



REGISTRATION IS NOW OPEN FOR IOWA'S PREMIER DOWNTOWN REVITALIZATION CONFERENCE

The 2018 Iowa Downtown Conference, August 28 - 30 in Waterloo Iowa

Register today and prepare to be inspired! The Iowa Downtown Conference is the premier statewide annual conference for professionals and volunteers involved in preservation based downtown revitalization in Iowa and neighboring states.

Attendees will find value and enjoy authentic experiences as they make new connections with professionals and volunteers involved in commercial district revitalization! Learn how to discover, retain and enhance a community's sense of place. Get new tools to keep downtown vibrant and competitive in today's market!

The 2018 Iowa Downtown Conference is brought to you by Iowa Economic Development Authority's Iowa Downtown Resource Center in partnership with Main Street Waterloo and the Waterloo Convention & Visitors Bureau.

There is a 20 percent discount if you register online by August 7.

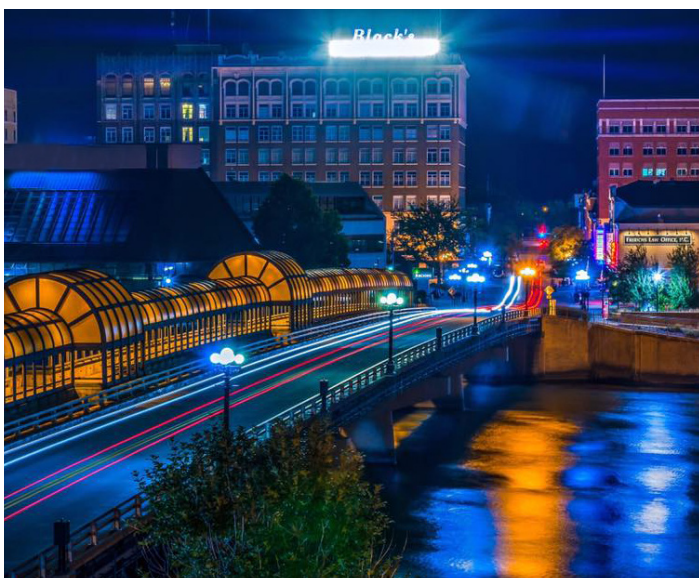
To learn more and to register:

iowaeconomicdevelopment.com/downtownconference.



The 2018 Iowa Downtown Conference offers:

- A full BONUS DAY of specialized training for downtown managers
- Two days with plenary and concurrent educational sessions offering fresh, topical ideas presented by industry experts and internationally recognized speakers
- Educational tours that provide attendees an immersive experience to explore the community
- Private appointments available to speak with downtown specialists from Iowa Economic Development Authority
- Exhibit Hall featuring vendors showcasing resources of interest to YOU and a prize drawing
- Peer luncheon with facilitated discussion on relevant downtown topics
- Networking events with people who recognize the importance of downtown revitalization



BUILDING A BETTER BLOCK ACROSS IOWA

Amid long range planning, visioning sessions and slow-moving improvement projects, it can be difficult to keep momentum going in downtown revitalization efforts. The Better Block Foundation – an urban design non-profit based in Dallas, Texas – aims to change that, working with communities on high impact, short-term installations that provide a vision of what downtown could be. Working with the National Endowment for the Arts, Main Street Ottumwa and local sponsors, Main Street Iowa was able to bring Better Block to Iowa to engage in creative placemaking efforts with communities across the state.

The first phase of the project focused on a full-scale Better Block build in downtown Ottumwa. After months of pre-planning that included a community input survey, an onsite assessment and targeted discussions with downtown stakeholders, Better Block developed a concept of temporary interventions focused on encouraging small business, creating community gathering space for all ages and showcasing potential streetscape improvements. Leaders from Main Street communities across the state converged in Ottumwa in late October 2017 to bring the Better Block concepts to life and learn how to implement similar projects in their own communities. In less than eight hours, a two-block section of downtown Ottumwa was completely transformed.



Four pop-up shops activated vacant storefronts, a large corner lot was transformed into a gathering space, public art was installed in empty storefront windows, and the streets and sidewalks were brought to life with furniture, plantings and a painted bike lane. In addition to physical improvements, programming was developed to bring people downtown. The park held live music, food trucks, and kid’s activities, and the long-vacant Ottumwa Theater was reopened with a “Rock the Block” concert that had nearly 500 people in attendance. While the Better Block installations were removed after the weekend, the impacts of the project continue. New businesses have located downtown, a bond was passed to begin streetscape construction and downtown property development activity has increased.

Better Block returned to Iowa in April for the second phase of the project, providing technical assistance to five additional communities. Volunteers and local stakeholders were able to learn about the Better Block approach from co-founder Jason Roberts, then went to work implementing those ideas through a mini-build exercise that was catered to each downtown’s needs. Not even the below freezing temperatures and rare mid-April snow storm could deter their creative energy!

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BUILDING A BETTER BLOCK, CONTINUED

Vacant lots were activated in Keokuk and Fort Dodge, with the latter creating a pop-up pallet patio and activating the space with live music, artwork and refreshments. In Greenfield, volunteers took to the streets with stencils and washable paint to highlight different businesses around the square and identify routes to underutilized parking lots. Dubuque reclaimed a wide portion of one of its downtown streets, adding planters and paint to define a pedestrian space and bringing neighbors together with a food truck and live music. And in Cedar Rapids, volunteers worked to enhance district safety by creating a pedestrian crosswalk and island on a busy thoroughfare in the Czech Village/New Bohemia district.

Even though the mini-builds stayed up for only a few hours, neighbors and community members had a chance to envision their downtowns as vibrant, active gathering spaces. The initial events were so successful that many are continuing creative placemaking efforts on their own. Keokuk and Fort Dodge plan to do additional mini-build events this summer, while Dubuque is looking to do a week-long Better Block build in September.

Better Block encourages other communities to use the approach in local creative placemaking efforts. Resources including a how-to-guide and templates for wikiblock furniture – plywood pieces cut by CNC router and assembled – are readily available on the website. And, for communities burdened by lengthy plans, large costs or red tape, keep in mind that the beauty of the Better Block approach is its temporary nature. Take a chance on trying out something new – even if it seems crazy or if people think it could never work long term. It might be the push needed towards a new downtown vision.



To contribute articles and photos to
“The Downtown Resource,” contact Darlene Strachan,
515.348.6182 or darlene_strachan@iowaeda.com.

MAIN STREET IOWA RESTAURANT WEEK

SEPTEMBER 14 - 23, 2018



Good restaurants are essential to the success of a community, and a key ingredient for the thriving social, business and residential life in the historic commercial districts where Main Street Iowa works. From mom-and-pop cafés to white-

tableclothed eateries, restaurants in Iowa's Main Street communities feature the very best of the quality, variety and unique flavors.

To support the great locally owned restaurants in Iowa's Main Street communities, Main Street Iowa is pleased to announce the second annual Main Street Iowa Restaurant Week will be September 14 - 23, 2018.

The "week" is ten days: one full week, plus the weekends. The state-wide promotion will be a collection of events and activities featuring local restaurants and food-related events in Main Street Iowa communities.

Nationally, Restaurant Week has become a popular and recognizable event that capitalizes on the foodie and locavore movements. Business leaders in New York cooked up the idea for Restaurant Week in 1992 to entice delegates and media representatives who came to town for the Democratic National Convention to try different restaurants. Since that time, the concept of a discounted price for a three-course gourmet meal offered by all eateries in the city has spread to urban centers across the country.

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Visitors can find a wide selection of one-of-a-kind restaurants bars and bistros in Main Street communities.

- 1910 Grille located in the Historic Park Inn Hotel designed by Frank Lloyd Wright in downtown Mason City dishes up modern cuisine in a Prairie School setting.
- Benzer's Pharmacy in Colfax has an old-fashioned soda fountain that satisfies the sweet tooth with candies, fountain drinks, ice cream shakes and malts.
- Blue Bunny ice cream parlor in LeMars scoops 40 flavors and a look at the history of ice cream.
- An Ottumwa institution, Canteen Lunch, has been serving loose meat sandwiches and pies for decades in an alley under a parking ramp.
- Cup of Joe in Cedar Falls is a one-of-a-kind espresso bar with 1950s flair, featuring fair-trade and organic coffee, local pastries and weekly music events.
- The Sistine Chapel, created in spray paint, can be found at Galleria de Paco in Waterloo. The restaurant features European and international fine dining, a lounge and art gallery.
- Burlington's Martini Grille has a view of the Mississippi, and specialties ranging from designer martinis to chicken lips.
- Good Fellows in the western Iowa community of Woodbine serves up "fresh, made-from-scratch" foods using local ingredients.
- The Vinyl Cafe in Ames is a coffee shop and vinyl record store with a full espresso bar, specialty coffees, fresh baked pastries and thousands of vinyl records.
- New Bo City Market in Cedar Rapids' Czech Village New Bohemia Main Street district is home to numerous unique food and retail business start-ups.

RESTAURANT WEEK, CONTINUED

A task force that included local Main Street Executive Directors, volunteers and restaurant owners was formed to discuss the possibility of a state-wide Restaurant Week in Iowa. Most communities don't have the critical mass of fine dining establishments to support a Restaurant Week promotion independently but working together it's possible to take advantage of the nation-wide trend with a bit of a different spin.

The inaugural Main Street Iowa Restaurant Week was launched in 2017 with 17 communities participating. Rather than a one-size-fits-all promotion with reduced prices for a prix fixe meal, Restaurant Week in Main Street Iowa's downtowns and neighborhood districts featured a variety of food-related events and activities.

Plans are underway for the second annual Main Street Iowa Restaurant week this fall that will be bigger and better. The ten-day promotion will include events like "long tables", experiential tastings, progressive dinner parties or chef challenges; and restaurants featuring unique menu items or locally grown produce, pre-packaged picnics and drawings for gift cards.

Main Street Iowa is working with Iowa Economic Development Authority's Marketing and Communications Team, which includes the Iowa Tourism Office, to create a comprehensive marketing plan and tools that Main Street communities can use to raise awareness about the event, and technical assistance is being provided by our new partners at the Iowa Restaurant Association.

Be sure to save the date and stay tuned to IEDA's social media channels for more information. Don't forget stretchy pants!



THE HOTEL GRINNELL... THE ULTIMATE DOWNTOWN ADAPTIVE REUSE

Nearly every community is faced with large, unusual, sometimes vacant buildings that have outlasted its use. Sometimes these schools, churches or hospitals are among the most visible in town. Some communities want to rush in the wrecking ball; others let the buildings sit and sometimes deteriorate; others recognize the importance and research opportunities that could turn these challenges into huge community benefits. Grinnell is one such case.

The Grinnell Junior High School at 925 Park Street in downtown Grinnell was built in 1921 with a 1978 addition. The use for the building was a challenge, but its downtown location and proximity to Grinnell College magnified the importance of this city-owned building to Grinnell. Enter Angela Harrington, the developer and owner of the Hotel Grinnell. Community leaders once considered housing for the school building, but Angela, as director of the Grinnell Chamber of Commerce, knew the community direly needed an event center and a downtown hotel had been on the wish list for years. She has a track record of developing businesses and



entrepreneurship. Angela knew she could make her vision happen and went to work. She researched smaller communities with event centers and hotels and studied the feasibility of this project. Angela worked with the city of Grinnell on the acquisition of the building and developed a business plan to sell to potential investors. Finding a financial partner to help take on a project like this was a challenge, but Angela developed that partnership with investor Steve Holtze, a Grinnell College alum now living and working in Denver. She also brought on board Christensen Development in Des Moines. Jake Christensen, a successful urban infill and historic renovation developer assisted Angela and Steve in putting the package together.

Also, key to the effort is the city of Grinnell and City Manager Russ Behrens for supporting the project including the contribution of a hotel/motel tax fund to assist the effort. The Iowa Reinvestment Act and the use of historic tax credits helped make this \$7 million project happen. Angela said, "Without Steve Holtze, Jake Christensen and partners like the city and the Iowa Economic Development Authority....well, we would have no hotel."

The Hotel Grinnell opened September 15, 2017. The former school building is now a one-of-a-kind boutique hotel with 43 rooms and two bunkhouses for groups. The hotel features an industrial, chic look and a unique urban vibe.

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THE HOTEL GRINNELL, CONTINUED

Guests sleep in former classrooms and the décor pays homage to the buildings scholastic past, for example, in-room chalkboards and report card style surveys. The Periodic Table eatery is in the old school locker room and features an impressive outdoor patio. The school gymnasium has been converted into a modern ballroom, but all the lines of the old gym floor remain. The hotel has large windows, wide hallways, lofted ceilings and hardwood floors.



And, the historic school auditorium is used for weddings, conference presentations and other events. Angela has done a tremendous job reusing materials from the old school and using local contractors on items such as furniture and metalwork.

Angela says, “I love my new business. A hotel is a perfect fit for a downtown such as Grinnell. What other use can produce 18-hour vitality?” The impact has been real. Although it is still too early to measure the financial impact, the downtown “feels busier.” Corporate clients and Grinnell College are regularly using the sleeping rooms, the ballroom and the auditorium. The hotel is bringing people to downtown Grinnell. Congratulations, Angela and Grinnell. A community need was met, and an important building saved.



DOWNTOWN DIFFERENCE MAKER



Joe Jennison is one of those “Downtown Difference Makers” a person never forgets. His passion and energy are endless as he leads the Mount Vernon-Lisbon Community Development Group’s (CDG) effort in downtown revitalization.

Joe grew up in Burlington, in the Southeast corner of Iowa. He attended 12 years of Catholic school and graduated from Iowa State in Ames with a major in Communications and a minor in English. Joe moved first to Chicago to study

at Second City. He had two plays produced in Chicago and was convinced to move to L.A. to write for television. Joe moved back to Iowa in 2003 to become the Arts and Entertainment Editor for the Cedar Rapids Gazette, which led to a nonprofit job as the executive director of the Iowa Cultural Corridor Alliance. From there, he moved to Mount Vernon and CDG. Joe has been working as the executive director of the CDG for eight years now and last year was made a city employee. Joe stated, “I live and work on Main Street Mount Vernon and am very happy in my job and my town.”

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DOWNTOWN DIFFERENCE MAKER, CONTINUED

The favorite part of his job is working with the local businesses and volunteers - 503 current registered volunteers, a strong 10-person board and four very strong main committees. They manage 14 festivals and events a year and 10 community betterment projects. Joe has become the go-to person in the community with volunteers who want to make a difference. It is not uncommon for Joe to sit and hear three to four pitches from volunteers a week. His standard response is "This is a great idea, as long as you are willing to be the chair." Mount Vernon has received a lot of recognition for its annual Chalk the Walk Festival, Annual Nitty Gritty Antiques Festival, Annual Magical Night celebration, Zip Code Day Festival, Comedy Festival and the Frank Benesh Memorial Uptown Theater Telethon A-Go-Go. The A-Go-Go fundraiser, one of Joe's favorite memories in Mount Vernon, attempted to raise \$10,000 to equip the local black box theater with air conditioning. Ten people, including Joe, stayed up 24 hours broadcasting live on the Internet and in the end raised \$17,000 for the theater.

When asked to describe one or two recent successes attributed to the downtown revitalization initiative, Joe came up with two very distinct answers.



- "We have really upped our recruitment of small businesses to our Main Street program. We are the only community in Iowa to win the regional Open 4 Business Grant three years in a row. We have begun an initiative to fill vacant basements and backrooms on Main Street with small businesses who want to start small. We have a business incubator in town inside a former Middle School that has 17 businesses. Over the past few years, two of those businesses have moved out of the incubator and now have storefronts on Main Street.
- We were instrumental in getting the Smithsonian to bring its Museums on Main Street program back to Iowa after nearly 15 years away. Mount Vernon was a leader in recruiting the Smithsonian and reached out to Main Street Iowa for help. As a result, the exhibit "HomeTown Teams: How Sports Shape America" is currently touring six Main Street Iowa communities, an exhibit that had its Iowa premiere here in Mount Vernon this March/April."

Joe also shared, "I feel this is a vocation and not a job, I work a lot of hours and I would not do this work if it were not fun for both myself and the volunteers I work with. I do love to perform and still write plays, and travel. I have been touring a one-man show around the Midwest titled "Confessions of a Gay Catholic" on the odd weekends when I don't have a festival, and it has been very well received. I love to travel to these various places to perform and when I do I always gravitate toward those cities' downtowns. Both theater and downtown are in my blood, and I always enjoy both when I am off work."

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WOODBINE — A MODEL COMMUNITY

PROJECT OVERVIEW

Woodbine, Iowa (population 1459) is a community of entrepreneurs located along the historic Lincoln Highway approximately 45 miles northeast of Council Bluffs. Woodbine has a diverse economy featuring agriculture, manufacturing, homeopathic remedies, and the visual and culinary arts.

In 2017, the Iowa Economic Development Authority (IEDA) named Woodbine a Model Housing Community for its progressive and multi-faceted approach to addressing its housing needs. This article shares Woodbine's housing success story.

NUTS AND BOLTS

In the early 2000s, Woodbine's largest employer, Woodbine Manufacturing, maker of Tommy Gate Liftgates, was making plans to expand and add more employees. Community leaders recognized the need to improve the housing inventory to support industrial growth. A City of Woodbine Housing Study was commissioned and used to inform an Improvement Plan. At that time, a majority of Woodbine housing stock was comprised of single-family homes built before 1940.

Housing is a critical element for workforce development and population growth and stability. Strong communities provide an adequate range of housing options for potential and current residents who experience benchmark changes through the course of their lives—lofts and upper-story units, starter homes, family homes and senior living. Housing options create a balanced demographic.



Over the last decade, Woodbine has leveraged existing community strengths to improve and grow its housing inventory. After becoming an Iowa Main Street Community in 2008, increasing upper-story housing downtown became a part of the community's master revitalization plan.

Historic downtown commercial structures with second story abandoned or vacant spaces took on new life as multifamily housing. During an eight-year period, 32 market rate and low-to moderate units in downtown commercial buildings were added to the housing mix, now totaling 37 units. The downtown residences play an important role in overall downtown revitalization, providing a critical population segment that walks to the grocery store, spends money at the bar and restaurants, and uses many of the service businesses downtown - from haircuts to hardware. In Woodbine's 3x3 block Main Street District, total assessed property tax valuations rose \$1.957 million dollars over a seven-year period. Vacancy rates are low, with many properties using a wait list.

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WOODBINE — A MODEL COMMUNITY, CONTINUED

Senior Housing is also an important element of the housing plan. Family owned Rose Vista Senior Care Campus offered nursing care and assisted living. The company added Rose Court Independent Living apartments in the early 2000s and in 2015 added 14 townhomes. The Campus allows seniors to age in place while providing synergy to the housing market, attracting young family home-buyers in nearby residential areas as seniors move to the Campus.

The city worked with a local developer to purchase lots and construct residential duplexes and a triplex in older neighborhoods, cleaning up eyesore properties, enhancing rental options for young professionals and providing a needed housing price point.

The local nonprofit Woodbine Betterment & Development group sourced a local family foundation with interest in starting a high school construction trades program. The foundation and school work together to offer a program where students build new homes and remodel existing homes. This residential in-fill is improving overall housing stock in traditional neighborhoods. Not all the housing efforts have focused on new construction or adaptive reuse.

The city of Woodbine sponsors an income-based remodeling program assisting homeowners with basic remodeling and energy efficiencies. Between 2005 and 2017, 30 homes were improved.



Since becoming a Main Street Iowa community, Woodbine has used a three-entity approach: Woodbine Betterment & Development (overall economic development, especially industry and housing initiatives); Woodbine Main Street (downtown revitalization and historic preservation); and city of Woodbine (municipal support unit for all projects). This base of community leaders focused on core shared priorities of community sustainability and downtown revitalization, bringing the collaborative energy of city government, school district, business community and nonprofits together. This partnership has been an effective growth catalyst for the community. Private/public partnerships such as Woodbine Community School and the local family foundation supporting the Building Trades Program is also key.

IMPACTS

From 2008-2017, Woodbine's visionary attitude to community development and three-entity approach to implementation has resulted in many notable impacts.

- 32 upper-story housing units (existing rehabs or new construction in abandoned spaces)
- 14 senior campus townhomes
- 9 infill units (2 duplexes, 1 triplex, 5 single-family)
- 44 Main Street district buildings rehabbed
- Net gain of 24 business starts, relocations, expansions
- Net gain of 46 jobs
- Net enrollment increases each year in the independent school district over a seven-year period

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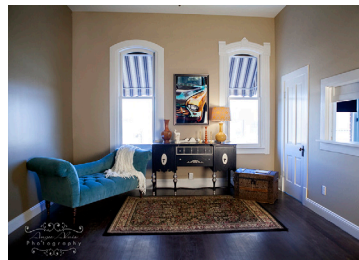
WOODBINE — A MODEL COMMUNITY, CONTINUED

LESSONS LEARNED

As is the case with many success stories, many lessons were learned along the journey. Better enforcement of planning and zoning requirements and policies would help promote a stronger and more diverse housing stock, and the maintenance of existing homes in the community. It's important to have a strong city administrator take a proactive approach to educating the planning and zoning commission and city council on housing issues and best practices. Last, but perhaps first, vital to a community's future in today's competitive world is cultivating a community and local government culture that prioritizes "visionary planning and project development" rather than "pothole filling."

PROJECT INFORMATION, TOURS AND CONTACTS

Want to learn more about Woodbine's model community housing efforts? Contact Woodbine Main Street Executive Director Deb Sprecker at woodbinemainstreet@windstream.net or 712.647.3434. For more information on IEDA's model communities for façade programs, stormwater and rural retail, visit iowaeconomicdevelopment.com/modelcommunities.



DOWNTOWN DIFFERENCE MAKER, CONTINUED

Joe is in the process of working with his father to open a new restaurant in Main Street Mount Vernon called the "Singalong Bar & Grill." They are probably about six weeks away from opening and once the doors open, odds are Joe will be found there every night singing along with a 1910 Player Piano and welcoming people from throughout the region and the state to Main Street Mount Vernon.

Joe feels the greatest training he received was improvisation training through Second City in Chicago. Learning how to think on your feet, follow the basic rules of improvisation - which include listening, not asking questions, saying 'yes' to all opportunities and trusting your onstage partners - have made Joe not only a better actor, but a better communicator and ultimately a better Main Street manager. He uses that training every day in his work and personal life. That work, like community development, is all about saying "Yes, and..."



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To find out more about Mount Vernon, contact Joe at director@visitmvl.com or 319.210.9935. Be sure to visit visitmvl.com.

DOWNTOWN GEM...

LA POSTE BRINGS HISTORIC POST OFFICE BACK TO LIFE IN DOWNTOWN PERRY

Located in the heart of downtown Perry, the historic U.S. Post Office building - now known as La Poste - is once again a hub for the community. Constructed in 1914, the Beaux-Arts building housed the local post office, and later, administrative offices and classrooms for the local school district. By 2012, the building was vacant, in disrepair, and had been placed out for bid twice with no response.

It was at this point that three women decided they had to do something. Already local business owners, the women began forming a vision to turn the crumbling building into a gathering space for art, music, good food and community. When the school district placed the building up for bid for the third time, the women took a leap of faith and submitted an offer right before the deadline. Expecting a long line, they waited outside the school administration building until the bids closed, only to discover theirs was the lone one. Their vision was approved by the district, and for \$1 they were now owners of the former post office.

The hard work of bringing the building back to life then began. Family, friends and even local high school athletic teams pitched in for the demolition, tearing down the dropped ceiling, partition walls and duct work, prying up carpet and plywood floors and removing mountains of debris. Original details of the historic structure were slowly revealed, including a coffered ceiling, arched windows defining the superintendent's office and marble medallions.

Today, La Poste is brimming with activity. Light streams in through 20-foot arched windows on the main floor, which has become a popular place for wedding receptions, parties and other special events. Downstairs, the basement has been transformed into "The Cellar." Paint was painstakingly stripped from the brick walls, creating a funky collection of intimate spaces that house rotating artwork by featured artists. The popular Handlebar Happy Hour takes over the space every Thursday evening with live music, drinks and dinner, drawing cyclists from the nearby Raccoon River Valley Trail in addition to locals. The original vision of creating an arts-focused social gathering place has certainly come to life in downtown Perry!

La Poste is owned by Colleen Eckhoff, Jenny Eklund, and Mary Rose Nichols. To learn more, visit www.laposteperry.com or check out [La Poste](#), LLC on facebook.



POP UP BOUTIQUE ATTRACTS EAGER SHOPPERS, BUSINESS PROSPECTS FOR GRUNDY CENTER MAIN STREET

GUEST WRITER:

KEELY HARKEN, MSGC BOARD MEMBER AND PROMOTIONS COMMITTEE CHAIR

What happens when a vacant property in the Main Street Grundy Center (MSGC) district is transformed into a pop-up boutique for the day? The first ‘Sip and Shop’ demonstrated great things happen when you combine an early spring event with plenty of vendors and activities to keep shoppers engaged!

Not one boutique but TEN visiting retailers from other communities found their way to Grundy Center for the March 2018 ‘Sip and Shop’ event.

The ingredients for success were all present in Main Street Grundy Center’s first attempt to market vacant first floor space while creating a signature event for the fledgling Main Street organization.

“‘Sip and Shop’ was born of a brainstorming session about the elements of an indoor event that are most appealing to shoppers,” recalls Main Street Grundy Center director Lisa Bienfang. “Our goal was to utilize the empty storefront to demonstrate the pull that retail has in our district. We were able to maximize the space and create a festive destination for the day.”



The “Sip and Shop” was timed for an early March weekend in conjunction with a community-wide spring shopping event, sponsored by the chamber of commerce. The promotion was successful for both the out-of-town boutiques and existing retailers. “The key to retailer success was a coupon package distributed to shoppers. The offer included coupons for our community’s permanent businesses to lure newcomers to sample all the community has to offer,” says Bienfang.

The Main Street Action Plan for the effort had a goal of attracting five boutiques not currently located in Grundy Center to jointly occupy retail space for the one-day event. The goal was exceeded when ten retail and home-based boutiques responded to the appeal!

The Action Plan also called for the creation of a value-added package for the event. A \$15 VIP Lounge “pass” created excitement and a way for shoppers to linger in the space when the shopping was done.

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POP UP BOUTIQUE ATTRACTS EAGER SHOPPERS, BUSINESS PROSPECTS FOR GRUNDY CENTER MAIN STREET, CONTINUED

The VIP experience provided exclusive access to the Sip and Shop Lounge as well as:

- Main Street-branded shopping bag
- Coupons to each of the pop-up boutiques
- Coupons to permanent retail locations
- Two complimentary beverages
- Light appetizers and desserts
- Free chair massage

The inaugural event was extremely positive for the Grundy Center Main Street district, as shown by these results:

- 300 shoppers
- \$600 raised for Main Street Grundy Center through VIP pass
- 20 businesses who participated in the coupon book
- Two NEW businesses attracted to new retail space within the Main Street district

Bienfang says participants are asking for the event to be repeated for a fall date, and the location will be moved since the vacant retail space used in March is now full with two new tenants!

CONTACTS

For more information about the Iowa Downtown Resource Center and the services offered, contact Jim Engle, 515.348.6180 or james.engle@iowaeda.com.

To find out more about the Main Street Iowa program, contact Michael Wagler, 515.348.6184 or michael.wagler@iowaeda.com.

To contribute articles and photos to the “Downtown Resource”, contact Darlene Strachan, 515.348.6182 or darlene.strachan@iowaeda.com.

RESOURCE CONNECTIONS

Iowa Downtown Resource Center iowaeconomicdevelopment.com/idrc

Learn about the importance of downtown development and how to use tools for downtown viability.

Iowa Economic Development Authority iowaeconomicdevelopment.com

Works to strengthen economic and community vitality by building partnerships and leveraging resources to make Iowa the choice for people and business.

Keep Iowa Beautiful www.keepiowabeautiful.com

Committed to enhancing the image and appearance of the countryside and Iowa communities. An affiliate of the national Keep America Beautiful program.

Larned A. Waterman Iowa Nonprofit Resource Center inrc.law.uiowa.edu

A center to help Iowa's charitable nonprofit organizations become more effective in building their communities.

Main Street America mainstreet.org

The national movement helping revitalize older and historic commercial districts for more than 35 years.

Main Street Iowa iowaeconomicdevelopment.com/MainStreetIowa

Iowa's program to work with selected communities to revitalize historic commercial districts.

National Park Service www.nps.gov/search/?affiliate=nps&query=preservation+briefs

Guidance on preserving, rehabilitating and restoring historic buildings.

National Trust for Historic Preservation savingplaces.org

The trust protects and celebrates America's diverse history.

Sidewalks

www.cedar-rapids.org/local_government/departments_g_-_v/public_works/sidewalk_repair_program.php

Cedar Rapids, IA, Sidewalk Repair & Reimbursement Program

www.como.gov/Council/Commissions/downloadfile.php?id=18599

Columbia, MO, Point of Sale Program-Fixing Our Broken Sidewalks

www.walkdenver.org/wp-content/uploads/2015/08/15.08.15-Rethinking-Denver-Sidewalk-Policy.pdf

Denver, CO, Rethinking Denver Sidewalk Policy

State Historic Preservation Office (Iowa) iowaculture.gov/history/preservation

Information ranging from archaeology to getting a site listed on the National Register of Historic Places.

Travel Iowa traveliowa.com

Trip ideas. Things to do. Places to stay. Events calendar. Travel by region. Travel guide and map.

Volunteer Iowa volunteeriowa.org

Resources for organizations and communities to engage Iowans in addressing pressing community challenges.