Slides**Category:** Promotion**Copies:** 3**Author:** Doug Loescher & Amanda We**Date Published:** 1996

Description: This 40-slide slide show with script is designed to give an overview of the Main Street approach to promotion. Use these slides to train and teach to develop an exciting and defective promotions strategy and work plans while building an effective Promotions committee. Part of a series of training presentation slide shows entitled "The Main Street Approach to Commercial District Revitalization". Also available on a CD ROM PowerPoint presentation.

Resource Type: Slides**Category:** Promotion**Copies:** 3**Author:** National Main Street Center**Date Published:** 1987

Description: Contains a 140-slide presentation with cassette narration and script. TRT - 21:40

Title: Revitalizing Downtown: Introduction & Promotion (Part 1 of 4)**Resource Type:** Video**Category:** Promotion**Copies:** 1**Author:****Date Published:**

Description: Includes 1 VHS tape. This is the 1st part of a 4 part series of tapes on the Main Street program. This tape goes over an introduction to the Main Street program and how to promote it. Then it goes on to present a case study of a downtown festival. TRT - 42 min.

Title: Revitalizing Downtown: Organization & Resources

Resource Type: Video

Category: Organization

Copies: 1

Author:

Date Published:

Description: Includes 1 VHS tape. This is the 4th part of a 4 part series of tapes on the Main Street program. This tape discusses the importance of getting your committees organized, then goes on to present case studies from around the country. TRT - 42 min.

Title: Small Business Retention, Expansion, and Recruitment Project

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Doyle G. Hyett

Date Published: 1987

Description: This is a National Main Street publication explaining the Main Street approach to downtown business recruitment and expansion. Including case studies from other Main Street communities from around the United States, you will read about success and find out what works and what doesn't.

Title: Warning Signs: Why Main Street Programs Go Inactive

Resource Type: Packet

Category: Organization

Copies: 1

Author: Karen Bode Baxter

Date Published: 1996

Description: A packet prepared for Main Street Iowa that explains some of the reasons that a Main Street Program would go wrong, giving warning signs and examples of reasons what Main Street Programs go inactive.

Subject: **Main Street Approach (Spanish)**

Title: Main Street Approach

Resource Type: CD ROM

Category: All

Copies: 3

Author: Amanda West & David Tully

Date Published: 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the Main Street approach through a number of slides in a PowerPoint slide show. Presenting each of the four points in the Four Point Main Street Approach. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Subject: **Main Street Guidelines**

Title: Local Government and Historic Preservation

Resource Type: Book

Category: Organization

Copies: 12

Author: Richard Wagner

Date Published: 1991

Description: This 32 page handbook published by the National Trust for Historic Preservation discusses and explains how local governments can and should take an active role with historic preservations. It then presents how historic preservation can be an advantage and gives case studies of communities across the nation have successfully did so.

Title: Main Street Guidelines: Evaluating the Downtown Real Estate Opportunity

Resource Type: Book

Category: Organization

Copies: 4

Author: Donovan D. Rypkema

Date Published: 1987

Description: This 7 page handbook published by the National Trust for Historic Preservation discusses different questions you need to ask yourself when looking for real estate in a downtown area. The book gives an outline to action to aide in the process also.

Title: Main Street Guidelines: Public Improvements on Main Street

Resource Type: Book

Category: Design

Copies: 21

Author: Frazier & Okerlund Associates

Date Published: 1987

Description: This 24 page publication published by the National Trust for Historic Preservation discusses different public improvement projects that can be undertaken in a downtown district to beautify, make more accessible, or improve safety for the district.

Title: Main Street Guidelines: Real Estate Glossary

Resource Type: Book

Category: Organization

Copies: 4

Author: Donovan D. Rypkema

Date Published: 1987

Description: This 7 page handbook published by the National Trust for Historic Preservation is a glossary of helpful real estate vocabulary, providing you with helpful, easy to understand definitions.

Title: Main Street Guidelines: Rehabilitation and Pro Forma Analysis

Resource Type: Book

Category: Economic Reconstruction

Copies: 4

Author: Donovan D. Rypkema

Date Published: 1987

Description: This 9 page handbook published by the National Trust for Historic Preservation provides a clear definition of pro forma analysis telling what it is and how to use it. Also providing helpful terms in the area and charts, graphs, and advice to aide in the process.

Title: Main Street Guidelines: Structuring Local Participation

Resource Type: Book

Category: Organization

Copies: 4

Author: Donovan D. Rypkema

Date Published: 1987

Description: This 7 page hand book published by the National Trust for Historic Preservation talks about the importance in community participation in local support and involvement in the development process.

Title: Main Street Guidelines: The Development Process

Resource Type: Book

Category: Organization

Copies: 4

Author: Donovan D. Rypkema

Date Published: 1987

Description: This 9 page handbook published by the National Trust for Historic Preservation explains what a developer is and what exactly they do. It also presents the idea of a building survey and the steps needed to complete this. And finishes up with the explaining the 5 stages of the Development Process.

Subject: Main Street Handbooks

Title: Design: Main Street Committee Members Handbook

Resource Type: Book

Category: Design

Copies: 39

Author: Doug Loescher & Teresa Lync

Date Published: 1996

Description: This handbook published by the National Main Street Center offers tips, guidelines, and sample forms to help understand the Main Street Approach to downtown revitalization and good design, develop an exciting and effective design program and work plans, and build an effective and efficient committee.

Title: Economic Reconstruction: Main Street Committee Members Handbook

Resource Type: Book

Category: Economic Reconstruction

Copies: 35

Author: Doug Loescher & Teresa Lync

Date Published: 1996

Description: This handbook published by the National Main Street Center offers tips, guidelines, and sample forms to help understand the Main Street Approach to downtown revitalization and economic reconstruction, develop an exciting and effective economic reconstruction strategy and work plans, and build an effective and efficient committee.

Title: Organization: Main Street Committee Members Handbook

Resource Type: Book

Category: Organization

Copies: 41

Author: Doug Loescher & Teresa Lync

Date Published: 1996

Description: This handbook published by the National Main Street Center offers tips, guidelines, and sample forms to help understand the Main Street Approach to downtown revitalization and organization, develop an exciting and effective organization with clear goals and work plans for all areas of the program, and build an effective and efficient committee.

Title: Promotion: Main Street Committee Members Handbook

Resource Type: Book

Category: Promotion

Copies: 38

Author: Doug Loescher & Teresa Lync

Date Published: 1996

Description: This handbook published by the National Main Street Center offers tips, guidelines, and sample forms to help understand the Main Street Approach to downtown revitalization and promotion, develop an exciting and effective promotional strategy and work plans, and build an effective and efficient committee.

Subject: Main Street News

Title: Main Street News

Resource Type: Newsletters

Category: All

Copies:

Author: National Main Street Center

Date Published:

Description: We have pretty much every issue of Main Street News dating back to 1985. Issues 1 to present.

Subject: **Market Analysis**

Title: Downtown Market Analysis & Business Recruitment Made Easy: Revised

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Mary Bosch & Vicki Hilliard

Date Published: 2000

Description: This workbook is designed to tackle the basics of market analysis and business recruitment in a well planned step-by-step guide that will produce dramatic and long lasting results when undertaken in a systematic and timely fashion.

Title: Main Street Guidelines: Market Analysis

Resource Type: Book

Category: Bus. Improvement

Copies: 4

Author: Donovan D. Rypkema

Date Published: 1987

Description: This 14 page handbook published by the National Trust for Historic Preservation discusses the ins and outs of market analysis, presenting why, when, and the advantages of doing it. It goes on to explain steps to completing the different types of analysis and which will work better for different purposes.

Title: Market Analysis for Main Street

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Kennedy Smith

Date Published: 1990

Description: This workbook, put out by the National Main Street Center, is designed to introduce you to the basic steps in the retail market analysis process for traditional downtown and neighborhood commercial districts.

Title: Step-by-Step Market Analysis

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Kate Joncas

Date Published: 1992

Description: This workbook is designed for use by communities who would like to learn more about their market opportunities in order to help existing businesses prosper and to attract new business into the community. The workbook consists of a step-by-step process along a series of fill in the blank forms that aide in the process.

Title: Strategic Retail Market Analysis

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1989

Description: This 107 page paper is designed to assist those who are responsible for the planning and management of commercial districts, and those who operate retail businesses within the districts, in gaining a broader understanding of the art and science of retail market analysis.

Subject: **Market Research**

Title: How To Conduct Your Own Survey

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Salant, Priscilla and Don A. Di

Date Published: 1994

Description: How can you gauge public support for a cause or test the market for a product or service? What are the best methods for validating opinions for use in a paper or dissertation? A well-documented survey is the answer. But what if you don't have thousands of dollars to commission one? No problem. How to Conduct Your Own Survey gives you everything you need to do it yourself! Without any prior training, you can learn expert techniques for conducting accurate, low-cost surveys. In step-by-step, down-to-earth language, Priscilla Salant and Don A. Dillman give you the tools you need.

Title: Planning to Succeed: Preparing a Business Plan for Your Nonprofit Organization

Resource Type: Book

Category: Organization

Copies: 1

Author: Gillette, Vicki and Susan Chris

Date Published: 2000

Description: Prepared by the National Trust for Historic Preservation.

Subject: **Marketing**

Title: Niche Strategies for Downtown Revitalization

Resource Type: Book

Category: Bus. Improvement

Copies: 4

Author: N. David Milder

Date Published: 1997

Description: Niche strategies are conceptually simple and therefore clear and easy to communicate. When presented, they are often perceived by the audience to be full of common sense - a sure sign that the strategy will succeed. Niche strategies also provide an immediate focus to revitalization efforts. Another attractive characteristic of niche strategies is that their use has a kind of internal logic that stimulates downtown businesses to engage in organized, concerted activities. This book will give readers an introduction that is strong enough to enable them to immediately begin to use the niche concept in their daily business, government and professional activities.

Subject: **Motivational**

Title: Blind Spots - Why Smart People Do Dumb Things

Resource Type: Book

Category: Organization

Copies: 1

Author: Madeleine L. Van Hecke, PHD

Date Published: 2007

Description: In Blind Spots, psychologist Madeleine Van Hecke explains why we mess up and shows how our blunders are not simple instances of us being "so stupid!" Van Hecke attributes them to blind spots, blips of the mind that occur when some of our greatest assets as thinkers backfire and become our biggest liabilities. Blind Spots devotes a chapter to each of ten blind spots that plague even the smartest individuals. Full of funny, poignant stories about human foibles, Blind Spots gives us insights into how to improve our own social and political lives while giving us fresh slants into the minds of people who are poles apart from ourselves.

Title: Fall in Love with You - Fly!

Resource Type: Book

Category: Organization

Copies: 1

Author: Amy Dee-Kristensen

Date Published: 2008

Description: this book will lead you step-by-step through the process of emerging from your self-created cocoon so you can Fall in Love with You! Fear of failure, negative self-talk, guilt, and being unforgiving weigh you down and impede your ability to fly. Learning to like yourself, to cherish your friendships, to live a life of gratitude and adventure will send you airborne.

Title: Is Your Life a puddle or an OCEAN?

Resource Type: Book

Category: Organization

Copies: 1

Author: Richard Rowe

Date Published: 2007

Description: On the first day of existence, we are perfect, and the book of our lives is new and unwritten. We start our journey; our young minds are like sponges absorbing every image and idea. For the first eight years, we are in the imprinting stage. We start to create/discriminate and prejudices about things we encounter. Absorbing positive and negative events that create the product, that is, the end result - ourselves. A life as a puddle would have minimum influence on those around them; this person is possibly concerned with their own profit or gain in life; while the life of an ocean would have limitless effects on those around them like waves on a vast sea.

Subject: **Networking**

Title: Cracking the Networking Code - Four Steps to Priceless Business Relationships

Resource Type: Book

Category: Organization

Copies: 1

Author: Dean Lindsay

Date Published: 2005

Description: Terrific resource for anyone who is in the business of meeting people. This book clarifies how to maximize networking opportunities. You'll Discover:

- The Top Ten Benefits of Networking
- 37 Questions for Defining a Powerful Networking Plan
- The Way Around the "Do Not Call" List
- 16 Examples of Proven Places to Network
- 16 Tips for Running a Successful Trade Show Booth
- 9 Strategies for Opening Face-to-Face Relationships
- 6 Often Overlooked Networking Strategies
- 20 Quick Tips for Delivering Solid First Impressions
- 10 Ideas for Creating a Series of Positive Impressions
- Insight on Business Cards and Note-taking

And...Learn How to:

- Be a Success in Your Own Eyes
 - Conquer the FEAR of Networking
 - Harness the Power in Numbers
 - Gain Confidence Talking to Strangers
 - Ask Progress-Focused Questions
 - Listen As If Your Lifestyle Depended on It.
 - Design Your Rise & Shine (30-Second Commercial)
- And of Course How to ... Crack the Networking CODE.

Subject: **Nonprofit Organizations**

Title: Life Stages of Nonprofit Organizations, 5

Resource Type: Book

Category: Organization

Copies: 2

Author: Judith Sharken Simon

Date Published: 2001

Description: Featuring the Wilder Nonprofit Life Stage Assessment, organizational life stages, nonprofit life stage assessment, examples, analysis and advice. 102pp

Subject: Nonprofits

Title: Legal Responsibilities of Nonprofit Boards (Second Edition)

Resource Type: Book

Category: Organization

Copies: 1

Author: Bruce R. Hopkins, JD, LLM

Date Published: 2009

Description: Board members have a fiduciary duty over the organization and its resources. This book, provides a preliminary understanding of the nonprofit legal landscape delivered in easy-to-understand terms. It discusses the concept of fiduciary responsibility, summarizes strategies for protecting board members from personal liability, and outlines the policies and procedures that, increasingly, are becoming best practices within the sector. It also includes an appendix with several samples of recommended board policies and a glossary of legal terms and concepts.

Title: Meeting and Exceeding Expectations - A Guide to Successful Nonprofit Board Meetings

Resource Type: Book

Category: Organization

Copies: 1

Author: Outi Flynn

Date Published: 2009

Description: Are your board meetings inspiring, productive, and efficient? Or are your board meetings tedious, unproductive, and dominated by one or two people? Do they leave board members wondering why they volunteered in the first place? In Meeting, and Exceeding Expectations, you'll find ready-to-use information that will help your board members provide the valuable input that will propel your organization to greatness. This must-have resource poses critical questions, provides easy-to-implement answers, suggests tools, and clarifies legal and ethical expectations. It also shows you how to insert some fun into your meetings.

Title: Nonprofit Board's Guide to Bylaws, The

Resource Type: Book

Category: Organization

Copies: 1

Author: D. Benson Tesdahl, Esq.

Date Published: 2003

Description: Bylaws - the set of rules governing a nonprofit's internal affairs - are often neglected as a tool for ensuring good governance. It is important that your board periodically review and adjust its bylaws in response to its own change and growth. The Nonprofit Board's Guide to Bylaws by D. Benson Tesdahl will help your board determine how it is best structured, how to fine-tune its processes, and how to define the authority levels for all participants within the governance framework. The text also references selected data from a BoardSource conducted survey, providing helpful facts related to how some nonprofit boards address bylaws issues. Don't miss the sample bylaws provisions and the conflicts-of-interest policy provided on a customizable CD-ROM.

Title: Nonprofit Policy Sampler, The (Second Edition)

Resource Type: Book

Category: Organization

Copies: 1

Author: Barbara Lawrence & Outi Flynn

Date Published: 2009

Description: The Nonprofit Policy Sampler is designed to help board and staff leaders advance their organizations, make better collective decisions, and guide individual actions and behaviors. This tool provides key elements and practical tips for 48 topic areas, along with more than 240 sample policies, job descriptions, committee charters, codes of ethics, board member agreements, mission and vision statements, and more. Each topic includes anywhere from two to 10 sample documents so that nonprofit leaders can select an appropriate sample from which to start drafting or revising their own policy. All samples are professionally and legally reviewed.

Title: The Nonprofit Legal Landscape

Resource Type: Book

Category: Organization

Copies: 1

Author: Ober/Kaler Attorneys at Law

Date Published: 2005

Description: Designed for executives and board members, The Nonprofit Legal Landscape explains the laws and legal concepts that affect your organization. Written by lawyers at the law firm of Ober/Kaler, it serves as a handy reference tool for laws specific to tax exemption and for those regulating general business practices. When confronted with a legal question, refer to this resource — written in plain English — to bring yourself rapidly to the next level of understanding.

Subject: **Paints**

Title: Paint in America

Resource Type: Book

Category: Design

Copies: 2

Author: Roger W. Moss

Date Published: 1994

Description: This book explores the use of color in America throughout the years. Analyzing its pigment, chemical structure, and use of different colors in certain situations. Also discussing historical context and use of different paints and techniques used to apply them.

Subject: **Parking/Traffic**

Title: Cities Coming Clean

Resource Type: Video

Category: Design

Copies: 1

Author: Tennant

Date Published: 1998

Description: This is a 7 minute promotional video for Tenant street-sweepers and lawn sweepers.

Title: Main Street. . . When a Highway Runs Through It

Resource Type: Book

Category: Design

Copies: 1

Author: David Evans Associates

Date Published: 1999

Description: This is a handbook that discusses different helpful techniques to beautify, calm, and make main drives and roads safe for pedestrians and automobiles. Including diagrams, pictures, drawings, and case examples, this is a great book for communities to utilize for traffic problems and streetscape beautification.

Title: Making the Most of the New Transportation Bill: TEA-21 User's Guide

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Elizabeth Thompson & Roy Ki

Date Published: 1998

Description: This is a user's guide for the TEA-21 transportation Bill. This book lets you in on the secrets, tax cuts, and helps you make the very most out of the bill in an easy to read well planned booklet.

Title: Parking

Resource Type: Book

Category: Design

Copies: 5

Author: John D. Edwards

Date Published: 1994

Description: This publication by the National Main Street Center, with the National Trust and Institute of Transportation Engineers is a 107 page booklet that discusses different parking issues and problems. Then goes through and gives some practical solutions for these problems as they relate to smaller communities.

Title: Parking for Downtown's Spenders

Resource Type: Book

Category: Design

Copies: 4

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1995

Description: Through 17 case studies, this 32 page document presents an overview of approaches currently being used across America to address downtown parking management issues.

Title: Parking Management Best Practices

Resource Type: Book

Category: Design

Copies: 1

Author: Todd Litman

Date Published: 2006

Description: This book outlines strategies that increase parking facility efficiency, that reduce parking demand and support strategies. It provides guidance for evaluating and implementing these strategies and developing an integrated parking plan, plus examples, and resources for more information. Most of these strategies have been described previously, but no existing publication describes all of them or how to plan and implement a comprehensive parking management program.

Title: Parking Spaces / Community Places

Resource Type: Book

Category: Design

Copies: 1

Author: US Environmental Protection

Date Published: 2006

Description: This booklet covers parking requirements, costs of parking, and parking alternatives. It also contains six case studies regarding innovative parking policies, travel demand management, transportation management for mixed-use development, reduce parking requirements, transportation demand management, and shared parking and in-lieu fees.

Title: Traffic Calming

Resource Type: Book

Category: Design

Copies: 4

Author: Anton C. Nelessen

Date Published: 1993

Description: Traffic Calming creates a solution to urban traffic and provides a new vision for neighborhood livability. The book discusses different ideas and techniques that other communities have used to calm the automobile and create a more livable neighborhoods and/or district.

Title: What Do People Do Downtown?

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Stephen Davis & others

Date Published: 1981

Description: This handbook put out by the National Trust and the National Main Street Center is intended to help you understand what people think while they are walking, riding, parking, or driving through the downtown area. Includes different surveys, questionnaires, and other helpful hints strategies and info that is good to know.

Subject: People Management

Title: One Minute Manager

Resource Type: Book

Category: Organization

Copies: 1

Author: Kenneth Blanchard, Ph.D. & S

Date Published: 1985

Description: The One Minute Manager is an easily read story which quickly shows you three very practical management techniques. As the story unfolds, you will discover several studies in medicine and the behavioral sciences which help you to understand why these apparently simple methods work so well with so many people. By the book's end you will also know how to apply them to your own situation.

Subject: Planning

Title: Aesthetics, Community Character, and the Law

Resource Type: Book

Category: Design

Copies: 1

Author: American Planning Associatio

Date Published: 1999

Description: This report is an extensively updated and revised edition of Planning Advisory Service Report No. 399, Aesthetics and Land-Use Controls: Beyond Ecology and Economics, published in 1986. Like that report, this manual is intended to help land-use planners and citizens understand the law of aesthetics and the legal tools available to help their communities maintain their special features and sense of place. The principal topics covered in the 1986 report included design review, view protection, tree protection, and sign controls. Those same topics are covered in this new edition, with major updates based on recent developments in the law and in planning practice. There is an entirely new chapter on the regulation of cell towers, satellite dishes, and other telecommunications facilities.

Title: Making Places Special - Stories of Real Places Made Better by Planning

Resource Type: Book

Category: Design

Copies: 2

Author: Gene Bunnell

Date Published: 2002

Description: Go behind the scenes in 10 exceptional "best" places - from tiny Block Island, Rhode Island to booming San Diego, California - where good planning triumphed. Their stories prove that it is possible to make places better, and to preserve and strengthen the qualities that make places unique by adopting thoughtful public policy based on careful planning. Making Places special should be require reading for planners, public officials, and community leaders who must consider the future impact of today's land and development decisions.

Subject: Planning/Smart Growth

Title: Schools for Successful Communities: An Element of Smart Growth

Resource Type: Book

Category: Design

Copies: 5

Author: Council of Educational Facility

Date Published: 2004

Description: Council of Educational Facility Planners International (CEFPI) produces a wide array of resources used expressly for helping plan, design, and construct effective schools. This publication explains why and how communities should employ smart growth planning principles to build schools that better serve and support students, staff, parents, and the entire community. It present examples of supportive state and local policies, as well as case studies from around the country that show how community centered schools and the planning process used to design and build these schools have improved education and fostered more livable places.

Subject: Preparedness

Title: Are You Ready? An in-depth Guide to Citizen Preparedness

Resource Type: Book

Category: Design

Copies: 1

Author: Dept. of Homeland Security

Date Published: 2004

Description: Are You Ready? An In-depth Guide to Citizen Preparedness (IS-22) is FEMA's most comprehensive source on individual, family, and community preparedness. The guide has been revised, updated, and enhanced in August 2004 to provide the public with the most current and up-to-date disaster preparedness information available.

Are You Ready? provides a step-by-step approach to disaster preparedness by walking the reader through how to get informed about local emergency plans, how to identify hazards that affect their local area, and how to develop and maintain an emergency communications plan and disaster supplies kit. Other topics covered include evacuation, emergency public shelters, animals in disaster, and information specific to people with disabilities.

Are You Ready? also provides in-depth information on specific hazards including what to do before, during, and after each hazard type. The following hazards are covered: Floods, Tornadoes, Hurricanes, Thunderstorms and Lightning, Winter Storms and Extreme Cold, Extreme Heat, Earthquakes, Volcanoes, Landslide and Debris Flows (Mudslide), Tsunamis, Fires, Wildfires, Hazardous Materials Incidents, Household Chemical Emergencies, Nuclear Power Plant, and Terrorism (including Explosion, Biological, Chemical, Nuclear, and Radiological hazards).

Title: Homeowners' Guide to Retrofitting - Six Ways to Protect Your House from Flooding

Resource Type: Book

Category: Design

Copies: 1

Author: Dept. of Homeland Security

Date Published: 1998

Description: This guide is specifically for homeowners who want information on protecting their houses from flooding. Homeowners need clear information about the options available and straightforward guidance that will help make decisions. This guide gives both, in a form designed for readers who have little or no knowledge about flood protection methods or building construction techniques.

Title: Mold & Mildew - Cleaning Up Your Flood Damaged Home

Resource Type: Book

Category: Design

Copies: 1

Author: Dept. of Homeland Security

Date Published: 2007

Description: Water damage or flooding in your home can cause a number of problems, including mold and mildew growth. This pamphlet gives an overview on how to prevent mold and mildew growth, what mold is and some of the health risks it poses, and specific directions on how to clean up mold and mildew that can rapidly spread after a flood.

Title: Reducing Damage from Localized Flooding - A Guide for Communities

Resource Type: Book

Category: Design

Copies: 1

Author: Dept. of Homeland Security

Date Published: 2005

Description: This guide is intended to help local offices in cities, towns, villages, and counties in the United States understand what they can do to reduce the damage, disruption, and public and private costs that result from the shallow, localized flooding that occurs within their jurisdictions. This is flooding that all too often escapes the attention received by larger floods or those that are clearly mapped and subject to floodplain development regulations.

Subject: Preservation

Title: CRM: The Journal of Heritage Stewardship

Resource Type:

Category: Design

Copies: 1

Author: National Park Service for the h

Date Published: 2004

Description: CRM += cultural resource management. The Journal of Heritage Stewardship is published twice each year by the National Park Service to address the history and development of and trends and emerging issues in cultural resource management in the United States and abroad. Its purpose is to broaden the intellectual foundation of the management of cultural resources.

Subject: Problem Solving Skills

Title: Six Thinking Hats

Resource Type: Book

Category: Organization

Copies: 1

Author: Edward De Bono

Date Published: 1999

Description: Six Thinking Hats can help you think better - with its practical and uniquely positive approach to making decisions and exploring new ideas. It is an approach that thousands of business managers, educators, and government leaders around the world have already adopted with great success. De Bono unscrambles the thinking process with his "six thinking hats". This book reveals

Subject: Promotion

Title: Assertiveness Skills

Resource Type: Book

Category: Organization

Copies: 1

Author: Gail Cohen

Date Published: 1998

Description: This book goes through 12 basic steps to create visibility and to take charge of your life. Explaining these steps in an easy to read and fun format that will help to create a new confident person.

Title: Fresh Grown Promotions

Resource Type:

Category: Is Null

Copies: 1

Author: Jane Eckert & Diane Kline

Date Published: 2003

Description: Is one of a series of books to help farming entrepreneurs who have decided to open their doors to the public. Designed to teach how you attract customers, create a wonderful country experience and grow yearly revenues.

Title: Making Ethical Decisions

Resource Type: Book

Category: Organization

Copies: 1

Author: Michael Josephson

Date Published: 1996

Description: This text goes through some of the basic principals of ethics along with the 6 pillars of character. This book lays down the basis for making smart moral decisions.

Title: Ways to Promote Yourself, 101

Resource Type: Book

Category: Organization

Copies: 1

Author: Raleigh Pinskey

Date Published: 1997

Description: This book simply and easily lists 101 ways to promote yourself in the world; everything from developing new ideas to creating goodwill in your community.

Subject: Property Development

Title: Building Codes and Historic Buildings

Resource Type: Book

Category: Design

Copies: 1

Author: Green, Melvyn P.E. and Anne

Date Published: 2005

Description: Prepared by the National Trust for Historic Preservation.

Subject: Public Speaking

Title: Gavin Jerome's Comedy College

Resource Type: Book

Category: Organization

Copies: 1

Author: Gavin Jerome

Date Published: 1997

Description: A how-to-handbook that provides a guide on how to use humor effectively.

Title: Powerful Presentation Skills

Resource Type: Book

Category: Organization

Copies: 1

Author: Elmon E. Yoder

Date Published: 1988

Description: This book offers different techniques to improve your presentation and public speaking abilities so you can overcome stage fright, and give the confident, dynamic presentation that you have always thought you could give.

Title: Primer on Nonprofit PR, A

Resource Type: Book

Category: Organization

Copies: 2

Author: Kathleen A. Neal

Date Published: 2001

Description: Kathleen Neal shows how PR can be used creatively and effectively for nonprofit organizations. This book is chock-full of ideas and strategies for applying solid public relations techniques to the nonprofit, accompanied by personal accounts of successful public relations efforts described with insight and a wry sense of humor.

Title: Successful Presenter

Resource Type: Book

Category: Organization

Copies: 1

Author: William A. Draves

Date Published: 1994

Description: This handbook goes through the process of creating, writing, and presenting a presentation or speech. The discussion covers research skills, preparing yourself, and many other helpful hints in the public speaking realm.

Title: Working Women's Communications Survival Guide

Resource Type: Book

Category: Organization

Copies: 1

Author: Ruth Herrman Siress

Date Published: 1994

Description: This guide leads you through the proper way to help you get the recognition you deserve through communication - without losing your feminine strengths and self-image. Full of real-life examples, quizzes, and business-tested techniques.

Subject: Rehab & Reuse

Title: Preserving Wisconsin's Civic Legacy

Resource Type: Book

Category: Design

Copies: 2

Author: Gregory Mathis & Saleh Van E

Date Published: 2010

Description: A Guide to Rehabilitating and Reusing Local Government Properties - This booklet is designed to help civic leaders and their communities make informed decisions about the continued use of some of their most important resources - their historic municipal buildings. Included in these pages are case studies, financial tools that may be of assistance, and basic information to help make clear the sometimes - confusing world of historic preservation.

Subject: Rehabilitation

Title: Bringing Buildings Back

Resource Type: Book

Category: Design

Copies: 1

Author: Alan Mallach

Date Published: 2006

Description: Provides insights from law, economics, planning, and design to address all sides of the abandoned and vacant property problem, from how abandonment can be prevented to how best to bring these properties back into productive reuse.

Title: Converting Storefronts that Sell

Resource Type: Book

Category: Design

Copies: 1

Author: City of Chicago & American P

Date Published: 1997

Description:

Title: Historic Building Facades

Resource Type: Book

Category: Design

Copies: 3

Author: James Marston Fitch

Date Published: 1997

Description: Reference manual providing state-of-the-art information and methodologies for the inspection, maintenance, and restoration of historic building of virtually every period, style, and material.

Title: Kentucky Historic Façade Rehabilitation Guidelines

Resource Type: Book

Category: Design

Copies: 4

Author: John Milner Associates, Inc.

Date Published: 2003

Description: This book is a collaborative effort between the Kentucky Heritage Council and the Renaissance Kentucky Alliance. These guidelines are intended to help local communities, property owners, architects, contractors and local officials understand the appropriate actions for the rehabilitation of historic downtown facades. The guidelines follow The Secretary of the Interior's Standards for Rehabilitation in outlining an understanding of historic facades as well as recommending planning and construction techniques for rehabilitation. It is our hope that this publication will provide a consistent set of guidelines that will benefit all parties involved in downtown revitalization.

Subject: Reports

Title: Celebrate the Spirit, Main Street Iowa - 1986-1996 Ten Year Report

Resource Type: Book

Category: Organization

Copies: 5

Author: Beth Buehler

Date Published: 1996

Description: Main Street Iowa's 10 year report celebrating and report the progress of the 39 Main Street Programs throughout the state at that time.

Title: Experience the Magic 1986-2001, 15 Year Report

Resource Type: Book

Category: Organization

Copies: 5

Author: Main Street Iowa

Date Published: 2001

Description: Main Street Iowa's 15 year report discussing the success of the Main Street Program in Iowa from 1986-2001.

Title: Main Street Iowa 1987 Annual Report

Resource Type: Book

Category: Organization

Copies: 5

Author: Main Street Iowa

Date Published: 1987

Description: Main Street Iowa's first annual report, reporting on the first year of the original 5 Main Street communities in Iowa.

Title: Main Street Iowa 1988 Annual Report

Resource Type: Book

Category: Organization

Copies: 5

Author: Main Street Iowa

Date Published: 1988

Description: Main Street's 1988 Annual Report

Title: Main Street Iowa: 5 Year Report

Resource Type: Book

Category: Organization

Copies: 5

Author: Stephanie Redman

Date Published: 1991

Description: Main Street's 5 year report done in June of 1991. This discusses each of the 29 Main Street Commutes at the time. Reporting the status, successes, and problems that each Main Street program has or is going through.

Subject: Restoration/Conservation

Title: After the Flood - Rebuilding Communities Through Historic Preservation

Resource Type: Book

Category: Design

Copies: 1

Author: Mark R. Edwards

Date Published: 1997

Description: This report highlights one part of the many efforts of individuals and organization that assist people and communities devastated by natural disaster. Focuses on the flood of 1994 in Georgia. Lives were lost, and billions of dollars of private and public property were destroyed or damaged. Thousands of historic places, buildings, and sites were threatened with destruction. Even before the rains ended, Georgia citizens and government agencies responded fiercely to this threat. Rapid response saved lives and property, as communities banded together to help one another.

Title: Appraisal Guide for Older & Historic School Facilities, An

Resource Type: Book

Category: Design

Copies: 1

Author: CEFPI

Date Published: 2005

Description: In the past, assessments of older and historic buildings have been subject to criteria that may have been inadvertently skewed, which resulted in limited options to keep a building in service as a functioning school. This publication is designed to provide a more balanced and introspective evaluation of older schools and supplements the CEFPI Guide for School Facility appraisal developed by Edward Lilley and Harold Hawkins.

Title: Building Improvement File

Resource Type: Packet

Category: Design

Copies: 65

Author: National Main Street & Nation

Date Published: 1995

Description: A collection of 16 pages compiled by the National Main Street Center & the National Trust that discusses a wide range of building improvement topics such as Façade changes and design, window displays, awnings, signs, doors, infill projects, and many more. A page front and back is devoted to each topic and provides illustrations, tips, and advice on upkeep, maintenance, and cleaning of the different subjects. (Xeroxes available)

Title: Conserving Buildings

Resource Type: Book

Category: Design

Copies: 1

Author: Martin E. Weaver

Date Published: 1997

Description: The ideal resource for anyone involved in the maintenance, restoration, or rehabilitation of historic buildings. This combines practical information on the characteristics, composition, and deterioration of the building materials with detailed coverage of state-of-the-art conservation methods.

Title: Courthouse Conservation Handbook

Resource Type: Book

Category: Design

Copies: 1

Author: National Trust for Historic Pre

Date Published: 1976

Description: This is a handbook prepared by the National Trust for Historic Preservation to explain the importance of the courthouse in relation to the town. Going through many case studies, discussing different projects done to different courthouses around the United States, the book explains how these projects were done to keep the integrity and historical context to the courthouse.

Title: Downtown Building, Rehab, Rescue, & Repair

Resource Type: Book

Category: Design

Copies: 4

Author: Lauren M. Malinoff

Date Published: 1998

Description: This is a very useful handbook that can be used by anyone to aid in the rehab, rescue, or repair of a building with historic context. The book goes through three main areas of discussion, Building Parts, Codes, and Incentives, to help with every aspect of the project.

Title: Historic Building Facades

Resource Type: Book

Category: Design

Copies: 2

Author: New York Landmarks Conserv

Date Published: 1997

Description: This is a manual for maintenance and rehabilitation with each chapter opening up with general discussions of different façade materials and ways in which structural and decorative elements are vulnerable to an array of environmental forces.

Title: Keeping it Clean

Resource Type: Book

Category: Design

Copies: 4

Author: Anne E. Grimmer

Date Published: 1988

Description: This 34 page booklet goes through many different techniques and rules that one must go through to clean different materials properly. Each chapter discusses different techniques for different materials and how to identify which technique to use for your specific job.

Title: Main Street Tips to Building Maintenance

Resource Type: Book

Category: Design

Copies: 12

Author: Richard Wagner & Linda Gliss

Date Published: 1992

Description: This is a compilation of the "Maintenance Tips" that have appeared in the Main Street News in-between the years of 1987 and 1992. They address such building improvement topics as paints, stone and masonry walls, exterior metals, windows, doors, floors, and roofs.

Title: Primer for the Renovation/Rehabilitation of Older and Historic Schools

Resource Type: Book

Category: Design

Copies: 1

Author: Mark Gilberg MS, PHD., Ron

Date Published: 0

Description: Renovation of older and historic schools presents both obstacles and opportunities. Not all older schools merit renovation, but they deserve the respect of a fair and balanced hearing. Rehabilitation requires thinking outside the boundaries of time, cost, and quality typically imposed on school construction.

Title: Repairing Old and Historic Windows

Resource Type: Book

Category: Design

Copies: 2

Author: New York Landmarks Conserv

Date Published: 1992

Description: Written for homeowners, architects, builders, engineers, and preservationists, this text is a complete and authoritative guide to window maintenance and repair. Each chapter focusing on different problems like paint, weathering, deterioration, and basically anything else one would need to know.

Title: Walls & Moldings

Resource Type: Book

Category: Design

Copies: 2

Author: Natalie Shivers

Date Published: 1990

Description: A guidebook published by the National Trust for Historic Preservation to inform about how to care for old and historic wood and plaster walls and moldings. The book gives techniques, need to know information, materials and tools that will be needed, and a great deal of other details you will need to know for your project.

Subject: Restoration/Preservation

Title: Dictionary of Building Preservation

Resource Type: Book

Category: Design

Copies: 2

Author: Ward Bucher

Date Published: 1996

Description: A dictionary of preservation terms, building parts, construction methods, any word you might need to know while doing a restoration project, paper, or just might like to know.

Subject: Retail Assessment

Title: Retail Store Assessment Survey

Resource Type:

Category: Bus. Improvement

Copies: 22

Author: Rick Segel & Associates

Date Published: 2004

Description: A tool to help you evaluate your retail business.

Subject: Retail Success

Title: Retail Superstars - Inside the 25 Best Independent Stores in America

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: George Whalen

Date Published: 2009

Description: This is not a book about Wal-Mart or how to compete against the giants. Within the pages of this book, you will find out what the people who own and manage the 25 featured stores have done to achieve success and how their stores thrive in today's brutal retail marketplace. Savy, innovative retailers with one of a kind, dynamic stores not only survive, but prosper as well.

Subject: Reuse

Title: Converting Storefronts to Housing

Resource Type: Book

Category: Design

Copies: 1

Author: City of Chicago

Date Published: 1997

Description: Explains who lives in storefronts and why, and what are the special features and problems of this unique housing type.

Subject: Revitalization

Title: Paths and Pitfalls - On the Way to a New Vibrancy in Older Retail Districts

Resource Type: Book

Category: Design

Copies: 2

Author: Ed Crow

Date Published: 2003

Description: Urban decay and suburban sprawl have become major issues throughout the county. Increasingly even small towns are being hollowed out and seem destined to end up as "inner city" slums. One remedy is to prevent, or reverse, the decline of the older retail shopping districts. In this book learn what works and what doesn't.

Title: The Wealth of Cities - Revitalizing the Centers of American Life

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: John Norquist

Date Published: 1998

Description: For everyone who loves cities and wants to see them flourish, John Norquist presents a wealth of ideas and strategies designed to overcome the disastrous effects of ill-conceived federal policies and unleash the natural advantages of cities as centers of commerce, innovation, and culture. An outspoken critic of bloated bureaucracy and a controversial proponent of market-based approaches such as school choice, Norquist cites examples of pioneering programs and initiatives from communities around the country to improve quality of life stimulate business activity, and inspire civic pride. The Wealth of Cities is a celebration of the urban experience from the front lines and a call-to-arms to everyone invested in the vitality of the American city.

Subject: Rights of Way

Title: Special Report: Accessible Public Rights-of-Way Planning and Designing for Alterations

Resource Type: Book

Category: Is Null

Copies: 4

Author: Public Rights-of-Way Access

Date Published: 2007

Description: Throughout this Accessible Public Rights of Way Special Report are case study examples that illustrate alteration challenges and solutions applied to these challenges. Comments are provided to clarify the particular application and to provide the reader with background conditions to better understand the solution. This study outlines Alterations, Design Process, Design Solutions, Model Sidewalks, Curb Ramp Examples. Has an extensive resource listing .

Subject: Signage

Title: Main Street Guidelines: Signs for Main Street

Resource Type: Book

Category: Design

Copies: 16

Author: Norman Mintz

Date Published: 1987

Description: This 27 page handbook published by the National Trust for Historic Preservation discusses different designs, sizes, materials, and colors that would be appropriate for a historic downtown district, giving photo examples, drawings, and advice on what works best in certain situations.

Title: Sign Regulation

Resource Type: Book

Category: Design

Copies: 3

Author: Eric Damian Kelly & Gary J. R

Date Published: 1989

Description: This is a guidebook for small and mid-sized communities, that address the need for even smaller communities to have sign ordinances. The book discusses different styles of signs and then goes through an example of what a good sign ordinance or regulation would consist of.

Title: Signs for Main Street

Resource Type: Slides

Category: Design

Copies: 4

Author: Norman Mintz

Date Published: 1981

Description: Contains 120-slide presentation and cassette narration and script. TRT - 10:47

Title: Signs Graphics & Other Neat Stuff

Resource Type: Book

Category: Design

Copies: 1

Author: Gary Anderson

Date Published: 1992

Description: This is a great illustrated guidebook of different styles of signage. Giving many examples that anyone could draw inspiration from. The book includes hundreds of examples of text on signs, sign shape and size, and styles of the sign.

Title: Signs of a Successful Main Street

Resource Type: CD ROM

Category: Design

Copies: 1

Author: Amanda West & David Tully

Date Published: 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the importance of good signage. Slides showing good examples of good signage from other Main Street Communities. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Slides

Category: Design

Copies: 5

Author: Doug Loescher & Amanda We

Date Published: 1996

Description: This 40-slide slide show with script is designed to understand the Main Street approach to downtown revitalization and good sign design. While training and teaching to identify appropriate types, sizes, and colors for their sign. Part of a series of training presentation slide shows entitled "The Main Street Approach to Commercial District Revitalization". Also available on a CD ROM PowerPoint presentation.

Title: Signs on Main Street

Resource Type: Book

Category: Design

Copies: 1

Author: Gordon W. Fulton & others

Date Published: 1988

Description: This is a book to help someone choose the correct style, size, and appearance of a sign who might not have a good idea or no idea of how to design it. Including good illustrations and photographs of examples of both good and bad signs

Subject: **Smart Growth**

Title: Essential Smart Growth Fixes for Urban and Suburban Zoning Codes

Resource Type: Book

Category: Design

Copies: 1

Author: EPA

Date Published: 2009

Description: The purpose of this document is to identify the most common code and ordinance barriers communities face and to suggest actions communities could take to improve their land development regulations.

Title: Getting to Smart Growth II: 100 More Policies for Implementation

Resource Type: Book

Category: Design

Copies: 1

Author: Smart Growth Network

Date Published: 2003

Description: This publication presents all new policies. While it contains many actions for the private sector, it expands on our previous effort by also highlighting steps that the private sector can take to promote more livable communities. It discusses individual programs and emphasizes case studies to show where the various policies, programs, and projects have been successfully implemented. In a few cases you will find policies that are totally new and await their first application. Finally, in addition to "Practice Tips", we have included "Finance Tips" that illustrate important financial aspects of getting smart growth projects on the ground. These tips address an important fact about development: what gets financed is what gets built.

Title: Schools for Successful Communities

Resource Type: Book

Category: Design

Copies: 1

Author: US EPI & CEFPI

Date Published: 2004

Description: This publication explains why and how communities should employ smart growth planning principles to build schools that better serve and support students, staff, parents, and the entire community.

Title: This is Smart Growth

Resource Type: Book

Category: Design

Copies: 1

Author: Smart Growth Network

Date Published: 0

Description: If you've heard the term smart growth and want to know what it actually looks like, this publication is a good starting point. If you're already familiar with smart growth ideas, this publication can help you educate others. It contains many examples of how smart growth principles have been applied in cities, suburbs, small towns, and rural areas; some of these examples may look much like your own community.

Subject: **Spanish Materials**

Title: Enfoque del Proyecto - Approaching the Project

Resource Type: Video

Category: Organization

Copies: 3

Author: National Main Street Center

Date Published: 2006

Description: DVD video in Spanish on the basics of the Main Street Approach.

Subject: **Sponsorship**

Title: How To Be Successful At Sponsorship Sales

Resource Type: Book

Category: Organization

Copies: 1

Author: Allen, Sylvia

Date Published: 1998

Description: Designed for anyone who is trying to generate revenue for their Main Street, radio station, sporting event, special event, nonprofit organization or community activity. Proven sales and marketing techniques developed by an internationally recognized expert in sponsorship.

Subject: Sprawl

Title: A Field Guide to Sprawl

Resource Type: Book

Category: Design

Copies: 1

Author: Dolores Hayden

Date Published: 2004

Description: This concise book defines the vocabulary of sprawl from alligator to zoomburb, illustrating fifty-one colorful terms invented by real estate developers and designers to characterize contemporary building patterns. Sixty-nine stunning aerial photographs, each paired with a definition, convey the impact of development and provide verbal and visual vocabulary needed by professionals, public officials, and citizens to critique uncontrolled growth in the American landscape.

Title: Challenging Sprawl

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 6

Author: Constance E. Beaumont

Date Published: 1999

Description: This report completed by the National Trust for Historic Preservation researches the effects of urban sprawl in American historic communities since World War II. It also presents different ways of combating the problem and techniques and strategies are also presented.

Title: Cities Back Form the Edge: New Life for Downtown

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 4

Author: Roberta Brandes Gratz & Nor

Date Published: 1998

Description: This is a great book about the undoing of urban sprawl and the beginning of the city looking back towards the downtown to be the center of activity in the city again. Addressing everything from super shopping centers to how to manage parking in the downtown.

Title: How Superstore Sprawl Can Harm Communities: And What Citizens Can Do About It

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 5

Author: Constance E. Beaumont

Date Published: 1994

Description: This publication by the National Trust for Historic Preservation explores the ongoing fight of urban and superstore sprawl. Exploring not only in larger cities, but the author looks into smaller cities in rural areas, and how urban sprawl can still effect even the smallest of cities.

Title: Mallng of America

Resource Type: Video

Category: Downtown Revitalization Theory

Copies: 1

Author:

Date Published:

Description: Includes 1 VHS tape of a segment of ABC Nightline about urban sprawl and the emergence of super centers and malls in historic communities around America.

Title: Save Our Land Save Our Towns

Resource Type: Book

Category: Is Null

Copies: 1

Author: Thomas Hylton

Date Published: 2003

Description: This is a book about communities, and more specifically about what we can do to preserve and nature them. Whether or not you agree that a comprehensive state plan is the answer, after you read through this book, you will no doubt agree that we must save our land, save our towns.

Subject: **Sprawl/ Community Development**

Title: Above and Beyond: Visualizing Change in Small Towns and Rural Areas

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Campoli, Julie, Elizabeth Hum

Date Published: 2002

Description: "Above and Beyond offers practical lessons for bucking the development trends that are consuming our most treasured natural resources and rural communities. It allows us to see what we have lost to sprawl and to visualize a better future. I just wish that someone had written this book 20 years ago." Luther Propst
"Above and Beyond analyzes the complex of factors causing the deterioration of rural landscape and recognizes communities that have grown carefully and well. By showing graphically the difference between good and bad growth, this book will help small communities retain both their character and economic vitality." Tom Slayton

Subject: **Streets**

Title: A Citizen's Guide to Better Streets - How to Engage Your Transportation Agency

Resource Type: Book

Category: Design

Copies: 1

Author: Public Spaces, Inc.

Date Published: 2008

Description: Discusses the technical and regulatory processes that shape how DOTs make decisions. Includes several chapters about how you can influence your DOT to take advantage of the little known and largely untapped flexibility in roadway design that exists in transportation guidelines and manuals. It also offers details on understanding traffic modeling and congestion-performance measures used by the highway industry.

Title: Streets as Places - Using Streets to Rebuild Communities

Resource Type: Book

Category: Design

Copies: 1

Author: Public Spaces, Inc.

Date Published: 2008

Description: The concept for "Streets as Places" is to focus on an important dilemma facing people in many cities - the disappearance of places in communities and the role that cars play in that disappearance. This book coves many of the basic elements that can help create good places and enhance community life, including traffic calming, an innovative approach to the design and management of streets that redistributes street space more equitably for all users, and in doing so, acts as a Placemaking catalyst.

Subject: Streetscape

Title: Building the Streetscape

Resource Type: CD ROM

Category: Design

Copies: 1

Author: Amanda West & David Tully

Date Published: 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing how to create an attractive streetscape for your downtown. Bringing up points about signage, plants and trees, paving consideration, and other topics. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Slides

Category: Design

Copies: 6

Author: Doug Loescher & Amanda We

Date Published: 2000

Description: This 40-slide presentation and script presents an overview of appropriate public improvement strategies for traditional commercial districts. This program will help you train your volunteers and build public support for your efforts. Also available in CD ROM PowerPoint presentation.

Title: Designing Streets for Walkable Communities

Resource Type: Video

Category: Design

Copies: 1

Author: Walter M. Kulash

Date Published: 2000

Description: This is a 2 hour video that presents ideas, techniques, and strategies for creating beautiful public sidewalks and walkways in the downtown setting. Includes 1 tape; running time 2 hours and 1 minute.

Title: Enhancing Urban Streetscapes

Resource Type: Slides

Category: Design

Copies: 2

Author: Richard Wagner & Peter Hawl

Date Published: 1987

Description: Contains a 137-slide presentation with cassette narration and script. TRT - 17:08

Title: How to Save Your Street

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 1

Author: Raquel Ramati

Date Published: 1981

Description: This book presents many ideas and strategies to transform your street into a vital, inviting part of your daily life. Using this book, you and your community can begin a process, not of superficial beautification, but of genuine change that can lead to the economic revitalization of your entire neighborhood.

Title: Maintaining Downtown's Curb Appeal

Resource Type: Book

Category: Design

Copies: 3

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1995

Description: This text explores many different case studies on how local governments and downtown organizations are taking a new look at ways to maintain the downtown's curb appeal.

Title: Valley Junction Streetscape

Resource Type: Book

Category: Design

Copies: 1

Author: DeBord-Dunbar Partnership

Date Published: 1988

Description: This is a report of the ongoing process of the revitalization of the downtown shopping district of Valley Junction. It gives detailed drawings, facts, and other great information about the project in the form of drawings, charts and graphs, and written recommendations by consultants and architects.

Subject: Success in Small Towns

Title: Boom Town USA

Resource Type: Book

Category: Bus. Improvement

Copies: 3

Author: Schultz, Jack

Date Published: 2004

Description: "Reads like a novel. An inspirational and practical guide for small communities competing for jobs. A must book for the leadership of communities facing plant downsizings and closings." Ed Gilliland
"The question for small town America is acute. What causes some communities to boom even as others slowly die? Jack Schultz knows the answers." Rich Karlgaard.

Subject: **Success Stories**

Title: Digest: Iowa Department of Economic Development

Resource Type: Magazine

Category: Organization

Copies: 4

Author: IDED

Date Published:

Description: 3 issues of Digest magazine that highlight success stories of different Main Street communities in Iowa. 1997 Annual Report - Spencer Main Street Company success story, August 1991- featuring an article about the Main Street Iowa Program, 1996 - issue celebrating 10 years of the Main Street Program in Iowa.

Title: Future From the Past, A

Resource Type: Book

Category: Design

Copies: 2

Author: Randolph Langenbach

Date Published: 1977

Description: This is a compilation of case studies of conservation and reuse of old buildings in industrial communities. Centered in the Massachusetts area, this book is an interesting view into the world of the industrial past reused for modern uses.

Title: Grand Opera House

Resource Type: Book

Category: Design

Copies: 1

Author: Robert Stoddard

Date Published: 1978

Description: This is a case study of the Grand Opera House in Wilmington, Delaware. Telling the whole story of the restoration of the opera house, it goes through every step along the way, from the initial planning and raising of the funds, to the open house at the end of the project.

Title: Home & Away; Great American Main Streets

Resource Type: Magazine

Category: Organization

Copies: 1

Author: Kevin Warneke

Date Published: 1999

Description: An article in Home & Away magazine entitle "Great American Main Streets" that talks about the success of three Iowa Main Street communities, Bonaparte, Corning, and Dubuque.

Title: Iowa Commerce: The Magazine for Iowa Business and Industry News

Resource Type: Magazine

Category: Organization

Copies: 4

Author: Jeanne Lightly

Date Published: 1996

Description: An issue of Iowa Commerce magazine featuring an article about the success of the Main Street Iowa Program and highlighting different communities like Spencer, Bonaparte, and many others.

Title: Main Street 10th Anniversary

Resource Type: Video

Category: All

Copies: 1

Author:

Date Published: 1987

Description: Includes 1 VHS tape with a slide show celebrating the tenth anniversary of the Main Street program.

Title: Main Street Success Stories

Resource Type: Book

Category: Organization

Copies: 7

Author: Suzanne Dane

Date Published: 1997

Description: This book goes through many case studies of different Main Street communities around the United States and praises them for their success in downtown revitalization. Each town has a brief description of the town before and after the involvement with Main Street. Facts, pictures, and other great information about each town is also included with their success stories.

Title: Main Street: Open for Business

Resource Type: Book

Category: Bus. Improvement

Copies: 2

Author: Linda S Glisson

Date Published: 1984

Description: This is a publication of the National Main Street Center from 1984 just a few years after the creation of Main Street. This book gives different case studies and success stories of 12 Main Street communities from 6 states.

Title: Main Street: The Big Picture

Resource Type: Book

Category: Promotion

Copies: 3

Author: Ronald Frantz

Date Published: 1996

Description: This book was published for the celebration of the state of Oklahoma's 10th year the Main Street Organization. The book discusses each of the 31 Main Street communities, talking about each of the towns festivals, major projects, major founders, and how long they have been with Main Street.

Title: National Register Bulletin

Resource Type: Book

Category: Design

Copies: 2

Author: Ron Thomson & Marilyn Harp

Date Published: 2000

Description: This booklet is full of different case studies of places already on the National Register of Historic Places, and was published by the National Trust with the purpose of educating others on how to develop effective programs to portray their historic place in the best way they could.

Title: Revitalizing Downtown 1976-1986

Resource Type: Book

Category: Promotion

Copies: 3

Author: Richard Wagner

Date Published: 1986

Description: This book tells the story of Main Street Communities around the United States and how each of the selected communities have grown and prospered since becoming a Main Street community. Each case study including facts, a history, and successes in each town.

Subject: Sustainability

Title: Blessed Unrest - How the Largest Movement in the World Came into Being and Why No One Saw it Coming

Resource Type: Book

Category: Design

Copies: 0

Author: Paul Hawkin

Date Published: 2007

Description: Blessed Unrest is the story of what is going on right in this world, an account of how people use imagination, conviction, and resilience to perform daily miracles of redefining our relationship to the environment and to one another. Paul Hawken, author of the classic "The Ecology of Commerce", draws upon his years of leadership in this movement of movements to chart and illuminate its intellectual origins, its diversity, its goals, and its extraordinary vitality.

Title: Business Ecology - Why Most Green Business Practices Don't Work and What to Do About It

Resource Type: Book

Category: Bus. Improvement

Copies: 1

Author: Amy Townsend, PH.D

Date Published: 0

Description: Companies around the world are embracing the need to become more ecologically sustainable. Yet, many of today's green business practices fail to result in companies that are truly green. In order to become sustainable, businesses need a fundamentally different approach to green. The author of this book suggests ways to achieve true ecological sustainability with a new paradigm for green business grounded in science.

Title: The Sustainability Handbook

Resource Type: Book

Category: Design

Copies: 1

Author: William R. Blackburn

Date Published: 0

Description: The Sustainability Handbook covers the complexities, challenges and benefits of sustainability when pursued by corporate, academic, government and non-profit organizations. It provides a blueprint on how organizations of all sizes can reach or exceed economic, social and environmental excellence. The handbook offers a wide variety of practical approaches and tools, including a model sustainability policy for organizations, summaries and tips on selecting sustainability codes, an extensive collection of sample metrics, and much more.

Subject: Tourism

Title: Getting Started: How to Succeed in Heritage Tourism

Resource Type: Book

Category: Promotion

Copies: 3

Author: Joslyn Green

Date Published: 1993

Description: This workbook was published to help local communities preserve and promote their natural and cultural points of interest. The book is divided into steps to work up to a successful tourism area, through case studies you will read about how each of these steps were put to use by different communities.

Title: Iowa Heritage Tourism Manual

Resource Type: Book

Category: Promotion

Copies: 1

Author: Heritage Tourism Program

Date Published: 1995

Description: This manual is used as a contact manual for the state of Iowa, including different organizations, companies, and other need to know contact information, as well as a brief description of the group and what they do.

Title: Rural Tourism: Marketing Small Communities

Resource Type: Book

Category: Promotion

Copies: 4

Author: Arlene Hetherington

Date Published: 1991

Description: This booklet presents smaller communities with ideas for how to market their community in the tourism market. The book is separated in to 5 sections that serve as a step by step plan for success; Inventory, Assessment, Marketing Plan, Promotion, and Resources.

Subject: Training

Title: Active Training

Resource Type: Book

Category: Organization

Copies: 1

Author: Mel Silberman

Date Published: 1990

Description: Active training techniques are illustrated by over 200 actual, real life designs and case examples culled from more than 35 training topics including such diverse subject matters as project management, team building, word processing, conflict mediation, and many others.

Title: Great Trainer's Guide

Resource Type: Book

Category: Organization

Copies: 3

Author: Sue Vineyard

Date Published: 1990

Description: This book is a guide to help trainers learn how to train almost anyone to do almost anything. Teaching trainers to do this through series of checklists and lessons, this book is easy to read and very helpful.

Title: High-Impact Presentation and Training Skills

Resource Type: Book

Category: Organization

Copies: 1

Author: Dr. William Hendricks and oth

Date Published: 1994

Description: This is a manual packed full with valuable tips, from some of the nation's top presenters and trainers. Included in the book are tips on how to become a better speaker, learn to carry yourself well in front of a group of people, and make your presentations have a power punch that will get your point across.

Title: How to Be A Better Trainer

Resource Type: Video

Category: Organization

Copies: 1

Author: Helen Sutton

Date Published: 1993

Description: Proven techniques for stimulating, motivating, and teaching your trainees the most in the shortest time. Package of 3 VHS tapes and 5 separate workbooks that correspond with the tapes.

Subject: Urban Design

Title: Creating a Vibrant City Center

Resource Type: Book

Category: Design

Copies: 2

Author: Cy Paumier

Date Published: 2004

Description: This book is about creating vibrant city centers. It is about the "what" and the "how". It is about places, but more important, about principles and processes drawn from more than 45 years of experience. Turn the heart of your city into a magnet for economic development that attracts people to live, work, and visit. Written by a leading expert in urban design who has helped provide successful development strategies for more than 50 cities in the U.S. This book provides a comprehensive action plan for creating a lively, appealing city center in any metropolitan area.

Title: Planning and Urban Design Standards

Resource Type: Book

Category: Design

Copies: 1

Author: American Planning Associatio

Date Published: 2006

Description: Planning and Urban Design standards is organized into parts, sections, and articles. Parts - include plans and plan making, environmental management, structures, places and place making, analysis techniques and implementation techniques. Each part has a title page that lists the sections contained in it. There are 30 sections within the book. The number of sections contained in each part varies. There are a total of 230 articles within the book.

Subject: Urban Development

Title: Complete Guide to City Living - Get Urban!

Resource Type: Book

Category: Design

Copies: 1

Author: Kyle Ezell, AICP

Date Published: 2004

Description: 248 pgs. Discover your urban lifestyle! Tired of living in the suburbs? Ready for the glittering lights and excitement of urban living? Start by taking this quiz to discover your true urban style and the kind of neighborhood that fits your tastes, attitudes, and preferred living environment.

Title: Redesigning Cities

Resource Type: Book

Category: Design

Copies: 3

Author: Jonathan Barnett

Date Published: 2003

Description: 283 pgs - This book shows how urban design can direct the time and money that goes into development toward a more positive result. Design can reshape urban growth, revitalize older cities, and retrofit the places in our metropolitan regions where earlier development decisions went wrong. Provides a valuable survey of the evolution of urban design standards and practices in the United States, and advocates a toolkit of new and innovative design concepts to be employed in the reclamation of our cities, the improvement of older suburbs, and the management of growth in rapidly developing areas.

Subject: Urban Neighborhoods

Title: Get Urban! A Complete Guide to City Living

Resource Type: Book

Category: Organization

Copies: 1

Author: Ezell, Kyle

Date Published: 2004

Description: Tired of the suburbs? Ready for the glittering lights and excitement of urban living? Start by taking this quiz to discover your true urban style and the kind of neighborhood that fits your tastes, attitudes, and preferred living environment. Then Get Urban! Inside.

Subject: Volunteer Development

Title: Information: Steering Nonprofits: Advice for Boards and Staff

Resource Type: Book

Category: Organization

Copies: 1

Author: Mathiasen, Karl, Susan Gross,

Date Published: 0

Description: Prepared by the National Trust for Historic Preservation

Title: Information: Welcoming Visitors to Your Community:
Training Tour Guides and Other Hospitality Ambassadors

Resource Type: Book

Category: Organization

Copies: 2

Author: Pond, Kathleen Lingle

Date Published: 0

Description: Prepared by the National Trust for Historic Preservation.

Subject: Volunteer Management

Title: Discipline Without Punishment

Resource Type: Book

Category: Organization

Copies: 2

Author: Grote, Dick

Date Published: 2006

Description: "Unique strategies for handling employees who are not willing to shape up. Grote outlines a complete program for coaching, building superior performance, and disciplining employees that is useful in handling absenteeism, bad attitudes, and poor performance. He also provides tips on solving people problems before they require disciplinary action." HR Magazine

Title: Information: Personnel Issues for Preservation NonProfit Organizations

Resource Type: Book

Category: Organization

Copies: 1

Author: National Trust for Historic Pre

Date Published: 1994

Description: Prepared by the National Trust for Historic Preservation.

Subject: Volunteers

Title: Beyond that Banquets, Plaques, & Pins: Creative Ways to Recognize Volunteers

Resource Type: Book

Category: Organization

Copies: 6

Author: Sue Vineyard

Date Published: 1993

Description: This 24 page booklet includes hundreds of creative ideas for recognizing volunteers for outstanding work. It is a perfect book for someone who wishes to find a new way to say "thank you" to both volunteers and staff who work so hard to benefit others.

Title: Building Effective Volunteer Committees

Resource Type: Book

Category: Organization

Copies: 3

Author: Nancy Macduff

Date Published: 1998

Description: This is a handbook describing a step-by-step description on how to create and/or improve committees comprised of volunteers. Analyzing needs, roles and responsibilities, recruiting, and evaluating volunteers.

Title: Giving and Volunteering in the United States

Resource Type: Book

Category: Organization

Copies: 2

Author: Independent Sector

Date Published: 1996

Description: This book is the compilations of the findings of a national survey to provide reliable trend information about giving and volunteering patterns, and the motivation that leads to such behavior.

Title: Handling Problem Volunteers

Resource Type: Book

Category: Organization

Copies: 2

Author: Steve McCurley & Sue Vineya

Date Published: 1998

Description: A guide book for handling problem volunteers.

Title: Imagine Community Spirit: 300 Creative Ideas for Community Involvement

Resource Type: Book

Category: Downtown Revitalization Theory

Copies: 4

Author: Joy J. Golliver

Date Published: 1991

Description: This book offers 300 great ideas to get the community involved. A wide range of ideas are presented and is a great book to not only get ideas directly from the book, but also to create brainstorming ideas of your own.

Title: Leadership Skills

Resource Type: Book

Category: Organization

Copies: 2

Author: Emily Kittle Morrison

Date Published: 1994

Description: A comprehensive guide, packed with invaluable information and easy-to-use worksheets and forms. Any non-profit organization, volunteer group, board, of club can uses and adapt these forms to help their group achieve goals successfully.

Title: Recognizing Volunteers and Paid Staff

Resource Type: Book

Category: Organization

Copies: 2

Author: Sue Vineyard

Date Published: 2001

Description: Recognition is not simply an event, gift or award -- it is an on-going process that must be inherent in all we do to attract, direct, inspire, retain and lead others. 22 pages in length.

Title: Supervising Volunteers

Resource Type: Book

Category: Organization

Copies: 3

Author: Jarene Frances Lee & Julia M.

Date Published: 1999

Description: The authors have collected the advice, wisdom, and experience of over 85 real-life, on-the-job supervisors of volunteers. They tell what works and what doesn't, and why. They also share their challenges and tell you how they met them.

Title: Tips for Volunteer Recruitment, 101

Resource Type: Book

Category: Organization

Copies: 6

Author: Steve McCurley & Sue Vineyard

Date Published: 1988

Description: This 69 page booklet provides 101 tips to encouraging volunteers to volunteer.

Title: Unaccustomed As I Am

Resource Type: Book

Category: Organization

Copies: 7

Author: Iowa Department of Economic

Date Published: 1988

Description: This is a leadership brochure that educates leaders how to become a good leader of volunteers. This brochure goes through discussions of recruiting volunteers, leading them, and doing all of this well.

Title: Ways to Motivate and Reward your Volunteers and Board Members, 52

Resource Type: Cards

Category: Organization

Copies: 1

Author: Carol Wiseman

Date Published: 0

Description: A deck of 52 cards each with a new idea on motivating and rewarding your volunteers and board members.

Title: Why We Buy: The Science of Shopping

Resource Type: Book

Category: Organization

Copies: 3

Author: Paco Underhill

Date Published: 1990

Description: Why We Buy is based on hard data gleaned from thousands of hours field research in malls, department stores, and from knowledgeable consumers throughout the world. Provides valuable information for consumers and retailers with successful tips for a lucrative, profitable business.

Subject: Windows

Title: Residential Windows (Third Edition) - A Guide to New Technologies and Energy Performance

Resource Type: Book

Category: Design

Copies: 0

Author: John Carmody, Stephen Selko

Date Published: 2007

Description: Provides updated and expanded information on window properties and technologies, as well as new section on topics ranging from window installation to building codes. The purpose of this book is to assist consumers, designers, and builders in understanding the new window products and their energy performance implication.

Subject: Writing Skills

Title: Editing Your Newsletter

Resource Type: Book

Category: Organization

Copies: 2

Author: Mark Beach

Date Published: 1982

Description: A guide to writing, designing, and the production of newsletters. Illustrating many ideas from formatting the newsletter to the subject of the text, this book provides a guide to a successful issue.

Title: Program Development & Grant Writing

Resource Type: Book

Category: Organization

Copies: 1

Author: Ron Mirr

Date Published: 2002

Description: 504 pgs. Explains the grant process, 8-step process, grant reviewing, finding funding, choosing the appropriate grant, the planning process, writing the grant, publishing the grant, foundations, sample RFP, and grant checklist.

Title: Write On Target

Resource Type: Book

Category: Organization

Copies: 1

Author: Donna Stein & Floyd Kemske

Date Published: 1997

Description: This practical handbook gives you the inside secrets to mastering the two most powerful tools of direct marketing - exceptional creativity and sophisticated market segmentation techniques that produce profitable bottom line results every time.

Subject: Zoning Codes

Title: Smart Growth for Zoning Codes: A Resource Guide

Resource Type: Book

Category: Design

Copies: 1

Author: Steve Tracy

Date Published: 2003

Description: This guidebook assists local government planners, attorneys and elected officials understand, prepare, and adopt codes and ordinances that will promote a style of development that was once common. Provides an overview of the features of smart grown zoning codes and ordinances, and highlights the best examples found in a review of approx. 225 codes. The guide is not intended to add to the numerous publications that explain smart growth and provide examples, graphics and photos. It takes the next step and gives the best examples of "nuts and bolts" language that can be used as a starting point for either modifying or completely re-writing your existing zoning codes and related municipal regulations to foster such development.