



*Celebrating 20 Years*

**MAIN STREET IOWA**  
1986-2006

**IOWA**  
*life* | changing™

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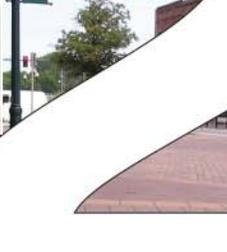
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BURBON STREET



# MAIN STREET I O W A



*Celebrating* 20 *Years*

**MAIN STREET IOWA  
20 Year Report**

1986-2006

**Iowa Department of Economic Development**

Iowa Downtown Resource Center

200 East Grand Avenue, Des Moines, Iowa 50309

[downtown@iowalifechanging.com](mailto:downtown@iowalifechanging.com)

[www.iowalifechanging.com](http://www.iowalifechanging.com)

ph. 515 242.4756

fax 515 242.4722

**IOWA**  
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Test your community knowledge with Main Street Iowa Trivia

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**OFFICE OF THE GOVERNOR**


Thomas J. Vilsack  
Governor

STATE CAPITAL

Des Moines, Iowa 50319

515.281.5211

April 28, 2006



Dear Iowans:

MAIN STREET IOWA...20 years of Changing Places, Changing Faces, Changing Lives. What a powerful statement. And, it's true in town after town after town. For 20 years, Iowa's Main Street communities have been transforming their city centers. Since 1986, from the depths of the farm crisis, a declining statewide population and the effects of a severe drought, Iowans from some 50 communities large and small have joined forces to improve the economic, physical, social and political health of their city centers.

From small towns to large urban centers, the Main Street program has demonstrated time and time again that with dedicated and committed local effort, downtowns can once again be vibrant, exciting, and inviting, places where Iowans choose to live because the quality of life in their community is second to none.

In just 20 years, Iowa's Main Street cities have built a national reputation which Main Street communities all across America revere. With more Great American Main Street Award winners than any other state in the country: Dubuque, Bonaparte, Corning, Keokuk, Elkader, Cedar Falls and Burlington, Iowa's Main Street cities set the standards against which other communities measure themselves. This reputation did not come by happenstance. By embracing and implementing the National Trust for Historic Preservation's Main Street Approach®, these award-winning communities have moved mountains.

Considerable progress has been experienced in all of Iowa's Main Street communities. The downtown development programs in these cities have resulted in a total private investment of over \$557 million dollars and the employment of 7,591 Iowans in 2,771 new and expanded downtown businesses! Just as important to the taxpayers of Iowa, for every tax dollar ever invested in the Department of Economic Development's statewide Main Street program, over \$66 has been invested by the private sector into rebuilding their city centers.

But our work is not done! We must continue to capitalize on our built-in strengths and combine what we know with what we have. We need to take the success of the Main Street program and reach other Iowa communities so that their city centers can be better, stronger and healthier. For Iowa to grow and prosper, we need healthy communities that provide us with the best possible places to live, work and raise a family. Working together, we can continue to create vibrant downtown marketplaces.

As Governor of the State of Iowa, I am proud to share in the success of Iowa's Main Street communities as we celebrate 20 years of Changing Places, Changing Faces, and Changing Lives.

Sincerely,

A handwritten signature in black ink that reads "Tom J. Vilsack".

Thomas J. Vilsack  
Governor

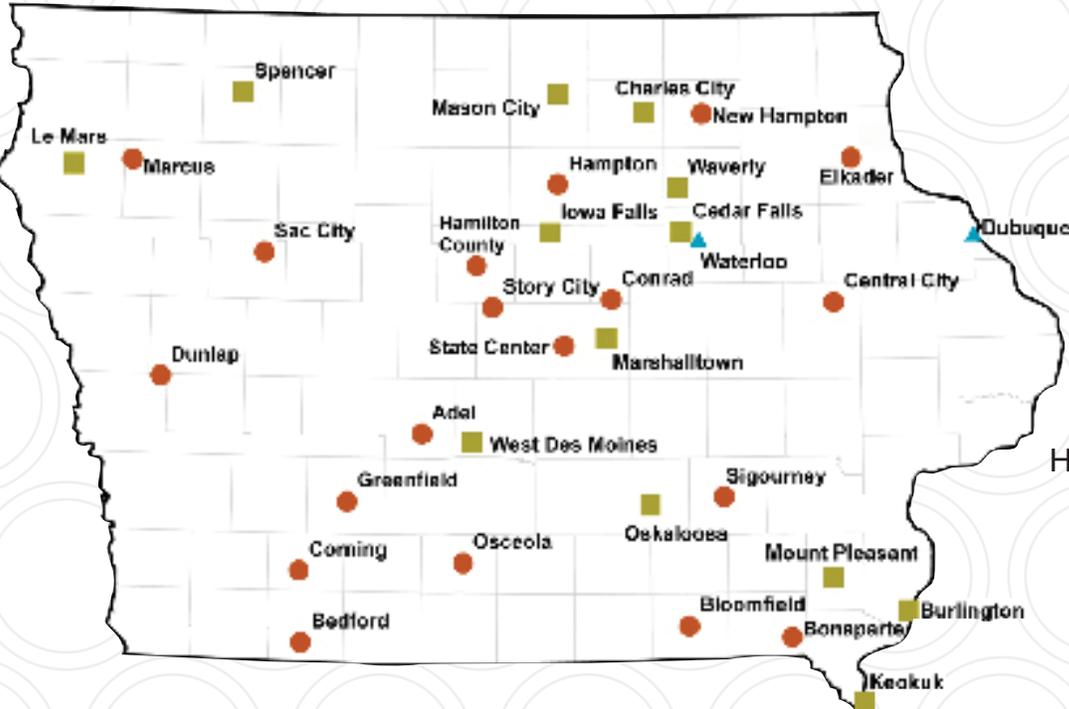
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# Main Street *Iowa* Communities

as of December 31, 2005

The Main Street Four Point Approach® is a proven development process and has provided both focus and opportunity to Iowa's participating cities. Collectively, these progressive communities have documented thousands of volunteer hours and millions of dollars in private investment into the revitalization of their historic city centers.

## ● Rural Main Street Communities (Under 5,000)



Bonaparte - 458
Conrad - 1,055
Dunlap - 1,139
Marcus - 1,139
Central City - 1,157
State Center - 1,349
Elkader - 1,465
Bedford - 1,620
Corning - 1,783
Greenfield - 2,129
Sigourney - 2,209
Sac City - 2,368
Hamilton County - 2,516
Bloomfield - 2,601
Story City - 3,228
Adel - 3,435
New Hampton - 3,692
Hampton - 4,218
Osceola - 4,659

## ■ Main Street Communities (5,000 - 50,000)

Ranging in size from 458 to 68,747, there are 34 active Main Street communities throughout the state. Since 1986, 49 communities have participated in Main Street Iowa.

From July 1986 through December 2005, the central business districts in these communities have experienced a net gain of **2,771** business starts relocations and expansions with a net gain of **7,591** jobs. More than **\$557,493,235** dollars has been invested in downtown properties and over **1,242,783** volunteer hours invested into the downtown revitalization effort.

Iowa Falls - 5,193
Charles City - 7,812
Mount Pleasant - 8,751
Waverly - 8,968
Le Mars - 9,237
Oskaloosa - 10,938
Spencer - 11,317
Keokuk - 11,427
Marshalltown - 26,009
Burlington - 26,839
Mason City - 29,172
Cedar Falls - 36,145
West Des Moines (Valley Junction) - 46,403

## ▲ Urban Main Street Communities (Above 50,000)

Dubuque - 57,686
Waterloo - 68,747

# Changing Places, Changing Faces, *Changing Lives*

Jane Seaton  
State Coordinator, Main Street Iowa

The Iowa life |changing® slogan speaks to the State's changing economy from one solely dependent upon agriculture to a broader, more diverse mix of business and industry. So too has life changed in Iowa's cities. Small, medium and large cities alike are being challenged to adapt to change while striving to maintain their unique character and identity.

In fiscal year 1986, Iowa joined with the National Trust for Historic Preservation in the use of a relatively new downtown revitalization model known as the Main Street Four Point Approach®. This methodology was developed by the Trust in an attempt to stem the loss of entire blocks of historic downtown architecture to urban renewal. At present, more than 1,800 communities in 36 states have used the principles of this development program.

During the 20-year history of the program, Main Street Iowa has had the privilege of working with a total of 49 cities. These communities have made a commitment to the long term revitalization of their historic city centers. Using the principles of the Main Street Four Point Approach® local leaders continue to research, plan and implement programs to meet the needs of an ever-changing economy.

The Main Street Iowa cities represented in this 20-year retrospective epitomize the best of community. They are embracing change and molding their futures with respect to the built environment, the people and the emerging opportunities that come from a vibrant city center. Each section of this 20-year report offers a glimpse into their progress and showcases their diligence in protecting, preserving and promoting good downtown development practices.



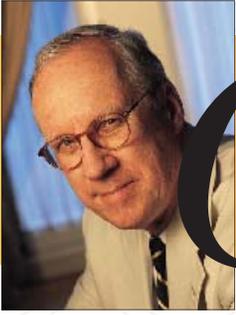
Changing Places defines the changing landscape of Iowa's downtowns. New uses are being found for old buildings. What was once a department store is now a mixed use facility with professional office space on the first floor and upscale residential on the upper floors. Long vacant upper stories are being renovated and offer affordable space for commercial or residential occupancy. Compatible new construction, infrastructure and streetscape improvements are all improving the look of downtown.

In Changing Faces you'll discover a myriad of events and activities designed to build upon the rich fabric of the many cultures that now make up the tapestry that is Iowa. The more than a million volunteer hours reported translates into thousands of individuals young and old from different backgrounds and cultures who are investing in their communities. They are the faces that bring life to our cities.

Iowa and its many cities are far different places than a generation ago. And yet, the values and principles that are the very core of our state – a strong work ethic, trust, pride and willingness to reach out to one another – are still prevalent. Our lives may be changed, but we are still a state that values its heritage, its people and its traditions.

We hope you enjoy this publication and have an opportunity to visit some of the communities who are dedicated to the improvement of their historic city centers.





# Changing Places

A traditional Main Street is a timeless place – but that doesn't mean it can't change with the times. In fact, one of the greatest strengths of the Main Street program is that it encourages communities to recognize the importance of adapting their downtown commercial districts and their business practices to meet the needs of a fast-changing, increasingly sophisticated marketplace.



There was a time when “change” on Main Street meant misguided attempts to make downtown look like a suburban mall, usually by closing streets and hiding distinctive historic facades behind new “modern” skins. The Main Street program, by contrast, encourages downtowns to recognize, preserve and promote the architectural character that makes them unique and appealing. That's particularly important in a place like Iowa, where the state's Main Street communities boast 13 historic districts and scores of individual landmarks – from courthouses and hotels to opera houses and bridges – that are listed in the National Register of Historic Places, the federal government's official roster of properties worthy of preservation.

Like their counterparts in other states, Main Street Iowa communities have shown that it is possible to change with the times without sacrificing the qualities that make downtown special. New businesses have moved into old buildings. Long-abandoned upper floors have been converted into attractive housing. Visionary developers and business leaders have launched imaginative rehabilitation projects that have brought viable new uses to former post offices, hospitals, schools and a wide range of other historic building types.

These communities have also demonstrated that preservation makes economic sense. Statistics show that for every dollar invested in the state Main Street program by the Iowa Legislature, the private sector invests more than \$66 in the acquisition and rehabilitation of downtown properties. This activity translates into new jobs, business and tax revenues – proving that preservation is good for the pocketbook as well as the soul.

Change is a good thing – especially in Main Street Iowa communities that use the best of their past as a springboard to a prosperous future.

Richard Moe, President  
National Trust for Historic Preservation

# Upper Stories

are being transformed, creating downtown homes, office spaces and artists' lofts.

The Main Street Revitalization Loan program was instrumental in the transformation of a Market Street property in downtown *Oskaloosa*. Three spacious upper-story apartments – one over 5,000 square feet and two others totaling 5,000 square feet—were carefully designed to preserve the 14 foot ceilings and exposed brick walls.



One of the major upper floor residential projects in *Spencer* is the Bjornstad Lofts. Two 2,400 square foot loft-style units were created in a vacant office facility.



Jane Ahnen's philosophies of historic preservation, downtown revitalization, local ownership and personal investments of time and assets, came together to create a unique, award-winning upper story restoration — the Jewel Box Guest House — on *Greenfield's* square.



When the Gerrys purchased their building on Main Street in *Sac City*, they had a vision of living above their street-level business, Details Flowers, Etc., a retail gift and flower shop. They visited other Main Street communities to study upper-story residential projects that had been completed. Just eight months later, the Gerrys moved into their new home—the home of their dreams.

The childhood home of Carrie Chapman Catt is in what city?

# Total Building Rehabilitation

of a key historic property is often the catalyst for revitalization of an entire downtown district.

Throughout its history the *Elkader* Opera House has played an important role in the life of the community. Today, after more than 22,000 volunteer hours and \$600,000 in grants and contributions, this National Register property proudly displays its horseshoe balcony, ruby glass chandelier and period stage curtain advertising shops from Elkader's past.



A 2 ½ story historic structure in downtown *Corning* was purchased by Midwest Opportunities Inc. to house their administrative offices on the upper floor and some of their vocational services on the mezzanine level. An antiques store and the Jukebox Cafe are on the street level. The upper story renovation, which also includes a community meeting room, was funded, in part, through a Main Street Revitalization Loan.



Where is the oldest continuously operated theatre in Iowa?

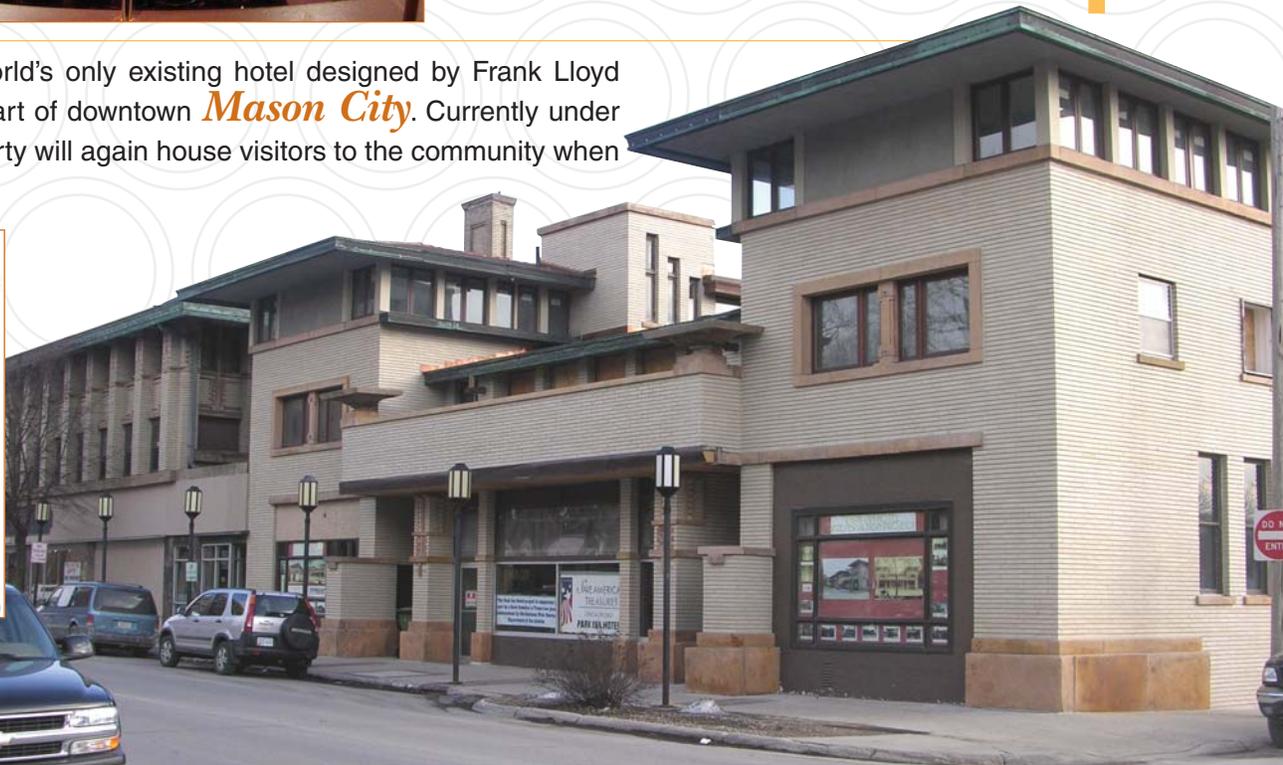
2

The Park Inn, the world's only existing hotel designed by Frank Lloyd Wright, sits in the heart of downtown *Mason City*. Currently under restoration, the property will again house visitors to the community when completed.

Designated as  
Official Project  
of Save America's  
Treasures



SAVE AMERICA'S  
TREASURES  
National Trust  
For Historic Preservation



# Streetscapes

not only improve infrastructure but also add amenities that give new life to downtown districts.



Fondly known as the Big Six project, the rehabilitation of a block of six buildings along the Cedar River was a catalyst for the revitalization of numerous other properties in downtown **Waverly**. Street level storefronts now house diverse businesses while residents in upper level units enjoy river views.



*Bringing a building back to life creates an amazing synergy. By using all the spaces and opportunities a building provides, not only is the*

*- Tim Reinders,  
Design Consultant, Main Street Iowa*

Ornamental street lights have added to the character of downtown Stratford in **Hamilton County**. Thanks to the Promotion and Design Committees and the City of Stratford, who together raised more than \$52,000 to complete the project.



The **Le Mars** Downtown Streetscape Initiative, a \$600,000+ endeavor, and the Olson Cultural Event Center, have improved the face of downtown, creating a gathering place for residents and visitors as well as a focal point for retail. Both projects were funded by private donations and Local

Two years in planning, the four-phase road reconstruction project in **Keokuk** is well underway. New sidewalks, period lighting and a concrete Main Street are included in the project.



Communities are finding creative solutions to preserve and utilize historic buildings through

# Adaptive Reuse

The transformation of the 125-year-old Schramm's Department Store in **Burlington** exemplifies the role that adaptive reuse can play in the revitalization of downtown.

The upper floors are home to condominiums and apartments that appeal to all ages. Several small retail shops share street level space with the Southeast Iowa Entrepreneurial Center (SEIEC), the region's first incubator.



The Regional Business Center in **Waterloo** is the result of several years of effort by Main Street, the University of Northern Iowa's Small Business Center and city government. The building that had for 17 years been home to pigeons and raccoons is now nurturing the growth of small businesses as an incubator.



Where was the French Icarian Colony?

3

One of **Iowa Falls'** "jewels," the 1904 Carnegie-Ellsworth Building was renovated after a new library was built. The National Register property is now home to the Historical Museum, the Iowa Falls Area Development Corporation, Chamber/Main Street offices and the priceless Pat Clark Art Collection.

**New Hampton** has also adapted their Carnegie Library, which is now their cultural center housing numerous exhibits and displays.

Much of the exterior work has been completed on the building that in 1928 was the **Bedford** Oil Company and later a Conoco Station. In the future, it will be home to the Bedford Welcome Center and the Chamber/Main Street offices.

A swinging bridge crosses a river lined with limestone cliffs in what city?

4



# Façade Renovation

that focuses on a building's integrity can transform an eyesore into a gem.

*Conrad's* entire downtown district was enhanced by the \$60,000 façade improvement at Ritchie Industries. The beautiful new corporate headquarters served as a catalyst for the City's new streetscape enhancement

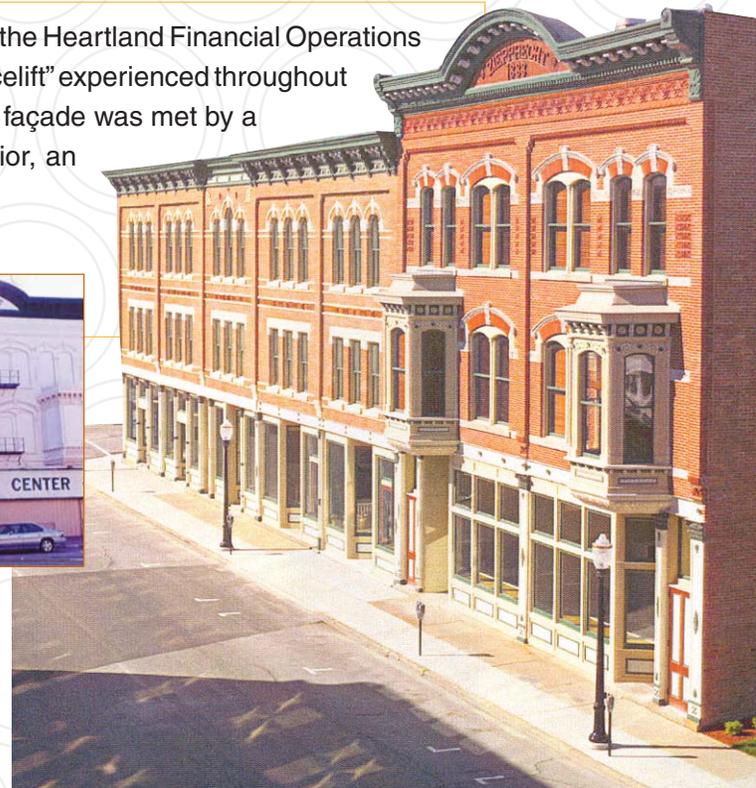
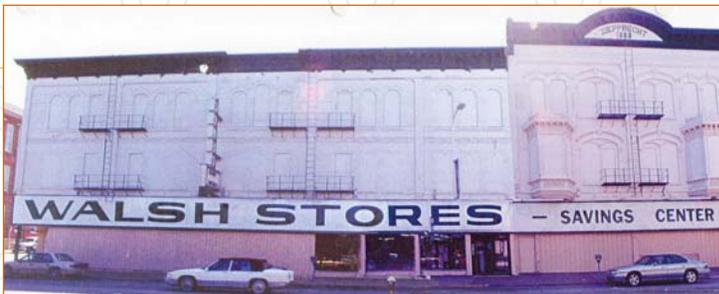


Green and rose neon lights on the façade of the Art Deco Lyric Theatre fill the streets each night and create a lively atmosphere in downtown *Osceola*.

*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*

The conversion of the Walsh Store's retail complex into the Heartland Financial Operations Center is just one example of the multi-million dollar "facelift" experienced throughout downtown *Dubuque*. The design challenge of the façade was met by a complete cleaning and refurbishing of the brick exterior, an investment of more than a half million dollars.



Astrophysicist James Van Allen is a native of what city?

5

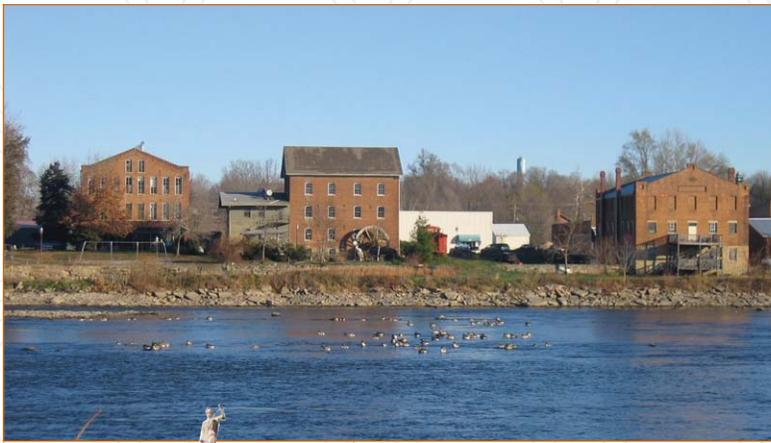
Weeks, months and sometimes years of preparation are needed when seeking designation as a

# National Register District

The courthouse and the Carnegie Library building were the only two properties listed in the National Register when *Sigourney* began their efforts to have the entire downtown district designated by the National Parks Service. Tedious hours of research by local volunteers and a grant, which provided funding for technical assistance, were needed to accomplish their goal.

6

The courthouse in what city was scaled by the "human fly"?



Buildings along the bank of the Des Moines River in *Bonaparte* have remained essentially unchanged over the years, giving a lasting image of

19th century manufacturing. The grist mill (center) is the Bonaparte Retreat, a restaurant with a 35-year history; the woolen mill (right) has been restored for use as an antiques mall; and Meek's Pants Factory (left) is under restoration for lodging - the Bonaparte Inn. Plaques describing their origins appear on all buildings in this National Register Riverfront District.

For the last decade a group of ambitious and passionate *Marshalltown* developers felt the need to identify the historic aspects of downtown Marshalltown. Recognition of the Marshalltown Downtown Historic District in 2002 was an important accomplishment representing a community effort to preserve the architectural styles and building forms that appeared in Marshalltown from the 1860s through the 1940s.

*Bloomfield's* stunning 1876 French Renaissance, or often called Second Empire, courthouse is the centerpiece of a traditional town square. In November 1976, the 41 commercial buildings that line the city square and reflect the self-assured era between the Civil War and World War I were placed on the National Register of Historic Places.

7

Puppeteer Bil Baird was born in what city?



In keeping with their newly-recognized National Register District designation, Main Street *Spencer* has undergone a major transformation. Their streetscape enhancement, completed over a five-year period, now complements the Art Deco style of the downtown architecture.



*State Center* Main Street's historic preservation ethic is visible in Remarkable Row, an intact block of turn-of-the-century buildings on the old Lincoln Highway. More than 25 preservation projects of varying sizes have been completed, seven of which are on Remarkable Row. Two of the renovated properties have received Community Design Excellence Awards from the Iowa Architectural Foundation.

*It has been a pleasure to watch and participate in the evolution of Main Street Iowa. Our work is all about the viability of communities, essential for attracting people and business.*

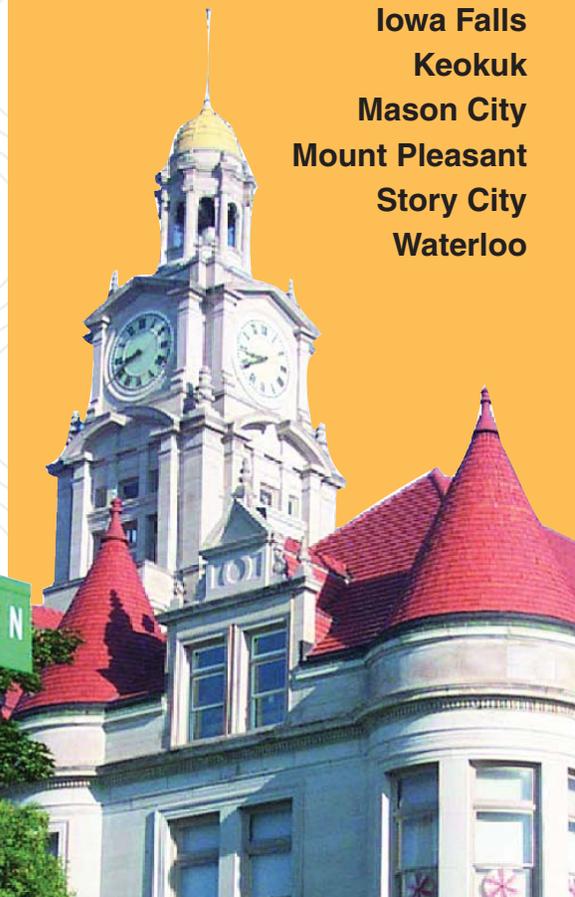
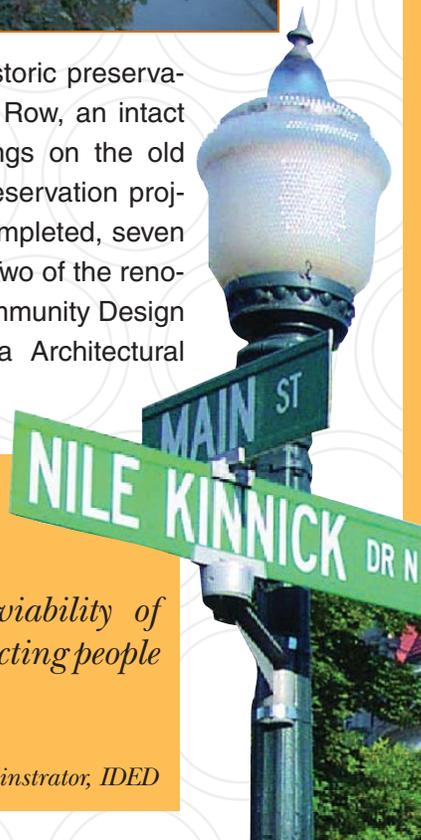
*- Sandy Ehrig,  
Community Development Division Administrator, IDED*

In addition to our featured communities, seven other Main Street communities have National Register designated districts:

- |                     |                     |
|---------------------|---------------------|
| <b>Bloomfield</b>   | <b>Bedford</b>      |
| <b>Bonaparte</b>    | <b>Burlington</b>   |
| <b>Marshalltown</b> | <b>Central City</b> |
| <b>Sigourney</b>    | <b>Charles City</b> |
| <b>Spencer</b>      | <b>Dubuque</b>      |
| <b>State Center</b> | <b>Hampton</b>      |
|                     | <b>Oskaloosa</b>    |

Adel's French Chateau courthouse, a destination attraction, is listed in the National Register along with buildings in 10 other Main Street communities:

- Cedar Falls**
- Corning**
- Elkader**
- Greenfield**
- Iowa Falls**
- Keokuk**
- Mason City**
- Mount Pleasant**
- Story City**
- Waterloo**





# Changing Faces

For the past 200 years, the face of Iowa has been changing. From our first IOWA lowans to present day residents, the face of our land, our cities and our people has changed. Every day, the face of Main Street is also changing. With new lowans, restored buildings, new main street businesses, exciting public art, large ethnic festivals and new infill construction, Main Street has dramatically changed the face of many Iowa downtowns. It's quite apparent that Iowa's Main Street communities are indeed change agents.

**IOWA**  
*life* | changing®

When Main Street Iowa was established in the mid-eighties, our city centers were experiencing significant cycles of decline, disinvestment and loss of value to the community. The very heart and soul of our communities was threatened. Changing this cycle of decline would be challenging and difficult, at best. But, Iowa's Main Street communities were up for the challenge! And, it was the right thing to do. As downtowns are the symbol of economic health, they are a key element in industrial, commercial and professional recruitment. The face of every community is reflected in the health of its city center.

Over the past 20 years, the face of Main Street has once again become bright and more viable. New lowans are opening ethnic based businesses on Main Street beside native Iowan owned businesses; cultural festivals abound; street art is appearing in communities large and small; cultural and entertainment districts are commonplace; developers are once again investing in downtown buildings. Simply put, lowans are returning to our Main Street city centers to live, to work, to play, to socialize and most importantly, to invest.

Main Street Iowa is celebrating 20 years of changing places, changing faces and changing lives. One project at a time, one dollar at a time, lowans are changing the face of their downtowns. In 20 short years, lowans from Main Street communities have collectively invested over \$557 million in their historic city centers. These results have been truly amazing. From tiny Bonaparte, population 458, to urban Waterloo, population 68,747, the face of Iowa's downtowns is healthier, busier, more exciting and diverse than ever. Congratulations. May the success continue!

*Mary Lawyer*

Mary Lawyer, Director  
Iowa Department of Economic Development

**Downtown** has many faces – some human, some inanimate. People, property and public spaces weave together, creating the fabric of the district. As Main Street continues its Four-Point Approach® to revitalization, these faces are ever-changing with new residents, new construction, new businesses, new experiences.

# Celebrating Diversity, Creating Community



In 2005, **Valley Junction**, with sponsorship from a local bank, hosted its first Cinco de Mayo Festival to celebrate the diversity of the district and its strong connection with the Mexican American community. Authentic music, food, a beverage garden and arts and crafts drew great media coverage and an estimated crowd of 5,000+, at least half of whom were

As **Hampton** continues to grow, the faces reflect the changing population. This new diversity strengthens their community and enriches them as individuals.



**Marshalltown** prints event flyers in both Spanish and English.



Aromas from ethnic restaurants fill the air in **Waterloo's** central business district, an international downtown, with a collage of black, brown and white faces. Posters and flyers, printed in multiple languages, welcome newcomers and visitors to this downtown community. A recent survey of minority-owned businesses resulted in a new partnership and the Cinco de Mayo Festival, an event that attracted thousands of participants.

CLEANIAC de Marshalltown nos recuerda que el primer paso para mejorar la apariencia de la comunidad es mantener limpia su propiedad personal.

Patrocinado por:  
MCBD, MEDIC y  
la Ciudad de Marshalltown

**TOME  
ORGULLO EN  
MARSHALLTOWN**

**CLEANIACS**  
Determinado a hacer Marshalltown  
la Ciudad más Limpia en Iowa.

**Información de contacto**

Oficina de la Aplicación del Código  
24 North Center Street  
Marshalltown, IA 50359  
Teléfono: 641-754-6791  
Fax: 641-754-6742  
Email: [cleaniac@ci.marshalltownia.us](mailto:cleaniac@ci.marshalltownia.us)  
Web Site: [www.ci.marshalltownia.us](http://www.ci.marshalltownia.us)

Reporte Queja de Fastidio  
Tel: 641-754-5759

English on other side

Townpeople gather...alumni return...visitors arrive...children delight...

# Annual Events and Festivals

bring together faces, changing as years pass, appearing as new life begins. Communities put on their best faces, share their favorite traditions and celebrate themselves and all who participate.



Originally hosted by downtown businesses as a thank-you to their customers, **Adel's** Sweet Corn Festival now attracts more than 10,000 people who consume over seven tons of locally-grown sweet corn, dipped in melted butter and served free to all who come.

*"I love it,"* said Stanley Lowe, National Trust Vice President, who attended and helped serve at the event on his first visit to Iowa.

Imagine the exhilaration of pedaling your bike through the streets of **Mason City** with the light of the moon defining the course for you and hundreds of other cyclists. The annual Moonlight Bike Ride follows an historic route, touring landmarks old and new, ending in downtown with an omelette breakfast for all to enjoy.

Historic reenactments of local people and events are popular at **Central City's** C.C. Rider Festival which celebrates the recreational, historical and cultural opportunities in and around the community. Here the widow of the Central City Newsletter publisher visits with the milliner about advertising and the life of a working woman in the early 1900s.



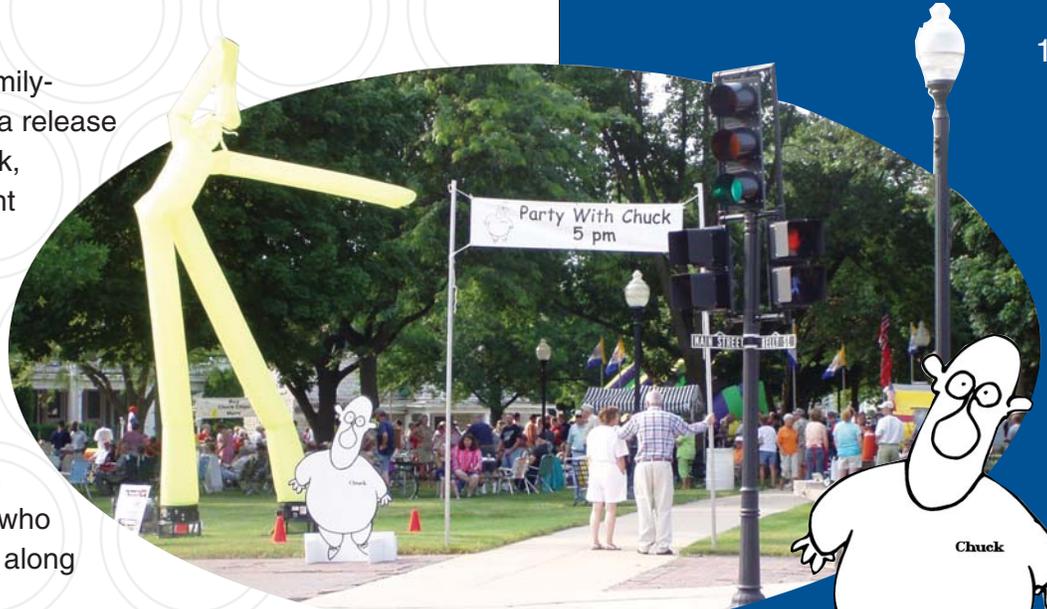
What town quadruples its population during its community fair?

8

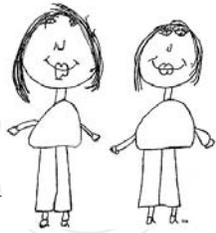


**New Hampton** Community Schools set aside one day each year to show their support by completing community improvement projects. In 2005, high school students with brooms and dustpans cleaned sidewalks and street gutters and Mrs. Burgart's third grade class pulled out old flowers from the planters on Main Street.

Created to provide a family-oriented gathering and a release from the long work week, this Friday evening event held throughout the summer has added a new dimension to the community. "Chucktown," *Charles City's* nickname, spawned the event mascot, "Chuck," who has grown in popularity along with this special event.



SISTER FRIEND™



Sister/Friend, a very special event in *Hampton*, is a weekend just for women. Now in its 10th year, the event offers tours, shopping, classes and networking opportunities designed for both fun and relaxation.



In honor of the community's 125th anniversary, Ellsworth residents pulled out all the stops to create a very special weekend, filled with activities for people of all ages – everything from Smiley Face train rides and Frisbee spin art for children, to the dance and beer tent for adults. The Ellsworth Community Club enlisted the help of nearly 100 volunteers to implement the event, an exceptional effort for this community of 550 in *Hamilton County*.



Children's events highlight *Bloomfield's* Fall Festival while a car show, vendors and food booths keep the adults entertained.



"A Day for Children" was created as part of *Story City's* Yulefest Holiday Celebration to recognize the importance of the family. The day began with the Elves' Workshop where children gathered to make gifts for loved ones. Parents and children then enjoyed "Lunch with Santa" at a local restaurant followed by a free matinee at the historic Story Theatre/Grand Opera House. After the movie, Santa arrived for one last visit before returning to the North Pole.

Where is Terrible's Casino ?

Meeting a community need...enhancing a niche...encouraging an entrepreneur....  
community leaders across the state are successfully recruiting

# New Businesses.

Iowa Falls knew they had a winner when the **Coffee Attic** first appeared on a downtown side street. Its popularity soon created a need for much larger and more efficient space. Enter a creative entrepreneur who purchased a Main Street building specifically to house her "favorite place." Working with the Coffee Attic owners, the old building was beautifully restored and adapted to coffee bar specifications, including a downstairs "library" with books for sale. The cozy fireplace and the upstairs loft, all with inviting cushy chairs and sofas, have made the Coffee Attic even more popular.



Two years without a local pharmacy inspired **Marcus** for Progress to purchase a 100-year-old, 5,000 square foot building to house a professional center. After extensive repairs funded by grants and private donations, hundreds of volunteer hours and intensive recruitment efforts, the organization approached **HyVee DrugTown**. A 1,250 square foot space was prepared to their specifications and other incentives totaling \$50,000 were packaged to complete the agreement.

Today, the smallest store in the DrugTown chain is very successful, thanks to the loyal and grateful residents of Marcus.

Central City welcomed award-winning artists Naser and Patricia Shahrivar who purchased a vacant 1914 building and rehabilitated it for their **Art and Gift Center**.



"Mile high chiffon pie" can be purchased in what city?

10



High atop a former hospital property in **Burlington** sits *Martini's*, a contemporary restaurant/bar with a rooftop terrace overlooking the Mississippi River. The mixed-use property, completed after several years of negotiation, also houses an architectural firm and suites.



The *Premier Prom & Bridal Boutique* is a welcome addition to downtown **Mount Pleasant**. Entrepreneur Megan Wettach owns this award-winning destination retail shop.

What town's visitor center features a history of ice cream?

11

*Hometown Foods*, a full service grocery store, was a key project in the early years of the **Conrad** Main Street program. With TIF financing, the original grocery store was relocated and a new buyer found. This business has not only helped to attract new residents to the community but also provides employment opportunities for youth and adults. Owners Lyndon and Joani Johnson have had great success with the store, which serves as a shining example

of how a location, new structure and top-notch management impacts their business and the lives of the people they serve.

They have since opened stores in several communities and are planning a new Hometown Foods in **State Center**.



Building with pride in the past, Main Street encourages

# New Construction

that blends with existing properties and maintains the integrity of the downtown district.



In 1987, the turn-of-the-century building that housed the *Story City* Herald was deemed unsafe for occupancy and demolished. The downtown lot sat empty for 15 years until assistance from a Main Street Iowa Challenge grant provided the catalyst for construction of a new award-winning building. Today, Story City's 125 year-old newspaper is back home on Broad Street.

Once, a mostly abandoned brown-field, the Port of *Dubuque* is now an unprecedented asset to the commu-

nity and to Iowa. This project includes the National Mississippi River Museum and Aquarium, the Mississippi Riverwalk, Alliant Amphitheatre, Diamond Jo Casino, Grand Harbor Resort & Waterpark and the Grand River Center, making the Port a destination that celebrates the historical, educational, environmental and recreational magnificence of the area.

This project, originating from a community vision, has been a catalyst for other downtown districts, increasing tourism and generating more traffic in the Harbor and Old Main area, than seen in 30 years.



Before



After



In January 2004, the *Marcus* Lumber Company, one of the oldest established businesses in the community, suffered a devastating fire with damages in excess of \$1 million. A new 18,000 square foot office and show room complex is now in place.

The state-of-the-art facility, with a full-time staff of 30, will continue to serve the hundreds of patrons within a 50-mile radius of Marcus.



The residents of *Dunlap* were without primary health care in the early and mid-1990s. Local efforts were successful in bringing two rural health clinics to the community, one of which is in a newly constructed facility in the central block of the downtown business district. The structure also provides space for a pharmacy.

Family Pharmacy owners Fred and Ann Marcalus were determined to rebuild their pharmacy after a fire destroyed their building in Jewell. With assistance from the Main Street Iowa design consultant, they designed their new pharmacy to complement existing historic structures, blending brick and adding tile to add color and variety.

The Marcalus family has set an example in downtown Jewell, and in *Hamilton County*, for historic preservation and perseverance in the face of destruction.



## Art in Public Places

The Community Revitalization Public Art Committee's initiative has added a new dimension to the riverfront in *Charles City* – Art You Can Sit On. Private donations fund the project which, in its first year, installed five original sculptures along the banks of the Cedar River.

Proposals were accepted for site specific, one-of-a-kind, outdoor public art work, designed by an individual or team of artists, that serve as a point of repose, rest, diversion and possible amusement to the viewer.

Finalists received \$300 for construction of a model and written description of the proposed sculpture. Those selected were awarded \$3,000 to complete the art work.



*Cedar Falls* was certainly changed with the completion of a new downtown streetscape. The new design flows gracefully through the five block arts and entertainment district and is



# Changing Lives

The power of an idea can change the course of a community, one person at a time. For the past 25 years, the Main Street movement has grown from a big idea in a few people's minds, into an ever-growing movement, with 1,200 outstanding local initiatives from coast-to-coast. Every day, we look to these leaders – at the state and local level – to carry the Main Street movement forward, to take us to the cutting edge of innovation and success. Main Street Iowa – and its vast network of community programs – has set the standard for excellence, while lending its expertise and insight to other communities across the country. Here are just a couple examples:



- Since 1995, when we launched the Great American Main Street Awards as an annual recognition of the best programs in the nation, we have received 31 applications from 19 Iowa communities, of which 12 were semi-finalists and seven were selected as winners, making Iowa the most distinguished, award-winning program in the country.
- Since 1989, 28 commercial district revitalization professionals based in Iowa applied for the Certification in Professional Main Street™ Management Institute – a rigorous two-year training program for top-level practitioners in the field. Of those, 21 graduated, again distinguishing Iowa with the most highly trained network in the country, accounting for 10 percent of the 209 Certified Main Street Managers working in the field today.

What do these numbers tell us? First, they show the commitment and passion of local civic leaders and professionals in Iowa's Main Street communities. Second, they reflect the high standards set by Iowa Main Street for both itself and its affiliated programs – standards that have produced model programs and professionals. Third, they only begin to hint at the potential for success such a dedicated and creative group can achieve with a great idea, such as Main Street.

As a strong partner with the National Trust Main Street Center, Iowa has provided consistent support and inspiring results to the national network for the past 20 years. Congratulations!

Doug Loechser, Director  
National Trust's Main Street Center

# The Great American *Main Street* Award (GAMSA)

*Dubuque* was Iowa's first winner in 1995, recognized for reviving a true spirit of community and stimulating commerce by doubling occupancy in downtown storefronts and adding 115 new businesses in the 70 block downtown district.

In 1996, *Bonaparte* received the GAMSA, citing the renovation of numerous historic buildings along the Des Moines River, the introduction of creative special events and the investment of nearly 24,000 hours of volunteer time.

Iowa's 1998 GAMSA winner was *Corning*, honored for their accomplishments in the renovation, rehabilitation and sales of downtown buildings as well as recruitment of new businesses and increased taxable sales.

*Keokuk* received the GAMSA in 2000 for significant physical improvements in the downtown district including nearly 250 building rehabilitations, and new construction and streetscape amenities, strengthening their traditional business mix and creating a renewed historic preservation ethic among its citizens. GAMSA also recognized a change in Keokuk's retail events, moving from sale-oriented to quality promotions.

*Elkader's* recovery efforts following the farm crisis, loss of traffic from a highway bypass and three years of flooding were rewarded in 2001 when they received the GAMSA. A turn-of-the-century river walk, a downtown streetscape project, 18,300 volunteer hours and 100% occupancy of downtown storefronts were just a few of their achievements.

Partnerships, historic preservation, economic development, a public art project, events "On Main" and creating an image of downtown as a destination garnered a GAMSA for *Cedar Falls* in 2002. Cedar Falls' Main Street is pictured below.

In 2004, *Burlington* was recognized for restoration and adaptive reuse of several major buildings, design and coordination of a downtown E-commerce Web site, removal of a pedestrian mall to allow increased access to downtown streets, and a \$2 million redevelopment of the riverfront.



Seven Iowa Main Street communities have been honored by the National Trust for Historic Preservation with the Great American Main Street Award. The award has been presented to only 55 communities nationwide.

GAMSA recognizes overall achievement in commercial district revitalization. Using history as a guiding principle, the awards honor communities that have preserved their unique character and brought economic vitality back into their traditional downtown and neighborhood business districts.



*Sometimes* children set an example so powerful that adults can only sit back, cheer and smile with pride.

# Main Street

***Eddie's Super Popcorn Stand***, owned and operated for 37 years by Eddie Bickford, had been a legendary establishment on the **Greenfield** square. After Eddie died in 1983, the Greenfield United Methodist Church, of which he was a member, operated the popcorn stand until 1990 during the Adair County Fair.

Needing a facelift, roof replacement, window and door repairs, Eddie's became the focus of a cooperative effort between Main Street Greenfield and the Nodaway Valley School District in 1997. With the aid of several grants, Eddie's reopened in July 1998 with students from 5th and 6th grades volunteering to operate the stand, selling popcorn and sno-cones.

What began as the dream of a small group of students grew into a successful small business that continues to benefit community projects, provides a valuable local service and involves students ranging in age from fifth grade through high school.



Seven years ago, **New Hampton** began the ***Character Counts!*** program in local schools. Banners representing the six pillars of character – Respect, Responsibility, Trustworthiness, Citizenship, Caring and Fairness – were placed on light poles throughout the community. The success of the program has grown beyond school walls and now permeates the community, changing the lives of both youth and adults. Banners are also displayed inside the new Chickasaw Wellness Complex and will hang along the new walking trail.



Walkable, well-recognized, mixed-use areas, anchored by a high concentration of cultural attractions,

## *Cultural and Entertainment Districts*

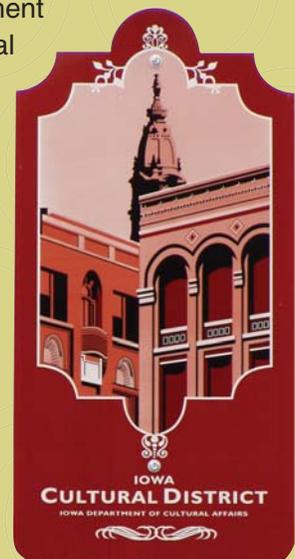
boost economic development through arts, history and culture.

The Iowa Department of Cultural Affairs has certified 21 cities as Cultural and Entertainment Districts, an initiative that encourages city and county governments to partner with local organizations, businesses and individuals to enhance quality of life. Of the 21 certified cities, seven are Main Street communities: Cedar Falls, Charles City, Dubuque, Keokuk, Mason City, Spencer and Waterloo.

Established for several years as an arts and entertainment district, downtown **Cedar Falls'** rehabilitation of the Oster Regent theatre was a catalyst for significant downtown revitalization efforts.

**Charles City's** streetscapes enhance the pedestrian-friendly downtown district. Walking tour maps feature the historic suspension bridge, Charles Theatre and more than 20 mid-19th century homes.

With an ever-growing cultural corridor along the spine of **Dubuque's** city center, and their comprehensive Downtown Master Plan as a guide, Dubuque's certification will enhance their endeavor to become a destination.



# Youth

Main Street **Keokuk's Mission Tuition** program has two goals: to provide scholarships for seniors continuing their education after high school and to create an incentive program to encourage people to shop Keokuk.

Because Keokuk has a tri-county market area within a tri-state region, the program guaranteed a scholarship to a Keokuk student and to a student in each of the three counties – Hancock County, Illinois; Clarke County, Missouri; and Lee County, Iowa.

Using cash register receipts as a voting mechanism, each dollar spent in participating businesses counted as one vote for the student of the customer's choice. Fifty-one students applied to participate in the program that generated more than \$1,500,500 in sales. The four students with the highest number of votes each received

Victorian-era architecture, the George M. Verity Riverboat Museum, "Rollin' on the River" blues festival, six National Register properties and the elegantly restored Grand Theatre are attractions in **Keokuk**.

**Mason City's** downtown district offers cultural programs, fairs, a farmers market, children's art/puppetry camps and venues like the MacNider Art Museum and Music Man Square.

Arts on Grand, Parker Historical Museum, public art and Bogenrief's Studio highlight the cultural, historic and artistic attractions that earned **Spencer** its designation.

Businesses and events within the downtown **Waterloo** Cultural and Entertainment District represent many ethnicities and celebrate, promote and enhance the cultural heritage of the community.

# Wi-Fi Comes to Main Street

**Marshalltown** was the first Iowa city to announce that its free internet "Wireless Zone" was live and running in the 20-block historic downtown business district. Marshalltown's aggressive



economic development focus has set the stage to overcome the digital divide and improve the quality of life for every resident and business.

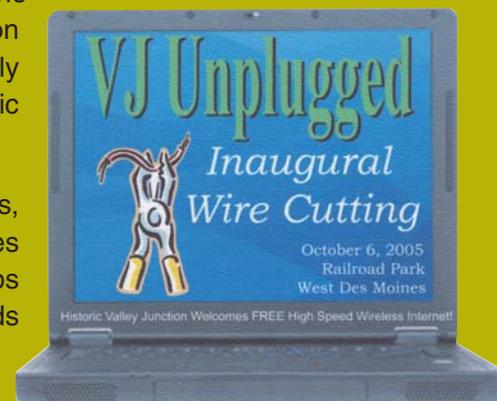
To kick-start this exciting new opportunity for Marshalltown businesses, citizens and visitors, Marshall Economic Development Impact Committee (MEDIC) set up an information tent on the courthouse square. Ten laptops were made available for people to log on and check out the Wi-Fi Zone free of charge, courtesy of Buena Vista University which generously loaned the computers for the demonstration.

Improvements in downtown over the three years of the Marshalltown Main Street program convinced MEDIC, the city and the county that this kind of investment was warranted. Main Street serves more than 4,000 workers in downtown Marshalltown, the largest concentration of people that could use the service on a daily basis. Main Street can boast four new small businesses that have moved to Marshalltown because of the Wi-Fi Zone, three of which are computer businesses that need and use the service.

## Valley Junction Joins the Zone

Most businesses realize in today's world an internet presence is essential. Such is the case in Valley Junction where Wi-Fi was recently added to their historic downtown district.

The upscale shops, restaurants, art galleries and antique shops welcome thousands of visitors annually. With internet access, business owners will be able to reach their market both before and after their visits.



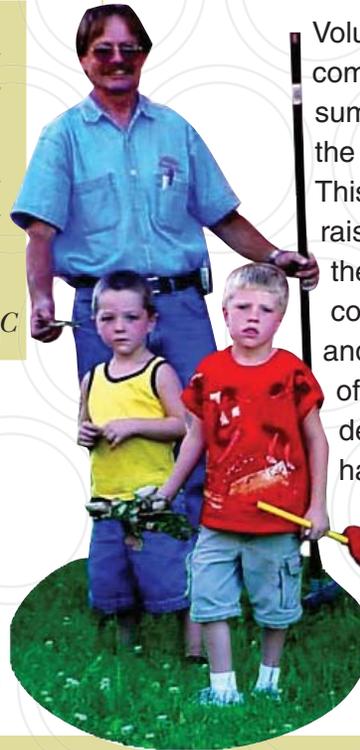
# Volunteers

the lifeblood of Main Street, come in many sizes and ages, alone or in groups, as leaders and followers for a day or for years. They bring special skills and enthusiasm, muscle power and smiles, creativity and determination. Their efforts are needed and lauded. Volunteers are making Main Street happen.

*Main Street Iowa would not be what it is today without the enthusiasm and dedication of its dozens of communities and the thousands of volunteers that have worked to improve their individual Main Street districts.*

*- Stephanie Redman  
Assistant Director, NTMSC*

Hundreds of volunteer hours were needed to restore the **Oskaloosa** bandstand, which has been the focal point of the community for 138 years.



Volunteers of all ages come downtown each summer to spruce up the **Osceola** square. This annual event raises awareness of the importance of the community's image and generates pride of place among residents. After all the hard work, volunteers are treated to pork burgers and drinks.

When **Corning** was founded, one thing that made the town great was its people. Today, more than 100 years later, it is still the people who make the community successful. Volunteers give an average of 6,000+ hours each year for Main Street Corning projects and programs.

**Bonaparte** Main Street volunteers don turn-of-the-century costumes and "personalities" for the Taste of History, an annual event that brings both residents and visitors to the downtown district.





Main Street *Elkader* volunteers put finishing touches on light poles before adding them to the Streetscape Project, completed in 2000. Working with the city, the old 30' poles were cut down, sanded, primed, painted and wired then new heads and bases were added to create period street lights. Thanks to volunteer effort, over 300 volunteer hours were invested to completely refurbish the lamp posts at about one third the cost of new lights.

Main Street volunteers help paint the “Monster Mural” during the Good Ol’ Summertime Festival in *Mount Pleasant*.



Volunteers of all ages and many walks of life – university administrator, nurse, postal worker, recreation instructor – work hard to implement events. These faces are committed to supporting downtown *Cedar Falls*.

A group of *Bedford* Chamber/Main Street volunteers pose with beautiful bearded iris clippings that were displayed at the town’s annual Bedford in Bloom Festival, which they helped implement. Bedford’s Rainbow Iris Farm sells its extensive variety of the ornate flowers to customers nationwide.



13

Where was Nile Kinnick born?

The Main Street program's

# Emerging Leaders

bring energy, expertise and commitment to their roles.

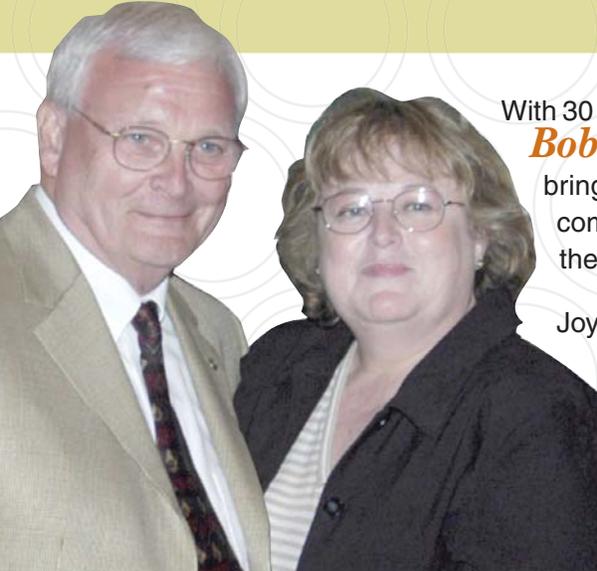
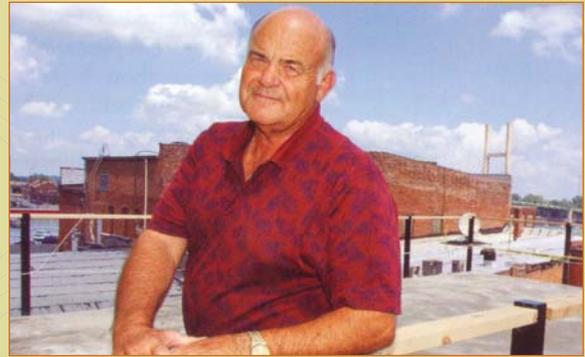


Needed, appreciated and honored by their communities, two Main Street Iowa leaders have also been recognized nationally:

**Donna Hogan**, owner of The Fickle Frog in **Corning** was one of 17 merchants nation-wide to be recognized by the National Retail Federation in 2004 in a project about the rebirth of small independent retail in America. Donna's specialty gift shop is a creative experience and a favorite destination in Corning. She also makes time for Main Street, volunteering hundreds of hours annually to the local program as well as serving on the Main Street Iowa Advisory Council.

**Bob Brueck**, Burlington's "Main Street Hero," received the National Trust's Business Leadership

Award in 2005. Owner of Brueck Construction, Bob was cited for his efforts to save the Port of Burlington Building, his leadership in the renovation of The Drake on the Riverfront, his company's transformation of Schramm's Department Store into a vital mixed-use property and his ongoing dedication to downtown initiatives.



With 30 years combined service, veteran directors **Joyce Glasscock** and **Bob Rose**, exemplify the dedication that Main Street program directors bring to their communities. Both are Certified Main Street Managers, having completed advanced courses in downtown revitalization management at the National Trust's Main Street Center's Certification Institute.

Joyce has led **Keokuk's** program for 16 years, bringing her creativity and tenacity to award-winning special events and downtown initiatives. Bob was semi-retired when he accepted the **Spencer** position 14 years ago. A National Register Art Deco District designation highlights the program's numerous achievements.

**Michael Wagler** volunteered hundreds of hours with the **Bloomfield** Main Street program and served on the Design Committee.

After high school, Michael studied historic preservation at the Savannah College of Art & Design. During the summers, he returned to Iowa to intern with the Main Street Iowa office as a summer Design Intern, a position he has held throughout his college career. He will complete his Masters Degree in Community and Regional Planning at Iowa State University in 2006 and plans to continue working with historic preservation in the downtown setting.



They feel it...believe in it...share it...live it!

# The *Spirit of Main Street*

Introduced in 1995 in memory of Kerry Clough-Peterson, who died during her tenure as Ogden's Main Street director, the Spirit of Main Street Award recognizes the person, organization or project that best demonstrates the meaning and spirit of Main Street at work.

The award has been presented to three individuals—*Governor Terry E. Branstad* in 1997, *Thom Guzman*, State Coordinator in 1998 and *Curt Heidt*, Vice President, Federal Home Loan Bank-Des Moines in 2005—whose efforts have benefited the Main Street program statewide.



*Chuck and Emily Russell*, volunteer leaders since the inception of the Oskaloosa Main Street program in 1986, received the Spirit of Main Street Award in 2001. The Russells led efforts to secure the city's investment of \$460,000 and private donations of \$122,000 to complete the restoration of the Oskaloosa bandstand on the town square.

A group of fifth grade youngsters received the award in 1999 for reopening and staffing *Eddie's Super Popcorn Stand*, a favorite attraction in Greenfield.

*Sigourney* was the first honoree and one of five communities to receive the award. Main Street Sigourney was cited for their leadership in downtown revitalization that culminated with their 1994 sesquicentennial.

The 1996 Spirit Award was presented to *Corning* for their total commitment to the Main Street program and their effective partnerships with city and economic development groups.

*Spencer* received the award in 2000. The organization was recognized as the catalyst for a change in attitudes that encouraged private investment, business growth and job creation, all of which strengthened economic revitalization in the downtown district.

In 2003, the City of *Waverly* and the Downtown Task Force were recognized for both their dedication to the program's philosophy and their achievements in downtown revitalization. Community leaders drafted a downtown development strategy that sparked new life in the district and saved an entire downtown block from destruction.

Restoration of *Elkader's* historic opera house and theatre, a library expansion, vintage lighting for the streetscape and a "can-do" attitude earned the community the 2004 Spirit of Main Street Award.



*(plus one!)*

# 20 *Events* that have Shaped Main Street

Thom Guzman, Director, Iowa Downtown Resource Center

Main Street Iowa has been blessed in several ways: with commitment and steadfastness from our local Main Street leaders who almost never give up while facing significant challenges; with our state's leaders who supported Main Street Iowa in its early years when return on investment was extremely low; and with the scores of partners who have sat at the table collectively helping us forge the best program possible. We could never have achieved this much success without these blessings. For all involved, Main Street Iowa is sincerely thankful.

As we celebrate our 20th Anniversary, we thought this was an opportune time to reflect upon the past 20 years and identify the 20 events or circumstances that have shaped Main Street Iowa into the program that it is today. After many hours of anguish and repeated starts and stops, I concluded that there were more than 20. So, I took the author's license and identified 21...one representing each of our 20 anniversaries and one to grow on for good luck. In a somewhat chronological order the 20 events or circumstances (plus one!) that have shaped our program to date are:

**1 NMSC's Nationwide Teleconference** in September, 1984 - Hundreds of communities, including Iowans, spent nearly a day learning about the Main Street program and how it could transform Iowa's downtowns.

**2 Funding for Main Street!** A major leap of faith was demonstrated by our elected officials in funding Main Street in the throes of the farm crisis.

**3 Placing the Main Street Program in IDED** as an economic development program gave immediate credibility and provided the necessary support to assure its success.

**4 National Main Street Center's Involvement** since 1984 has provided Main Street Iowa with supportive direction and training, resulting in the most effective statewide program possible.

**5 Reaching High** - Setting and maintaining high standards since the beginning of Main Street Iowa, both for our participating communities and for the state program. While there is a very delicate balance between quality of program and respect for each community's uniqueness, we are reminded repeatedly by our participating communities to not lessen expectations and standards.

**6 Rural Main Street Program** - Expanding Main Street Iowa to include rural communities with populations under 5,000 in 1989. Today, there are more Rural Main Street communities in Iowa than in any state.

**7 Main Street Awards** - Creation of Main Street Awards in 1988 as our annual celebration recognizing the best of the best from Iowa's Main Street communities.

**8 Experienced State Main Street Staff** - The Department's realization of the need to have staff with local Main Street experience coordinating the statewide effort and providing technical assistance. Main Street Iowa is the only statewide coordinating program in the country where all current field staff providing on-site technical assistance services were local Main Street program directors before joining the state team. In fact, the team has over 89 years collective experience.

**9 The Floods** of 1993 and 1999, which impacted many communities and led to the rebuilding of even better city centers. The resolve and commitment from every flood ravaged Main Street community was awesome.

**10 Spirit of Main Street Award** - Since 1995, five communities and five people/groups have received this award.

**Great American Main Street Award** - Serious commitment to the Main Street Approach® has resulted in more GAMSA winning communities from Iowa than any other state in the country – seven.

### **Airing our Dirty Laundry**

Main Street Iowa took a bold step at our 10th anniversary in 1996 by commissioning a study to survey, interview and learn from former Main Street programs. The purpose was two-fold: to learn from past mistakes and to improve training and services for currently enrolled communities. As a result of this study, many assumptions were confirmed and program changes made to strengthen capacity building at the local level.

**Main Street Revitalization Loan Program** is a collaborative effort with the Federal Home Loan Bank of Des Moines, Iowa Finance Authority and Iowa Department of Economic Development to incite upper story development. This is the first loan program of its kind in the country where loans are not approved based upon appraisal, but on the borrower's credit worthiness and the projects ability to generate income.

### **Creation of the Downtown Resource Center**

Taking lessons learned from the first 17 years of practicing the Main Street Approach® in Iowa, the Iowa Department of Economic Development in 2002 expanded downtown development initiatives by creating the Iowa Downtown Resource Center of which Main Street is the premier program. Through this initiative, more training and technical assistance has been made available to a larger number of Iowa communities.

**Partnerships** – From its earliest days, partnerships have played a major role in Main Street Iowa's success; each has strengthened and challenged Main Street Iowa to find common opportunities and turn them into local and statewide success stories. A million thanks to every partner with whom we have worked.

**Certification Institute in Downtown Management** – The desire from local Main Street program directors to be equipped with the most comprehensive economic development toolbox possible has resulted in 21 graduates of the National Main Street Center's Certification Institute in Downtown Management and attaining the title Certified Main Street Manager (CMSM).

**Developing an In-State Consultant Base** using Certified Main Street Managers to provide technical assistance and training to other Main Street Iowa communities thus extending the ability of state staff to work with more communities and strengthening the skills of Iowa's certified managers.

**National Accreditation Standards for Iowa Main Street Communities** requiring that local Main Street programs, starting in 2001, meet national standards at least once every three years to remain active in state network. This decision has resulted in stronger and significantly more committed local programs.

**HUD Funding** - Thanks to Senator Tom Harkin, Iowa was the first state in the country to ever receive a direct federal appropriation for Main Street. Iowa is also the only state to have ever received more than one of these appropriations.

**Never Having to Say Good-bye** - Continued technical assistance and program requirements for mature Main Street programs have significantly leveraged private sector investment compared to state investment in providing services. Since 1986, private sector investment exceeded \$66.70 in downtown real estate development and acquisition for every state \$1 invested in the statewide Main Street program.

**Bi-annual Program Reviews** - Every two years, since the beginning of Main Street Iowa, the state program has undertaken a self-evaluation in order to improve technical assistance and services to communities. This has allowed all participating communities the opportunity to critique and help shape the state program on an on-going basis.

The old adage “the whole is greater than the sum of its parts” could not be more true than it is for Main Street Iowa. Our participating cities, our partners, our state team and our national network have allowed us to become what we are today. With this kind of support and success, I look forward to the next 20 years as Main Street Iowa continues Changing Places, Changing Faces and Changing Lives!

# MAIN STREET IOWA TIMELINE

## NATIONAL TRUST'S MAIN STREET CENTER CREATED

By 1977, the Midwest Office of the National Trust for Historic Preservation had been receiving so many calls for assistance from communities throughout the region that the office knew something had to be done.

Midwest Office Director Mary Means proposed a three-year pilot project, sent out an RFP and three communities of different sizes and economies were selected to participate. Three individuals were recruited to coordinate the effort in the pilot cities, work with local leaders and develop a program that would address each community's needs. Meeting quarterly to discuss progress, the three created a model four-point approach, the basis for what is today the Main Street program.

At the end of the pilot project, Means moved to National Trust headquarters, taking the Main Street model with her. A nationwide model was then announced and tested in 30 communities, five in each of six states, providing further definition to the program. The national teleconference in 1984, targeted to communities of 5,000 to 50,000, had an overwhelming response and the Main Street movement was underway.

In 1985, a third RFP was sent to communities over 50,000 in population to test the Main Street Four-Point Approach® in urban centers. Dubuque, Iowa was one of seven cities selected.

1985

## Legislation

Community leaders from across the state tuned in to a 1984 nationwide teleconference to learn about an amazing new program called Main Street. Following the teleconference, they contacted the National Main Street Center for information on how to start the program in Iowa.

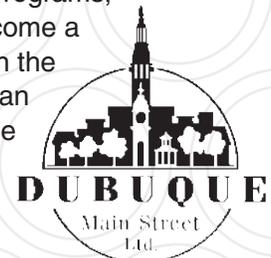
Advocacy efforts over the next year were successful in convincing the State Legislature and Governor Terry E. Branstad to approve funding for a Main Street Iowa program.

15

What city's first business district was known as "Rat Row"?

## Dubuque

Established in 1985 as one of the National Main Street Center's urban pilot programs, Dubuque Main Street Ltd. has become a recognized development partner in the city. The opening of the pedestrian mall and the revitalization of the Lower and Old Main districts are just three examples of the power of partnerships and the impact that Dubuque's renaissance has had at both local and state levels.



The public investment into downtown development has leveraged over \$287 million private investment dollars for building rehabilitation projects, façade renovations, new construction and real estate sales, all within Dubuque's downtown districts resulting in a net increase of over 1,850 new jobs in downtown.

A city of firsts, Dubuque is Iowa's oldest Main Street community, Iowa's first GAMSA winner in 1995, and the first to be named a Preserve America City. USA Today named Dubuque one of "Ten Great Places to Discover Midwest Charm" and, in 2005, the National Trust recognized the city as one of a "Dozen Distinctive Destinations."

After 21 years of exemplary achievement, the Main Street program continues to stress that revitalization is an incremental process which is underscored in a 10-year Downtown Master Plan, adopted in 2004, that aspires to continue the momentum generated by past accomplishments.

14

What town is the county seat of Keokuk County?

Main Street Program  
Nationwide Teleconference

Main Street Iowa  
Legislation

Dubuque Selected as  
National Urban Pilot Program

Main Street Iowa  
Advisory Council Formed

1984

1985

# Burlington

After 20 years of efforts by Downtown Partners, the community has developed an awareness of just how special downtown is and will continue to be. Working with the City for design solutions in the reconstruction of several blocks of Jefferson Street, numerous upper story redevelopment projects and incorporating the arts on the riverfront are but a few of their accomplishments.

The organization continues to recruit new business and to promote the products and services that are available downtown. Other promotional efforts include such special events as the Snake Alley Criterium bike races, the only race of its kind in an Iowa Main Street community.



# Keokuk

People can visit the Chickasaw Nature Center near what community?



A GAMSIA winner in 2000 and recipient of more than 60 Main Street Iowa awards, Keokuk is nearing the \$40 million private investment benchmark.

Keokuk attributes its ongoing success to a public meeting process that resulted in a series of public improvement projects, a new marketing campaign and a 'quality over quantity' approach to events and activities. Their slogan, "Keokuk – History, Charm and Character," invites visitors to downtown's new streetscape with signs featuring Chief Keokuk, the city's namesake.

Retention, recruitment and recognition of volunteers is a priority for Main Street Keokuk. Their creative project, "A World of Thanks," is just one of the ways they work toward that goal.



Shoppers gather at Oskaloosa's Art on the Square.

# Oskaloosa

Spearheaded by private citizens and funded with support from City tax dollars, the restoration of Oskaloosa's 1912 bandstand and city square became the catalyst for revitalization of the entire National Register District.

One of the longest participating programs, Main Street Oskaloosa has



received numerous Main Street Iowa awards during the past 20 years. The program continues to seek solutions to cost/value differentials in building renovations and to encourage the development of upper-story living spaces. Thanks to local efforts, a key structure, whose roof and exterior walls had collapsed, was restored and today houses a thriving business.

What community hosts the Midwest Horse Sale?

## MAIN STREET IOWA SELECTS FIRST CITIES

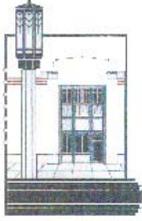
Following the 1985 passage of legislation creating the program, Main Street Iowa issued a request for applications from Iowa communities. An Advisory Council – a panel of professionals from across the state with expertise in economic development, finance, retail, historic preservation and government – was recruited to review applications. Of the 17 applicant communities, five were selected. Burlington, Oskaloosa and Keokuk were in that first group and remain active today.

Application workshops are held periodically for communities interested in learning more about Main Street Iowa. An overview of the program is presented with detailed information about the application process. Attendance at a workshop is required before a community may submit a written application, followed by a presentation to the Advisory Council. Their recommendations are submitted to the Iowa Department of Economic Development Director who makes the final determination.



1987

## Spencer



Concerted efforts to create an Historic Preservation Commission, followed by four years of intensive work resulted in downtown Spencer's National Historic District designation. Their recently completed streetscape, which complements the Midwest's largest and most diverse collection of 1930s architecture, adds amenities to this distinctive district.

Spencer Main Street works to maintain a level of excitement that generates new ideas and projects, a goal best achieved through long-range planning. A Spirit of Main Street Award winner in 2000, Spencer was one of the first eight Iowa Cultural and Entertainment Districts.

## West Des Moines - Valley Junction

Known for many years as an antique mecca, Valley Junction is now so much more – restaurants, upscale shops, art galleries and a plethora of year-round events that bring crowds from throughout the region.

A close partnership with the City of West Des Moines helps maintain this strong and viable downtown district that survived the devastating flood of 1993 and has grown stronger and more diverse. Thanks to this partnership, Valley Junction announced new Wi-Fi service in 2005.



When new regional attractions appear on the scene, Valley Junction business owners know that working cohesively to promote their district's niche has been and remains the key to success.

Where is the "Black Dirt Capital of the World"?

## Cedar Falls

A 2002 GAMSAs winner, Cedar Falls attributes its success to the establishment of partnerships that have propelled the community to its recognition as a destination. Working with the University of Northern Iowa, Cedar Falls Public Art Commission, Historical Society, Chamber of Commerce, Tourism and Visitors Bureau, Greater Cedar Valley Alliance, Cedar Falls Utilities and the City of Cedar Falls has resulted in an arts and entertainment focus for the commercial district.

A new streetscape with award-winning public art, events centered around visual and performing arts, and such stellar renovation projects as the Black Hawk Hotel are among their successes. These and numerous other projects earned Cedar Falls designations as one of the first Cultural and Entertainment Districts in 2004 and the distinction as the Iowa Tourism Community of the Year in 2004-2005.



Children dance at a celebration in Cedar Falls.

1989

## Waverly

A strong partnership between the public and private sectors provided the framework for the completion of such key projects as the Palace Theatre renovation and the Big Six, which received a Community Design Excellence Award from the Iowa Architectural Foundation in 2003.

Prioritizing downtown redevelopment projects and maintaining the volunteer base to complete projects and activities in downtown Waverly are important goals for the Main Street program.

A Spirit of Main Street Award winner in 2003, Waverly reached the \$10 million benchmark in 2005 for private dollars invested in downtown rehabilitation.



First Iowa  
Downtown Summit  
Marshalltown

National Town Meeting  
Washington, DC

First Main Street Iowa  
Awards Ceremony

National Town Meeting  
Austin, TX

Rural Main  
Street Program  
Legislation

National Main  
Street Certification  
Institute Created

National Main Street  
Regional Conference  
Des Moines

1987

1988

1989

1990

# Bonaparte

After receiving designation as a National Historic District, this community of 458 approached the Iowa Department of Economic Development to adapt the Main Street program for rural communities.

Working with the Four Point Approach®, and their success in being listed in the National Register, not only changed the community's perspective but also inspired volunteerism and a WOW attitude with each new accomplishment.

Bonaparte Main Street works diligently to keep storefronts filled. With only 28 downtown businesses, the community believes that 100% occupancy is essential. Their efforts have resulted in numerous awards including the GAMSA in 1996, recognition as the Most Progressive Community by the Villages of Van Buren in 2000 and the National Trust designation as one of a Dozen Distinctive Destinations in 2001.



19 ?

Where were the Mines of Spain



# Iowa Falls

Situated along the scenic Iowa River, downtown Iowa Falls has been enhanced by numerous business façade improvements.

The Main Street organization is encouraged by their success in keeping the storefronts filled.

Public building improvements have also contributed to the downtown image. The Carnegie building rehabilitation project received an Iowa Architectural Foundation Design Award as well as the Iowa Historic Preservation Alliance Award for "Best Preservation Effort for a Small Public Building."

An ongoing goal for the Iowa Falls Chamber/Main Street is to bring new ideas and interesting projects to ensure continued revitalization of the downtown district.

21 ?

Where is the McLean Historical Museum

First Rural Main Street Communities Selected

National Town Meeting San Francisco, CA

# Corning

Volunteers are the key to Corning's success. They work and play tirelessly to assist the community as it moves closer to its economic vision. With support from all local economic development groups, Main Street Corning has changed the face and the future of the community that had been devastated by the farm crisis.



To avoid complacency after their hard-earned successes, the

organization strives to embrace new ideas and seize new opportunities. A recipient of many awards, Corning is proud of their 1998 GAMSA designation but believes that their Iowa Spirit of Main Street Award in 1996 is the most meaningful.

20 ?

What town was named for an Algerian emir

# Sigourney

The 1994 Sesquicentennial "Journey Home" Celebration, spearheaded by Main Street Sigourney, served as a catalyst for change. Downtown was physically transformed when numerous property owners implemented their design assistance that spring in anticipation of the celebration. The event sparked enthusiasm and pride in both local residents and high school alumni that journeyed home. Alumni generously contributed to the reunion and later demonstrated their support of their hometown's downtown with contributions toward the streetscape project, Memorial Hall renovation and designation as a National Register District.



Downtown continues its metamorphosis with the upper-story developments, phased restoration of the Memorial Hall, completion of the street project and installation of period lighting, restoration of the Lewis Memorial Fountain, investments in the Keokuk County Courthouse and the ongoing investments in major building restorations.

22 ?

Where is the Iowa State High School Rodeo held

Historic Resource Development Program

# Conrad

The successful recruitment and retention of businesses, especially the much-needed grocery store, has kept Conrad in the enviable position of enjoying 100% occupancy in the business district. Strong and broad-based community support coupled with a total community vision is key to their success.

As a small community with limited resources, they work diligently to stay current with cutting-edge economic development and regional networking opportunities.

Conrad has received numerous Main Street Iowa awards as well as a national award for their Historic Bridge Replacement.



Elkader's Keystone Bridge crossing the Turkey River.

# Hampton

A lighting project, completed with the aid of a Department of Transportation Tea-21 grant, resulted not only in the placement of 62 vintage light posts in downtown Hampton but also in a new, inviting image for the downtown district.



The annual Sister/Friend event and a renovation of the Windsor Theater are also part of the success story that Main Street Hampton cites in communicating with and seeking the participation of local businesses.

Hampton has been honored by Main Street Iowa with 12 awards and a certificate for reaching the \$2 million benchmark for private investment in downtown. Main Street Hampton was recognized by the National Main Street Center for their "Service is Our Signature" customer service program.

While Elkader could boast of their Opera House restoration and their theatre rehabilitation efforts, their filled storefronts and unforgettable promotions, they believe that their greatest accomplishment is that THEY did it. The people of Elkader have proven that the Main Street process works in small town USA.

The organization has set a goal to improve the appearance of the downtown district by creating design guidelines and codes, endorsed by the City, that will help retain the integrity of downtown properties.



Elkader's most prestigious and cherished awards include the GAMSA in 2001 and the Spirit of Main Street Award in 2004.

The five Sullivan brothers, who died together in World War II, were born in what city?

23

# Hamilton County

Clerks and store owners call customers by name in the small communities of Jewell, Stratford and Ellsworth.



Customer service has been a key factor in improving these three downtown districts that are part of the Hamilton County S.E.E.D., the only county-wide Main Street program in Iowa.

Many organizations and individuals have contributed to the remarkable progress in these communities. The Hamilton County S.E.E.D. organization continues to seek wider acknowledgement of the successes in each downtown.

The three communities hold various events throughout the year including the Jewell Jubilee and the Ellsworth Extravaganza. To celebrate their heritage, Stratford volunteers created an award winner with the World's Largest Swedish Tea Ring.

What town's streets are named after English authors?

24

Where can one visit the Ice House Museum?

25

National Town Meeting  
Biloxi, MS

Hamilton County,  
Only County-Wide  
Program in Iowa

National Town Meeting  
Tulsa, OK

1991

1992

Fort Madison (1986-1991)

Maquoketa (1987-1991)

Centerville (1987-1992)

Clinton (1987-1992)

# 1993 New Hampton



PRIDE in our PAST VISION for the FUTURE  
New Horizons Chamber, New Hampton  
A MAIN STREET, IOWA COMMUNITY

When the Sara Lee plant closed, some thought New Hampton would suffer a slow and painful death. Not so! The strength and vision of the community and its leaders have proven that residing in New Hampton is 'The Way Life Should Be Lived.'

With 44 second- and third-generation businesses, completion of several community initiated development projects, including the completion of the Chickasaw Wellness Complex and Walking Trail, marking and the most successful fundraising campaign ever, they forge ahead with confidence. The \$2 million benchmark for private investment in downtown was reached in 2003. New Horizons Chamber Main Street's goal is to make New Hampton a destination by promoting and expanding their home and garden niches.

Bill Clinton, Clint Eastwood, Sheryl Crow and Meryl Streep have all shopped in what downtown

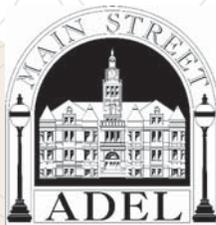
26

# 1994

## Adel

Recipient of 46 Main Street Awards since 1995, Adel Partners has been the catalyst for the rehabilitation and preservation of nearly every building in the downtown district.

The organization has partnered with the city of Adel in efforts to ensure that urban sprawl does not diminish the small town atmosphere that attracts businesses, residents and visitors to the community.



ADEL PARTNERS

As seat of the fastest growing county in Iowa, Adel now faces the challenge of space – keeping retail shops on and around the square while accommodating the need for government-related offices near the historic Dallas County courthouse.

What city is the Rose Capital of Iowa

27

## Bedford

Designated as a Commercial Historic District, downtown Bedford's wide brick streets are the setting for "Main Street Alive," one of several preservation education programs offered by Bedford Chamber/Main Street.



One of the oldest hotels in Iowa, the historic Garland, has been saved! The former Bedford House, built in 1857, was facing demolition after the collapse of an annex. Funds were raised to stabilize the structure and now, with a combination of private donations, a HUD Main Street Iowa Challenge Grant and dedicated volunteers, the Garland is under restoration.

One of Bedford Chamber/Main Street's goals is to work with property owners throughout downtown to ensure that buildings are properly maintained and filled with thriving businesses.

What community has a Chautauqua building

28

## Dunlap

"Discover the Dunlap Difference" is the slogan used by community leaders to recruit new residents and new business. Their results are evident in the two historic structures at the main intersection of the business district that house a mix of professional, service, retail, and five upper-story living spaces. Just down the block, a newly constructed downtown facility, one of two health clinics in the community, also provides space for a pharmacist.



DISCOVER THE DUNLAP DIFFERENCE

The small community's focus on youth explains the new school with an attached state-of-the-art public library. The Dunlap Community Development Corporation's ability to recruit young, energetic volunteers is testament to their tireless dedication to community betterment.

\$50 Million in Private Investment

National Town Meeting Milwaukee, WI

Flood Waters Damage Iowa Communities

National Town Meeting, Tampa, FL

Small Towns Conference

1993

1994

Grinnell (1986-1993)

Harlan (1990-1994)

1995

# Bloomfield

With the stunning 1876 French Renaissance Courthouse as its centerpiece, Bloomfield's downtown square has added several new tenants. Nine upper-story apartments have been created in previously unoccupied spaces. Owners have revitalized these properties by leveraging private dollars with low-interest loans and grants. And downtown Bloomfield is being energized by its new residents.

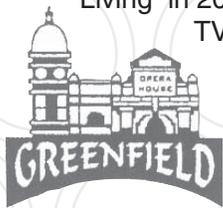


Bloomfield Main Street continues to recruit new businesses and to retain and encourage the expansion of existing businesses. With the growth of E-commerce, the organization sees an opportunity for expansion in the creation of business Web sites and is working with local economic development partners to further this goal.

# Greenfield

The upper-story renovation of the Jewel Box and the current restoration of the E.E. Warren Opera House on Greenfield's square have been the catalysts for numerous façade and building projects.

Known for innovative promotional efforts, the community was featured on the cover of Life magazine and in an inside article on the "Joys of Small Town Living" in 2005. They were also one of four communities featured on KCCI-TV's 50th anniversary special.



Greenfield Chamber-Main Street continues working toward a revitalization vision that will not only meet the needs of the community but also serve a larger regional population.

# Le Mars

Designated as the "Ice Cream Capital of the World" in 1994, and named the Iowa Tourism Community of the Year in both 2001 and 2005, Le Mars boasts that "Life is Sweet" in their latest marketing campaign.

Their partnership as a division of the Chamber of Commerce has allowed Main Street Le Mars to seamlessly implement their mutual objectives: promoting support of local retailers and the activities that take place in the downtown district. A local option sales tax fund has provided the financial base for numerous public amenities.



Le Mars, Iowa

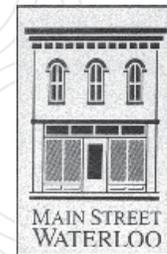
As consumer attitudes change, defining the role of a downtown district in today's economic climate is a priority for Main Street Le Mars.

1996

# Waterloo

The international flavors of ethnic shops and restaurants highlight the community's diversity and add to the experience that has earned Waterloo an Iowa Cultural and Entertainment District designation.

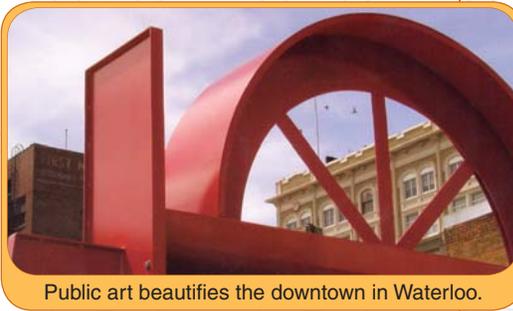
A February 2002 article in the Wall Street Journal stated that downtown Waterloo looked like "a strip of mostly empty buildings with For Rent signs in their papered over windows." Just a few years later, those same storefronts



are filled with street level businesses and upscale upper-story lofts.

Main Street Waterloo was one of the first Iowa communities to receive New Markets Tax Credits for the Fowler Building restoration.

Maintaining partnerships and keeping leaders and volunteers engaged and involved is key to the program's success. Main Street serves as a focal point for the energy, passion and creativity of those who see the future of Waterloo in its center.



Public art beautifies the downtown in Waterloo.

Three U.S. presidents made speeches from the bandstand in what city?



National Town Meeting  
Little Rock, AR

Sigourney  
Spirit of Main Street

Corning  
Spirit of Main Street

National Town Meeting  
Nashville, TN

Main Street  
Exhibits at Iowa State Fair

Bonaparte  
GAMSA

1995

1996

Dubuque  
GAMSA

Webster City (1989-1995)

Sibley (1990-1995)

Clear Lake (1991-1996)

1996

### Charles City

A Community Revitalization committee, created in 1994, is spearheading the completion of a 3 1/2 mile recreation trail along the Cedar River, a project that has created both recreational and cultural opportunities for the community. In recognition of this and other achievements, Charles City was named one of five Capital Communities by the Federal Home Loan Bank-Des Moines in 2004.



While the Avenue of Saints by-pass has reduced exposure to the downtown district, it has also created an opportunity to capitalize on the increased traffic. Charles City is using their 2004 designation as a Cultural and Entertainment District to promote the community as a destination. Charles City was a GAMSAs semi-finalist in 2005.



New business in Marcus add life to the city's streets.

### Sac City

Chamber-Main Street in Sac City has invested thousands of volunteer hours and approximately \$2 million in private dollars in downtown rehabilitation since 1996. The "Sac City Simply Surprising" image campaign is among many Main Street Iowa awards they have received.

A merger with the Chamber of Commerce allowed both programs goals to be addressed by a single, stronger organization for this small community.



Known for its specialty and antiques shops, Sac City is home to one of America's few remaining Chautauqua buildings around which an annual celebration is held. They also hold the record for creating the "World's Largest Popcorn Ball" in cooperation with Noble Popcorn, a local company.

1997

### Osceola



Improvements ranging from fresh paint and new signage to major renovations have transformed more than 60 properties in downtown Osceola, a testament to the community's awareness of the importance of historic preservation. These efforts have been recognized with a number of Main Street Iowa awards including a Best Total Building Renovation for Osceola's Lyric Theatre.



Sac City's Porktoberfest draws people of all ages to downtown.

Main Street Osceola has recently acquired two floors of the Masonic Lodge building which is in need of a new roof and structural stabilization. The rehab of this important corner building will make it an asset for the district by protecting the integrity of the square and providing new opportunities for downtown.

Which community is home to the Rainbow Iris Farm?

30

1998

### Marcus

Marcus for Progress has proven that perseverance pays. The absence of a local pharmacy meant that residents had to drive 25 miles for their medications. After an exhaustive search for a pharmacist, the organization approached HyVee and successfully recruited a DrugTown Pharmacy for their small community, earning the program a Main Street Iowa award for their efforts.



The Old Panhead Restaurant, the Marcus Lumber Yard (rebuilt after a fire) and a new ethanol plant nearby are also among Marcus success stories.

To continue their recruitment success, they now hope to fill another local need by recruiting a dentist.

Where is the "crookedest street in the world"?

31

Iowa Downtown Photo Contest

National Town Meeting Portland, OR

Gov. Terry E. Branstad Spirit of Main Street

1997

Knoxville (1989-1996)

National Town Meeting Pittsburgh, PA

Thom Guzman Spirit of Main Street

Corning GAMSAs

1998

Anamosa (1990-1998)

Eddie's Super Popcorn Stand, Greenfield, Spirit of Main Street

1999

National Town Meeting San Diego, CA

2000

## Central City

Central City's award-winning streetscape is just one of many recent positive changes in this small city. With assistance from a HUD Main Street Iowa Challenge Grant, several properties have been rehabilitated, providing space for new businesses and creating new jobs. A downtown art gallery with two resident artists and a nearby violin maker and woodcarver add flavor to a community that seems happy to have developed a 'parking problem.'

Even though recruiting and retaining volunteers to implement activities is an ongoing challenge for this community of 1,157, they reached the one million dollar benchmark for private investment in the downtown district in 2005.



The movie "Cold Turkey" was filmed in what city?

32

## State Center

State Center Main Street's leadership in economic revitalization has had a significant impact on the community. Participation in the grocery store task force, the community visioning process, preservation initiatives, business development and retention has kept the organization both focused and effective.

The appeal of restored properties has generated a growing interest among entrepreneurs in the community.



Designated the "Rose Capital of Iowa" in 1959, State Center holds an annual Rose Festival in June. Recruiting volunteers to plan and implement such activities in this small bedroom

community is an ongoing priority for the organization.

## Story City

Streetscape amenities surround filled storefronts on downtown Story City's Broad Street. Visible, too, are the numerous façade renovations and the new infill construction that has been completed during the past five years. The new Story City Herald building received a Community Design Excellence Award in 2004 and the Randall-Story State Bank received a Master Builders Award in 2005.

With ever-increasing projects and events to implement, Story City Main Street encourages new residents and new volunteers to become involved in their successful organization.



Midwest Opportunities in Corning was one of the first properties to utilize the Main Street Revitalization Loan Program.



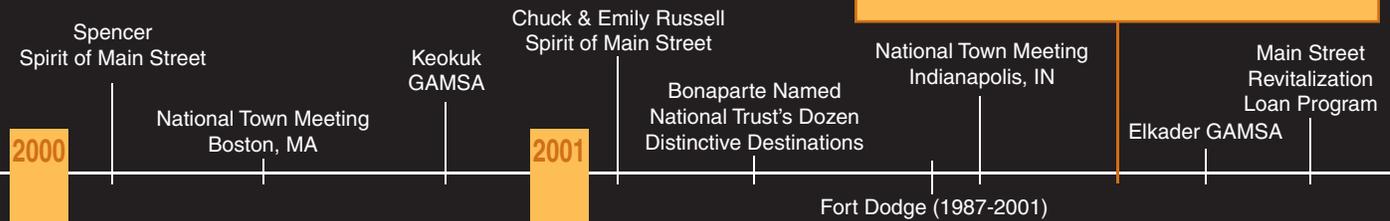
What is the smallest Main Street community in the United States?

33

### PARTNERSHIP CREATES LOAN PROGRAM

The National Trust for Historic Preservation had for several years offered a low-interest Revitalization Loan Program for projects of \$1 million and over. Knowing that financial assistance was needed by Iowa communities for projects under \$1 million, Curt Heidt, Vice President, Federal Home Loan Bank-Des Moines and, at that time, Iowa's representative on the National Trust Advisory Committee, suggested a partnership effort to address the issue.

In July 2001, Main Street Iowa, the Iowa Finance Authority and the Federal Home Loan Bank-Des Moines collaborated to create the Main Street Revitalization Loan Program which provides favorable interest rates for certain downtown development projects. The Revitalization Loans carry a maximum of \$250,000 and a minimum of \$50,000 per project and are available only to designated Main Street communities. Eligible projects include rehabilitation of upper floors, commercial properties and new construction on infill lots in downtown districts.



## MAIN STREET RECEIVES FEDERAL FUNDING

In the fall of 2001, Senator Harkin was successful in securing the first of four HUD grants awarded to the Iowa Department of Economic Development for use in revitalization efforts in the designated Main Street communities.



Sigourney's Copper Lantern is one of many projects that have utilized a Main Street Iowa Challenge Grant.



Of the \$500,000 grant, \$400,000 was designated for bricks and mortar projects. Main Street Iowa created the Main Street Challenge Grant program and invited communities to submit applications on a competitive basis. The review process focused on projects that would positively impact downtown districts and respect properties by utilizing appropriate building materials.

Thanks to Senator Harkin's efforts, three additional grants have been secured bringing the HUD appropriation total to \$2.5 million.

## 2002

### Marshalltown

Realizing that downtown housing was one of the key elements in the revitalization of their downtown central business district, Marshalltown used private donations and TIF funding to hire a firm to create a comprehensive plan for downtown and the surrounding areas.



Marshalltown's aggressive economic development focus was underscored by their 2005 announcement of a free internet "Wireless Zone" in the 20-block historic downtown district.

They were the first city in Iowa to provide the Wi-Fi service.

Marshalltown reached the \$5 million benchmark for private investment in rehabilitation after only two years in the Main Street program.

### Mount Pleasant

Unique shops and restaurants line the streets of downtown Mount Pleasant. Many are in historically significant buildings that have seen recent exterior improvements made possible, in part, by Main Street Mount Pleasant's façade grant program. Their renovation of the former high school into the public library building garnered a Community Design Excellence Award from the Iowa Architectural Foundation.

The Midwest Old Thresher's Reunion on Labor Day weekend and the Thresher's Museum and grounds are among several tourism attractions in Mount Pleasant.



Mount Pleasant Area Chamber Alliance

34

Television host Jack Bailey was born in what city?

### Mason City

## 2004

Recipient of the Iowa Cultural and Entertainment District designation in 2005, Mason City is rife with such tourism attractions as Music Man Square, the MacNider Art Museum and Prairie School architecture. The Park Inn in the heart of Mason City, the last remaining hotel designed by Frank Lloyd Wright, is currently under restoration.

The Mason City Downtown Association's board of directors is filled with individuals whose commitment to success has energized the organization and the downtown community. Their goal is to ensure broad-based participation in identifying and implementing new projects while building upon their historic assets.



## Main Street Iowa Advisory Council

Ken Anderson, Marshalltown, Iowa  
 Linda Bollenbaugh, Boone, Iowa  
 Tim Borich, Ames, Iowa  
 Vicky Carpenter, Iowa Falls, Iowa  
 Joyce Glasscock, Keokuk, Iowa  
 Donna Hogan, Corning, Iowa  
 Jim Jacobsen, Des Moines, Iowa  
 Nick Kalogeresis, Chicago, Illinois  
 Lowell Soike, Des Moines, Iowa  
 Davis Sanders, Des Moines, Iowa  
 Bruce Slagle, Burlington, Iowa

## The Future



Just as our state's economy changes, so too are Iowa's communities. From the appearance of downtown buildings to the businesses they house and the hard-working individuals who own and support the local economy, life in Iowa has and will continue to change. Those cities who are carefully planning to manage that change by protecting their historic assets and promoting civic engagement and responsibility, while encouraging new growth and development, will find the greatest opportunity. As the needs of Iowa's cities emerge, *Main Street Iowa* and the Downtown Resource Center will strive to meet the on-going training and technical assistance needs of our communities. The future is limited only by the collective imaginations of those who care about Iowa's cities, both large and small.

## Main Street Iowa Trivia Answers ?

1. Carrie Chapman Catt, founder of the League of Women voters, lived in **Charles City** as a child.
2. **Story City's** theatre has been in operation longer than any other in Iowa.
3. The French Icarian Colony existed from 1852-1898 on 3,000 acres of prairie east of **Corning**.
4. The Iowa River winds its way under three arched bridges and the swinging bridge in **Iowa Falls**.
5. James Van Allen, expert in space radiation, was born in **Mount Pleasant**.
6. A man billed as "the human fly" scaled the courthouse in **Bloomfield**.
7. Bil Baird's marionettes can be seen at the MacNider Art Museum in **Mason City**.
8. The community fair in **Marcus** also fills all the motels in neighboring towns.
9. The casino is located in **Osceola**.
10. Stone's Restaurant in **Marshalltown** is famous for its mile-high pie.
11. **Le Mars**, home of Wells Blue Bunny, is the Ice Cream Capital of the World.
12. A 1931 fire that destroyed much of downtown **Spencer** was the catalyst for the Iowa's fireworks ban.
13. University of Iowa football star and Heisman Trophy winner Nile Kinnick was born in **Adel**.
14. **Sigourney** is the county seat of Keokuk County.
15. "Rat Row" consisted of fur traders and a dry goods store located on the banks of the Mississippi in **Keokuk**.
16. The Chickasaw Nature Center is near **New Hampton**.
17. The Midwest Horse Sale is held twice a year in **Waverly**.
18. The Black Dirt Capital is in **Conrad**.
19. Aside from the fur trade, lead mining was the state's first business enterprise. The mines of Spain were located near **Dubuque**.
20. **Elkader** was named in honor of a Bedouin emir of Algeria.
21. The McLean Museum is in **Dunlap**.
22. The High School Rodeo is held in **Central City**.
23. The Sullivan brothers, whose story was the basis for the film "Saving Private Ryan," were born in **Waterloo**.
24. Stratford in **Hamilton County** named their streets after English authors.
25. The Ice House Museum is located on the Cedar River in **Cedar Falls**.
26. The famous figures shopped downtown **Valley Junction**.
27. **State Center** is the Rose Capital of Iowa.
28. One of America's few remaining Chautauqua buildings is in **Sac City**.
29. Theodore Roosevelt, William Howard Taft and Herbert Hoover all spoke from the bandstand in **Oskaloosa**.
30. Bearded irises are shipped nationwide from the Rainbow Iris Farm in **Bedford**.
31. Snake Alley in downtown **Burlington** is known as the "crookedest street in the world."
32. *Cold Turkey* was filmed in **Greenfield** in 1967.
33. **Bonaparte**, the only town in the U.S. with that name, has 458 residents.
34. "Queen for a Day" host Jack Bailey was born in **Hampton**.

National Trust's Main Street  
Center Celebrates 25 Years

\$500 Million in  
Private Investment

2005

Curt Heidt  
Spirit of Main Street

Dubuque Named  
National Trust's Dozen  
Distinctive Destinations

2006

Main Street Iowa  
Celebrates 20 Years

National Main Streets Conference  
New Orleans, LA

National Main Streets Conference  
Baltimore, MD

# Main Street *Economic* Impact

July 1, 1986 to December 31, 2005

	Population	Net New Businesses/ Expansions	Net New Jobs	Building Rehab/Sales	Volunteer Hours	Total Private Investment into Downtown Buildings
<b>Rural Main Street Communities (under 5,000)</b>						
Bonaparte	458	17	31	97	47,139	\$1,946,879
Conrad	1,055	20	51	109	30,011	\$2,152,313
Dunlap	1,139	21	63	81	38,780	\$2,175,505
Marcus	1,139	4	18	36	14,074	\$2,363,588
Central City	1,157	9	17	29	20,260	\$1,579,957
State Center	1,349	16	22	39	40,915	\$2,500,228
Elkader	1,465	43	68	142	38,819	\$4,404,980
Bedford	1,620	42	70	89	25,794	\$1,779,610
Corning	1,783	60	-14	268	60,873	\$3,845,386
Greenfield	2,129	29	50	73	51,359	\$946,915
Sigourney	2,209	42	72	290	37,231	\$3,903,082
Sac City	2,368	12	47	54	37,022	\$1,906,544
Hamilton County	2,516	63	39	224	58,738	\$2,766,151
Bloomfield	2,601	64	78	234	39,805	\$6,070,421
Story City	3,228	18	44	32	14,830	\$4,324,640
Adel	3,435	26	37	68	25,337	\$8,010,913
New Hampton	3,692	27	166	117	44,093	\$3,139,301
Hampton	4,218	43	59	176	35,304	\$2,124,537
Osceola	4,659	18	-10	86	15,359	\$5,862,029
<b>Main Street Communities (5,000 - 50,000)</b>						
Iowa Falls	5,193	63	141	274	25,385	\$10,717,145
Charles City	7,812	41	236	163	60,681	\$15,565,614
Mount Pleasant	8,751	22	48	54	4,378	\$2,478,873
Waverly	8,968	80	243	398	64,929	\$12,151,475
Le Mars	9,237	40	69	109	18,401	\$5,001,108
Oskaloosa	10,938	145	317	316	44,629	\$11,843,533
Spencer	11,317	143	308	397	24,914	\$10,261,183
Keokuk	11,427	179	728	531	45,628	\$40,504,096
Marshalltown	26,009	13	79	66	13,621	\$15,875,682
Burlington	26,839	221	541	561	40,921	\$34,659,924
Mason City	29,172	11	20	23	6,395	\$2,284,612
Cedar Falls	36,145	128	396	514	33,326	\$24,839,907
West Des Moines	46,403	149	298	212	33,501	\$7,353,483
<b>Urban Main Street Communities (over 50,000)</b>						
Dubuque	57,686	239	1,441	964	57,798	\$227,942,220
Waterloo	68,747	139	199	254	36,529	\$32,686,511
Past Participants		584	1,625	1,481	56,006	\$41,524,891
<b>COMBINED TOTALS</b>		<b>2,771</b>	<b>7,591</b>	<b>8,561</b>	<b>1,242,783</b>	<b>\$557,493,235</b>

**ADEL**

Adel Partners  
P.O. Box 73  
Adel, Iowa 50003  
515.993.5472

**BEDFORD**

Bedford Chamber/Main St.  
307 Main Street  
Bedford, Iowa 50833  
712.523.3637

**BLOOMFIELD**

Bloomfield Main Street  
101 East Franklin  
Bloomfield, Iowa 52537  
641.664.2309

**BONAPARTE**

Bonaparte Main Street  
P.O. Box 51  
Bonaparte, Iowa 52620  
515.592.3400

**BURLINGTON**

Downtown Partners Inc.  
610 N. 4th Street, Suite 210  
Burlington, Iowa 52601  
319.752.0015

**CEDAR FALLS**

Community Main Street  
117 Main Street  
Cedar Falls, Iowa 50613  
319.277.0213

**CENTRAL CITY**

Central City Mainstreet  
13 North Fourth Street  
Central City, Iowa 52214  
319.361.6621

**CHARLES CITY**

Community Revitalization  
401 North Main Street  
Charles City, Iowa 50616  
641.228.2335

**CONRAD**

Conrad Main Street  
P.O. Box 414  
Conrad, Iowa 50621  
641.366.2108

**CORNING**

Main Street Corning  
710 Davis Avenue  
Corning, Iowa 50841  
641.322.5229

**DUBUQUE**

Dubuque Main Street Ltd.  
909 Main Street, STE 22LL  
Dubuque, Iowa 52001  
563.588.4400

**DUNLAP**

Dunlap Comm. Dev. Corp.  
P.O. Box 33  
Dunlap, Iowa 51529  
712.643.5876

**ELKADER**

Main Street Elkader  
207 North Main Street  
Elkader, Iowa 52043  
563.245.2770

**GREENFIELD**

Greenfield Cham./Main St  
201 South First Street  
Greenfield, Iowa 50849  
641.743.8444

**HAMILTON COUNTY**

Hamilton County S.E.E.D.  
P.O. Box 474  
Webster City, Iowa 50595  
515.832.9575

**HAMPTON**

Main Street Hampton  
5 First Street SW  
Hampton, Iowa 50441  
641.456.5668

**IOWA FALLS**

Iowa Falls Cham.-Main St.  
520 Rocksylvania Avenue  
Iowa Falls, IA 50126  
641.648.5549

**KEOKUK**

Main Street Keokuk  
329 Main Street  
Keokuk, Iowa 52632  
319.524.5056

**LE MARS**

Le Mars Area C. O. C.  
50 Central Avenue SE  
Le Mars, Iowa 51031  
712.546.8821

**MARCUS**

Marcus for Progress  
P.O. Box 88  
Marcus, Iowa 51035  
712.376.2680

**MARSHALLTOWN**

MCBD/Main Street  
P.O. Box 159  
Marshalltown, Iowa 50158  
641.754.5583

**MASON CITY**

Mason City Downtown Assoc.  
202 First St. SE, Suite 151  
Mason City, Iowa 50401  
641.494.0003

**MOUNT PLEASANT**

Main Street Mt. Pleasant  
124 South Main  
Mount Pleasant, Iowa 50401  
319.385.3101

**NEW HAMPTON**

New Horizons Chamber  
15 West Main Street  
New Hampton, Iowa 50659  
641.394.2021

**OSCEOLA**

Main Street Osceola  
100 South Fillmore Street  
Osceola, Iowa 50213  
641.342.4246

**OSKALOOSA**

Main Street Oskaloosa  
124 North Market  
Oskaloosa, Iowa 52577  
641.673.7629

**SAC CITY**

Chamber-Main Street  
615 West Main Street  
Sac City, Iowa 50583  
712.662.7316

**SIGOURNEY**

Sigourney Main St. Cham.  
112 East Washington  
Sigourney, Iowa 52591  
641.622.2288

**SPENCER**

Spencer Main Street  
120 West 5th Street  
Spencer, Iowa 51301  
712.262.7246

**STATE CENTER**

State Center Main Street  
104 West Main Street  
State Center, Iowa 50247  
641.483.3002

**STORY CITY**

Story City Main Street  
602 Broad Street, Suite B  
Story City, Iowa 50248  
515.733.9050

**WATERLOO**

Main Street Waterloo  
329 East 4th Street  
Waterloo, Iowa 50703  
319.291.2038

**WAVERLY**

Waverly Area Dev. Group  
112 W. Bremer Avenue  
Waverly, Iowa 50677  
319.352.4526

**WEST DES MOINES**

Historic Valley Junction  
Foundation  
217 Fifth Street  
West Des Moines, IA 50265  
515.222.3642

## Iowa Downtown Resource Center

Thom Guzman  
*Director*

Jane Seaton  
*State Coordinator*

Tim Reinders  
*Design Consultant*

Darlene Strachan  
*Program Consultant*

Debi Flanders  
*Downtown Consultant*

Suzanne Davidson  
*Special Projects Coordinator*

Susan Drake  
*Administrative Assistant*

Michael Wagler  
*Design Assistant*

### FOR MORE INFORMATION:

DOWNTOWN RESOURCE CENTER  
MAIN STREET IOWA  
200 East Grand Avenue  
Des Moines, Iowa 50309  
ph. 515.242.4756  
fax 515.242.4722  
www.iowalifechanging.com  
mainstreet@iowalifechanging.com

# MAIN STREET I O W A



