



**IOWA**  
economic development  
Iowa Economic Development Authority  
Main Street Iowa – Iowa Downtown Resource Center  
200 East Grand Avenue, Des Moines, Iowa 50309-1819

**Cumulative Totals July 1, 1986 – June 30, 2015**

Net gain of new businesses:	4,407
Net gain of new jobs:	12,832
Total number of volunteer hours:	2,752,114
Number of building rehabs/sales:	14,365
Total private dollars invested into downtown buildings:	1,520,379,048

These statistics are used to show the economic impact monitored in Iowa Main Street commercial districts. Success of the Main Street Program cannot be measured by numbers alone. Cumulative figures are condensed from reports submitted by each local Main Street Program. Each community's or neighborhood's population, size of project area, and local priorities vary.

**New Main Street Communities Announced**

August 27, 2015 – (West Des Moines) Governor Terry Branstad announced that two Iowa communities were selected to join the Main Street Iowa program: Centerville and Grundy Center. The announcement was made during the opening session of the Iowa Downtown Summit in West Des Moines' Historic Valley Junction.

"Iowa's historic main streets are the heart and soul of our communities," said Governor Branstad. "We will continue to do whatever we can to keep Iowa's downtowns strong and vibrant for business owners, workers, residents and visitors. I am pleased to welcome each of these communities into the Main Street family, and wish them much success in the future."

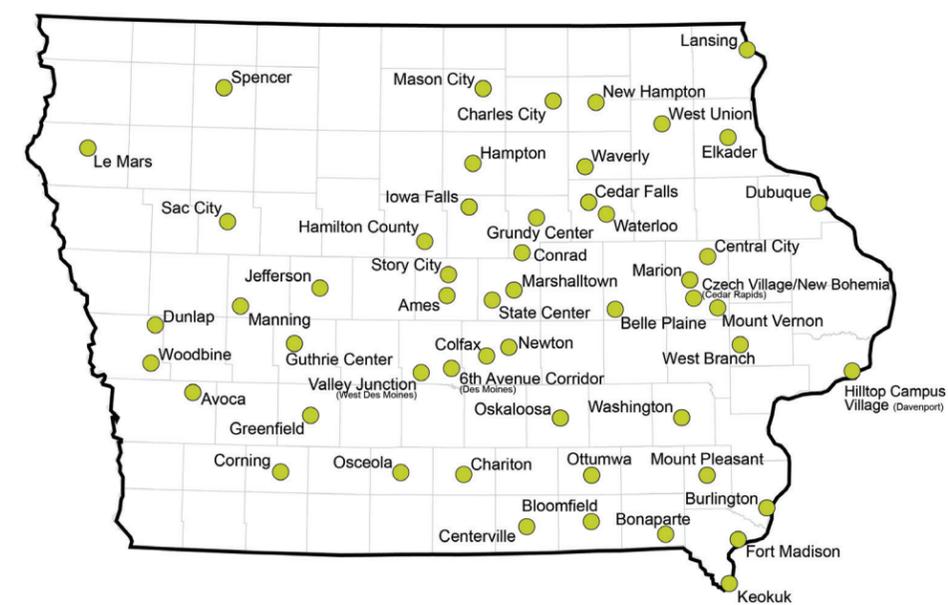
"In their applications and presentations, the selected communities demonstrated strong partnerships, a high level of volunteerism and a commitment to the revitalization of their downtown districts. We are confident that these two cities will thrive and grow for many years to come," said Debi Durham, Director of the Iowa Economic Development Authority, the agency that administers the Main Street Iowa program.

While it may be challenging to become a Main Street community, designated communities reap many benefits. During the first three years of the program, each community receives approximately 40 days of on-site training and technical assistance from Main Street Iowa, National Main Street Center staff and private consultants, as well as 30 days of training for volunteers and local staff, valued at \$120,000. Main Street communities each receive continuing training and technical assistance valued at \$10,000+ annually.



**main street iowa**

Ames	515.233.3472
Avoca	712.249.8042
Belle Plaine	319.434.6481
Bloomfield	641.664.2309
Bonaparte	319.592.3400
Burlington	319.752.6365
Cedar Falls	319.277.0213
Cedar Rapids (Czech Village / New Bohemia)	319.432.9785
Centerville	641.895.2088
Central City	319.438.1761
Chariton	641.774.4059
Charles City	641.228.2335
Colfax	515.674.9071
Conrad	641.366.2108
Corning	641.322.3243
Davenport (Hilltop Campus Village)	563.322.8293
Des Moines (6th Avenue Corridor)	515.314.4243
Dubuque	563.588.4400
Dunlap	712.643.2164
Elkader	563.245.2770
Fort Madison	319.372.5471
Greenfield	641.743.8444
Grundy Center	319.825.6742
Guthrie Center	641.332.2674
Hamilton County S.E.E.D.	515.832.9575
Hampton	641.425.5884
Iowa Falls	641.648.5549
Jefferson	515.386.3585
Keokuk	319.524.5056
Lansing	563.538.9229
Le Mars	712.546.8821
Manning	712.655.6246
Marion	319.743.4726
Marshalltown	641.844.2001
Mason City	641.494.0003
Mount Pleasant	319.385.3101
Mount Vernon	319.210.9935
New Hampton	641.394.2021
Newton	641.792.5545
Osceola	641.342.4200
Oskaloosa	641.672.2591
Ottumwa	641.799.3464
Sac City	712.662.7316
Spencer	712.262.7246
State Center	641.483.3002
Story City	515.733.4214
Washington	319.653.3918
Waterloo	319.291.2038
Waverly	319.352.4526
West Branch	319.643.7100
West Des Moines (Valley Junction)	515.222.3642
West Union	563.422.3070
Woodbine	712.647.3434



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iowaeconomicdevelopment.com

# main street iowa

changing places, changing faces, changing lives!

## Overview

For almost three decades, Iowa's Main Street communities have made a commitment to the long-term revitalization of their historic commercial districts. Using the Main Street Four Point Approach®, local leaders have implemented practical management strategies producing fundamental changes in Iowa's Main Streets.

The Main Street Four Point Approach® was developed in 1977 by the National Trust for Historic Preservation's Main Street Center. Its primary purpose is to establish historic commercial districts as economically-viable centers of commerce through comprehensive, incremental and coordinated work in four key areas: Organization, Promotion, Design and Economic Restructuring.

In 1985, the Iowa Legislature adopted the National Main Street Center's model and established Main Street Iowa as a program of the Iowa Economic Development Authority (IEDA). Today, Main Street is the premiere program of the Iowa Downtown Resource Center and is recognized as one of the most successful state programs in the nation.



Communities interested in revitalizing their historic main streets and joining a progressive network of cities throughout the state are invited to apply for IEDA's Main Street Program. From a city so small as Bonaparte, population 433, to Des Moines, population 203,433, local leaders have embraced the Main Street model and use it as the rallying call to bring economic, social, physical and political health back to traditional historic districts.

*"Never doubt that a small group of committed dependable citizens can change the world. Indeed it is the only thing that ever has."*

— Margaret Mead



## Main Street Approach®

The Main Street Four Point Approach® is a trademarked program of the National Main Street Center, Inc. It offers a comprehensive and integrated strategy to commercial district revitalization using four key facets.

**Organization** — With coordination by a paid program director, organization brings together the public sector, private groups and individual citizens to work together more effectively.

**Economic Restructuring** — Diversifies the historic district's economy by identifying potential market niches, finding new uses for vacant or under used spaces and improving business practices.

**Design** — Utilizes appropriate design and preservation concepts, to enhance the visual quality of the district (buildings, signs, window displays, landscaping and environment).

**Promotion** — Encourages a community to focus on the district as a source of community pride, social activity and economic development potential.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on the unique identity, assets and character of their historic commercial district. Main Street is economic development within the context of historic preservation.

### Contact

Iowa Economic Development Authority  
Main Street Iowa – Iowa Downtown Resource Center  
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[iowaeconomicdevelopment.com](http://iowaeconomicdevelopment.com)

## Resources to the Community

### State Investment

Each Main Street Iowa community receives thousands of dollars annually in training and technical assistance.

#### First three years – State invests approximately \$120,000

- 40 days - Training and technical assistance on-site by Main Street Iowa and National Main Street Center staff and private consultants
- 30 days – Training for local volunteers and staff

#### On-going annual investment - State invests approximately \$15,000

- Quarterly volunteer and director training
- Design assistance
- Business Assistance
- Yearly consultations
- City-specific technical assistance and support

### Training and Technical Assistance

It is imperative that cities receive the training and technical assistance needed for them to make good planning decisions relative to revitalization and future development of their district.

#### Statewide

- Quarterly program orientation/training for new staff and volunteers
- Quarterly training workshops facilitated by nationally-known professionals
- Board and volunteer development training via Webinars

#### In Community

- Architectural and design assistance
- Business Assistance
- Facilitated vision development
- Facilitated mission statement development
- Committee training
- Board roles and responsibilities training
- Facilitated board and committee planning
- Issue-specific technical assistance
- Support with program director selection
- Annual one or two-day program visits

### Benefits and Advantages

The state program strives to build strong partnerships, improve communication and provide new opportunities for continued success.

- Inclusion in a state and national movement involving 2,000 communities in the United States
- Registration scholarships for National Main Streets Conference
- Main Street Loan Pool for upper floor development, rehabilitation and in-fill construction
- Reduced registration cost for the annual Preserve Iowa Summit
- Participation and recognition during annual Main Street Iowa Awards
- Inclusion in the Main Street Iowa website with links to local community websites
- Inclusion in statewide marketing and public relations efforts

### Eight Guiding Principles

- Incremental Process
- Comprehensive Approach
- Emphasis on Quality
- Public and Private Partnership
- Changing Attitudes
- Focus on Existing Assets
- Self-Help Program
- Implementation-Oriented

*"Revitalizing our town centers is one of the toughest challenges facing our communities today - and one of the most important things civic leaders can do to strengthen their community's economic foundation, boost civic pride and retain young talent."*

— Kennedy Smith, Principal  
Community Land Use Economics Group

