

# MAIN STREET MESSENGER

Summer '01

THE NEWSLETTER FOR THE MAIN STREET IOWA PROGRAM

## IOWA DOWNTOWN CONFERENCE - AUGUST 21

Creating magical moments for people who live, work, shop and socialize in your central business district doesn't have to be rocket science. Experts from throughout the state and nation will reveal the latest downtown revitalization tools and trends at the 15th Annual Iowa Downtown Conference on August 21 in Cedar Falls.

Keynote speaker Kent Burnes of Burnes Consulting Group in Grass Valley, Calif., will address how to approach retail and business development during changing economic times. Other topics will include marketing strategies for downtown, bringing downtown into the age of telecommunications, historic preservation as a good business practice and financial incentives for preservation.

The conference, sponsored by the Iowa Department of Economic Development's Division of Community and Rural Development, will be held at the historic Oster Regent Theatre in downtown Cedar Falls.

Cedar Falls, a Main Street Iowa community since 1987, was recently named one of the top 20 finalists for the 2001 Great American Main Street Award. Downtown Cedar Falls features one of the few "serpentine" Main Streets in the nation, Iowa's only walk of fame for the arts, a bustling arts and entertainment district, numerous specialty shops, and much more.

Those registering for the Iowa Downtown Conference prior to August 7 will receive a rate of \$65 per individual or \$55 per person for groups of three or more registering together from the same community. The registration fee after that date will be \$70 for individuals and \$65 per person for groups.

For more information or to register contact Main Street Iowa at 515.242.4756 or email [jane.seaton@ided.state.ia.us](mailto:jane.seaton@ided.state.ia.us).

## ELKADER WINS GREAT AMERICAN MAIN STREET AWARD



A large delegation from Elkader accepted the Great American Main Street Award at the National Town Meeting on Main Street in Indianapolis.

Iowa further solidified its reputation for excellence in downtown revitalization when Elkader was named one of five Great American Main Street Award winners at the 2001 National Town Meeting on Main Street in Indianapolis.

Since the National Trust for Historic Preservation's National Main Street Center established the Great American Main Street Award (GAMSA) in 1995, five of the 35 communities recognized have been from Iowa—a feat not accomplished by any other state in the nation. Bonaparte, Corning, Dubuque and Keokuk join Elkader in this elite group. Cedar Falls was among the top 20 in this year's competition, and Burlington and Sigourney achieved top 20 status in 1997.

Elkader, population 1,465, established a Main Street program to re-energize the town's six-block central business district in 1989. The farm crisis of the 1980s and the emergence of discount stores in larger neighboring cities were impacting Elkader's ability to maintain a viable central business district. A new highway bypass began diverting 4,200 vehicles that previously traveled through the heart of downtown daily, and flooding of the Turkey River in 1990, 1991 and the spring and fall of 1993 dealt further blows to Main Street.

The community pulled together when the mayor formed a committee that held a "Rally for the Positive." A New Orleans style funeral parade with a Dixieland band marched down Main Street and the bodies of the "Despair Brothers—Gloom and Doom" were burned in effigy. Project leaders challenged citizens to come up with innovative ideas to bring life back to the community.

The results have been phenomenal. Constructing a \$250,000 turn-of-the-century type river walk, completing a \$251,000 downtown streetscape project, achieving 100 percent occupancy of downtown storefronts and rallying 18,300 volunteer hours are just a few of Main Street Elkader's achievements. Retail sales have increased from \$16.2 million in 1990 to \$22.5 million in 1999, and the taxable valuation for downtown commercial property has grown from \$6.7 million in 1992 to \$8.9 million in 1999.

"The changes have resulted from community pride and energy," says Main Street Elkader Program Director Cindy Cook. "Elkader is a living example of how a small community can not only survive the retail giants, but also prosper in this new and highly competitive economy."

# EXPERIENCE THE MAGIC

## MAIN STREET IOWA HOSTS 14<sup>TH</sup> ANNUAL AWARDS CEREMONY

Seventy-seven exemplary projects and dedicated volunteers were recognized at the 14th Annual Main Street Iowa Awards held April 27 at the Hotel Fort Des Moines. Lieutenant Governor Sally Pederson was the keynote speaker and presented the awards during the gala dinner and dance celebrating Main Street Iowa's 15th anniversary.

"Iowa's Main Street communities understand the value of a vibrant city center and realize the necessity of investing in these unique places. Through careful planning, teamwork and a strong network of support, they are creating bright futures for Iowa," says Iowa Department of Economic Development Director C. J. Niles.

Osceola received a certificate of completion for successfully finishing the first three years of Main Street training. In addition, Waverly, Bloomfield, Corning and Dunlap were recognized for achieving significant million dollar milestones. These reinvestment milestones are based on population levels and private dollar investments made in the purchase and revitalization of downtown properties. Waverly achieved \$5 million in local investment; Bloomfield attained \$3 million; Corning leveraged \$2 million; and Dunlap accomplished \$1 million.

Throughout 2001, Main Street Iowa's 15th anniversary will be celebrated at several events including the Iowa State Fair, Iowa Downtown Month and Iowa Downtown Conference. The Iowa Legislature approved the establishment of Main Street Iowa as a program of the Iowa Department of Economic Development in 1985. Burlington, Fort Madison, Grinnell, Keokuk



A display by Eddie's Super Popcorn Stand of Greenfield, the 1999 Spirit of Main Street Award winner, was a big hit at the reception held prior to awards.

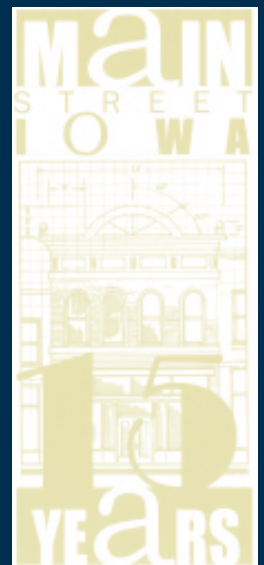
and Oskaloosa were named the first Main Street Iowa communities on April 14, 1986. Main Street Iowa currently serves 33 local Main Street programs.

Applications for new Main Street communities are accepted annually or as the budget allows. For more information, contact Main Street Iowa at 515.242.4756 or [mainstreet@ided.state.ia.us](mailto:mainstreet@ided.state.ia.us).

## VISIT MAIN STREET'S STATE FAIR BOOTH

Stop by and "Experience the Magic of Main Street" at Main Street Iowa's booth at the Iowa State Fair, August 9 - 19. The booth, located in the Tourism Building, will feature a Main Street Iowa display and rotating displays provided by Main Street communities.

Special thanks to these participating communities: Adel, Bedford, Bloomfield, Bonaparte, Burlington, Conrad, Corning, Elkader, Greenfield, Hamilton County, Hampton, Iowa Falls, Le Mars, New Hampton, Osceola, Oskaloosa, Sigourney, Spencer, State Center, Story City and Valley Junction.



Charles City Community Revitalization volunteers and staff were among the 350 downtown supporters celebrating Main Street Iowa's 15th anniversary.

# MAIN STREET'S SHINING STARS

## BUSINESS IMPROVEMENT

**BEST UPPER-STORY REHABILITATION**  
Dubuque & Dr. Lowell and Terry Routley - Routley Building

**BEST ECONOMIC RESTRUCTURING SUCCESS STORY**

Bloomfield & Pat and Garry Klicker - People's Grocery

**BEST ADAPTIVE REUSE OF A BUILDING**  
Waterloo & Community Housing Initiatives - Marsh Place Building

**Honorable Mention:** Iowa Falls & Doug and Katie Haverkamp - Edward Jones Investments

**BEST BUSINESS RETENTION/RECRUITMENT/EXPANSION**

Hamilton County S.E.E.D. - Ellsworth A & M Market

**Honorable Mention:** Bonaparte, Charla Warner & Heidi Shriver - Hainlines Supper

**Honorable Mention:** Corning & Phillip and Darla Peterson - Just Loaf'n Bakery

**BEST NEW CONSTRUCTION**

Waterloo & Chuck and Joanna Landau - Doughy Joey's Peetza

**BEST BUSINESS/FINANCIAL ASSISTANCE PROGRAM**

Bloomfield - Cruise Promotion Tabulation  
Dubuque & Local Banks - Main Street Loan Pool Enhancement

## DESIGN

**BEST FAÇADE IMPROVEMENT UNDER \$15,000**

Oskaloosa & Lloyd and Nancy Phillips - 201 High Ave. East

**Honorable Mention:** Bonaparte & Mike Gunn - Cresap-Stadler Building

**BEST FAÇADE IMPROVEMENT OVER \$15,000**

Adel & Rita Reynolds - Rita's Flooring & Decorating

Keokuk & Kevin and Jean Kuckelman - Hotel Iowa

**BEST PUBLIC IMPROVEMENT PROJECT - STREETSCAPE**

Corning & City of Corning - Central Park Renovation

**Honorable Mention:** Dubuque, City of Dubuque & Cable Car Square Merchants Assn. - Cable Car Square Antique Lighting Project  
**Honorable Mention:** Elkader & City of Elkader - Streetscapes 2000

**BEST PUBLIC IMPROVEMENT PROJECT - ENHANCEMENTS**

Bloomfield & Davis County - Davis County Courtyard

Spencer & Arts on Grand - "The Gathering"

**BEST BUILDING MAINTENANCE PROJECT**

Greenfield & Richard and Terry Siglin - Old Carnegie

**BEST DESIGN COMMITTEE EDUCATION PROJECT**

Burlington & Heritage Trust - Preservation Week  
**Honorable Mention:** Waterloo - D'Tour

**BEST DESIGN COMMITTEE BEAUTIFICATION PROJECT**

Keokuk - Heritage Mural

**BEST TOTAL BUILDING REHABILITATION**

Osceola, J. B. Hamilton, & Roger and Sheila Kentner - Lyric Theater

Waverly & Phoenix Theaters, Inc. - Palace Theatre  
**Honorable Mention:** Adel & Aubrey Dunbar - Aubrey's Inspiration

## ORGANIZATION

**BEST NEWSLETTER**

West Des Moines/Valley Junction - Tracker  
**Honorable Mention:** Spencer - Business Monthly

**BEST FUND-RAISING**

Waterloo - Friday'loo

**Honorable Mention:** Bloomfield - Main Street Mania

**BEST PUBLIC RELATIONS PROGRAM**

Corning - 10th Anniversary Celebration

**BEST PARTNERSHIP EFFORT BETWEEN ORGANIZATIONS**

Keokuk - Gateway to Iowa

Waverly - Big Six Renovation

**Honorable Mention:** Burlington - A Streetcar Named Desire

**Honorable Mention:** Waterloo - Farmer's Market

**BEST VOLUNTEER DEVELOPMENT**

Waterloo - Volunteer Training & Manual

## PROMOTION

**BEST SPECIAL EVENT**

Keokuk - Holiday Teddy Bear Tea

Waterloo - Fireworks Festival

**Honorable Mention:** Bloomfield - Reunion 2000

**BEST RETAIL EVENT**

Bloomfield - Cruise Home for the Holidays

**BEST HOLIDAY EVENT**

West Des Moines/Valley Junction - Holiday Open House

**Honorable Mention:** Keokuk - It's a Charlie Brown Christmas

**Honorable Mention:** Waterloo - Downtown Lights the Night Parade

**BEST IMAGE PROMOTION**

Cedar Falls - Main Street Record

**BEST TARGET MARKET PROMOTION**

West Des Moines/Valley Junction - Gallery Night

**Honorable Mention:** Le Mars - Back to School & Pride Night

**BEST IOWA DOWNTOWN MONTH CELEBRATION**

Le Mars

**BEST PARTNERSHIP THROUGH PROMOTION**

West Des Moines/Valley Junction - Farmers Market & Music in the Junction

**Honorable Mention:** Bloomfield - Fall Mum Festival

## VOLUNTEERS OF THE YEAR

Adel - Julia Baldon

Bedford - Hy-Vee Foods

Bloomfield - Karen Spurgeon

Bonaparte - Constance Meek

Burlington - The Fab Five: Brad Cahill, James Houghton, Kevin Randall, Ryan Smith & Lloyd Winstead

Cedar Falls - Vilas "Sid" Morris

Charles City - Ellen Sheckler

Conrad - Ironwood, Carol Altenhein & Jackie Stevens

Corning - James Whitmore

Dubuque - Jan Feltes

Dunlap - Deb & Larry Heller

Elkader - Myra Voss

Greenfield - Nancy Gross

Hamilton County S.E.E.D. - Marv Norem (Ellsworth)

Hampton - Norm Holm

Iowa Falls - Stacey Anderson

Keokuk - Gary Johnson

Le Mars - Barb Trimble

New Hampton - Gayla Hugeback

Ogden - Norma Jean Herridge

Osceola - Deloris Sutton

Oskaloosa - Michele Davis

Sac City - Dan Martin

Sigourney - Julie Harris

Spencer - Glen Wetherell

Waterloo - Sheila Faust

Waverly - Paula Stevenson

West Des Moines/Valley Junction - The Lagniappe, Caren Sturm

## PROGRAM DIRECTORS

**11 Years** Joyce Glasscock, Keokuk

**9 Years** Bob Rose, Spencer

**8 Years** Lynn Zern, Conrad

**6 Years** Carla Basiliere, Charles City

Catherine Bergman,  
Hamilton County S.E.E.D.

**5 Years** Mary Meek, Bonaparte

Suzanne Davidson, Adel

Darlene Goeltl, Corning

**4 Years** Patti Augustine, Oskaloosa

**3 Years** Karen Amundson, New Hampton

Kathy Bartelli, Le Mars

Cary Euchner, Cedar Falls

Tara Harn, Waverly

**2 Years** Judy Combs, Bloomfield

Maggie Elliott, Ogden

Charmin Hauser, Iowa Falls

Becky Housberg, Osceola

Dan Lo Bianco, Dubuque

Rod Ogren, Marcus

## RUSSELLS EMBODY SPIRIT OF MAIN STREET

Chuck and Emily Russell have been champions for the revitalization of downtown Oskaloosa since the community became one of the first five participants in the Iowa Department of Economic Development's Main Street Iowa program in 1986.

Between them, the Russells have served as Main Street board president, Design Committee chair, Business Improvement Committee chair, Historic Preservation Commission chair, mayor and city council member. Not only have the Russells invested hundreds of hours and thousands of dollars in the Main Street cause, they have played a key role in revitalizing the city square, restoring the bronze Chief Mahaska statue, resurfacing unsightly alleys, turning one of the ugliest buildings downtown into a beautiful landmark, and much more.

Lieutenant Governor Sally Pederson presents Chuck and Emily Russell of Oskaloosa with the Spirit of Main Street Award.



## FOCUS ON ORGANIZATION

# WATERLOO EMBRACES THE “FUN” IN FUND-RAISING

Main Street Waterloo clearly demonstrated its fund-raising prowess at the 2001 Main Street Iowa Awards. Eight summer evenings of live bands, food and libations raised more than \$36,000 and captured the Best Fund-Raising Project Award for Friday'loo. The Waterloo Fireworks Festival, coordinated in partnership with the Waterloo Jaycees, netted \$15,000 and the Best Special Event Award.

## FRIDAY'LOO

Friday'loo grew out of an event that was part of the annual “My Waterloo Days.” Mayor John Rooff encouraged Main Street Waterloo to partner with the city of Waterloo to hold regular events that featured music, food and drinks in downtown's Lincoln Park. After three years of partnering, sponsorship of the event and the three-year net income of \$12,000 were turned over to Main Street Waterloo in 2000.



The outdoor concert series Friday'loo not only attracts thousands of music lovers downtown, it netted more than \$36,000 in 2000.

Main Street Waterloo promptly established two goals for Friday'loo: raise \$10,000 for the organization's general fund and invite people of all ages to spend a safe and fun evening downtown. Both goals were surpassed, with \$36,066 netted and thousands of people, young and old, attending eight open-air concerts. Total expenses were \$27,320.

## MAIN STREET IOWA TOWNS GAINED POPULATION

Twenty-six of the 36 communities participating in the Main Street Iowa program gained population between 1990 and 2000, according to the 2000 U.S. Census. Four of the 10 towns that experienced population losses had declines of 1.5 percent or less.

Ellsworth, Jewell, Osceola, West Des Moines and Williams all logged double-digit increases, with West Des Moines leading at 46.4 percent. Ellsworth, Jewell and Williams are part of Hamilton County S.E.E.D., Iowa's only countywide Main Street program.

The 10 towns losing population ranged in size from 458 to 26,839, with an even split between rural communities and mid-size communities. Population losses ranged from 0.8 percent to 9 percent.

Main Street Iowa's three urban partners—Dubuque, Sioux City and Waterloo—all gained population, ranging from 0.8 percent to 5.6 percent growth.

Main Street Iowa State Coordinator Thom Guzman says, “Seven out of 10 cities that participate in the Main Street Iowa program are growing, whereas statewide, six out of 10 Iowa cities gained population.”

To help cover expenses and generate publicity, two business sponsors were recruited and a radio station sponsor secured. Main Street Waterloo took charge of beer sales and sold booth space to six food vendors. Twenty-two volunteers are needed to staff each concert.

Friday'loo is held every other Friday from the end of May to the middle of September, beginning at 5:30 p.m. and concluding at 9:00 p.m. to provide attendees plenty of time to enjoy a night on the town in downtown Waterloo establishments.

## WATERLOO FIREWORKS FESTIVAL

Great weather and enthusiasm for ushering in the millennium with a fabulous fireworks show brought 50,000 revelers downtown for the Fifth Annual Waterloo Fireworks Festival in 2000. The celebration is traditionally held the Saturday closest to the Fourth of July and encompasses eight square blocks adjacent to the Fourth Street Bridge.

Games for children and adults, food vendors, a beer tent operated by Main Street Waterloo, and four bands playing on two stages were just part of the fun that kicked off at 4 p.m. At 9:55 p.m., the countdown began for a 22-minute, non-stop program of pyrotechnics over the Cedar River that was accompanied by a synchronized soundtrack. The bands continued playing until midnight.



The Cedar River served as a stunning backdrop for the Waterloo Fireworks Festival that netted a \$15,000 profit.

The Fireworks Festival Committee, composed of 18 volunteers and Main Street Waterloo staff, successfully recruited sponsors to cover the \$11,000 cost of the fireworks, including a \$5,000 contribution from the city of Waterloo. Beer sales, glow necklace sales and vendor fees covered the rest of the \$20,000 in expenses and helped raise a substantial profit, with beer sales making up more than half of the event's revenue. Two hundred volunteers assisted with setting up, cleaning up and pouring beverages.

“The goodwill throughout the community is immense and the feedback from this event is one of the greatest steps toward accomplishing our goal of bringing the public downtown and making them aware of all downtown has to offer,” says 2000 Waterloo Fireworks Festival Co-Chair Sheila Faust, who was named Waterloo's volunteer of the year at the 2001 Main Street Iowa Awards.

*This story is the fourth in a series about the Main Street Four Point Approach.*

# KEOKUK CREATES HOLIDAY MEMORIES FOR YOUTH

When downtown merchants asked Main Street Keokuk to add events to the 2000 holiday calendar, the organization targeted children ages 6 through 11 and their parents with two very special promotions organized in cooperation with the Keokuk Arts Center.

The Holiday Teddy Bear Tea and “A Charlie Brown Christmas,” held at the downtown Keosippi Mall, provided fun activities for children and gave parents free time to shop and eat lunch in the central business district. Admission for each event was \$5 per child.

Sixty-six boys and girls attended the Holiday Teddy Bear Tea with 66 of their favorite teddy bears in tow. An adult hosted each table to help

spark conversation, guide manners and encourage proper etiquette while the children dined on scones with jellies and jams, finger sandwiches, petite desserts, fruit, tea, juice and milk.

During the two-hour event, children made a stuffed teddy bear to take home and were treated to a magic show, holiday sing-a-long, storytelling and visits with Santa Claus.

“The value of the positive, word-of-mouth publicity we received from this event far exceeded the less than \$800 cost. This event created a downtown memory,” says Main Street Keokuk Program Director Joyce Glasscock. The \$5 registration fee enabled Main Street Keokuk to break even.



“It’s a Charlie Brown Christmas” was a sold-out event featuring two hours of creating ornaments and decorating 18-inch trees.

“It’s a Charlie Brown Christmas” featured two fun-filled hours of creating Christmas ornaments and decorating an artificial 18-inch “Charlie Brown” style tree to take home. The registration-only event was sold out with 53 children participating. Each table of six children had an adult leader to help with the tougher decorating tasks. After expenses, the event netted \$175.

At the 2001 Main Street Iowa Awards, the Holiday Teddy Bear Tea was recognized with the Best Special Event award, and “It’s a Charlie Brown Christmas” received an honorable mention for Best Holiday Event.

“We have received thank you after thank you from parents,” Glasscock says. “We see the events growing and are looking at ways to encourage earlier registration so we will not disappoint any children.”



The Holiday Teddy Bear Tea was scaled for children with smaller chairs and lower tables set with real china and flatware, live flowers and lighted candles.

## 2000 NATIONAL MAIN STREET TRENDS SURVEY

In its sixth annual survey of emerging trends in historic Main Street commercial districts, the National Main Street Center asked respondents to list the greatest victories experienced in the past year and the greatest challenges still being faced. The following responses were mentioned most frequently.

### VICTORIES

- Securing funding for capital improvement projects.
- Increasing housing opportunities within the district, particularly upper-floor housing development.
- Amending local zoning laws to encourage redevelopment within the older commercial districts, particularly to make it possible for a building to accommodate a mixture of uses (e.g., residential, retail, office, etc.).
- Developing senior housing within the commercial district.
- Recruiting and developing new retail businesses.
- Redeveloping large, “white elephant” buildings.

### CHALLENGES

- Combating movie theater closings.
- Facing impact of sprawl developments.
- Battling parking problems (real and perceived).
- Losing governmental offices to a location outside of downtown.
- Dealing with inadequate or erratic building code enforcement.
- Experiencing retail rental rate hikes that are beyond merchants’ ability to pay.
- Working with state departments of transportation.



# DESIGN NOTES CASE STUDY

## ESTELLE'S BRIDAL SALON - IOWA FALLS

What began as a large open meeting hall is now an upscale and elegant bridal boutique. How do such transformations occur? This is the story of Estelle's Bridal Salon in Iowa Falls.

Estelle's is housed on Main Street in the former American Legion meeting hall. Over the years, the American Legion had altered the building to accommodate the organization's functions. These changes included installing an aluminum commercial door and making various window alterations.

Then along came sisters Jan Hansen and Jill Swanberg. They had a vision of creating a bridal salon in Iowa Falls. Knowing that such businesses attract customers from a large market area, the pair concluded that Iowa Falls could support such an endeavor as long as it was done well.

The exterior of the building is fairly straightforward, but a few architectural details did exist. The plan was to highlight these elements and retain the simple, yet dignified exterior. With only small windows on the main floor and no large commercial display windows, the overall exterior impression would be important.

Initially, plans were to remove the existing double-hung style windows and install a large display window. However, this would have been very expensive and destroyed the architectural character of the historic structure.

Instead, the metal cornices were painted and detailed, a new hanging sign installed and an awning added over the entrance. The windows and door were replaced to create a more inviting image.

The interior would need to project an atmosphere of warmth and class and utilize existing elements. One of the key features of the interior is the front entrance and stairwell. The ornamental baluster and spindles of the stairs were refinished. The foyer also had a small hall that was eliminated. The small hall area and a space under the stairwell were just large enough to create a small bathroom.

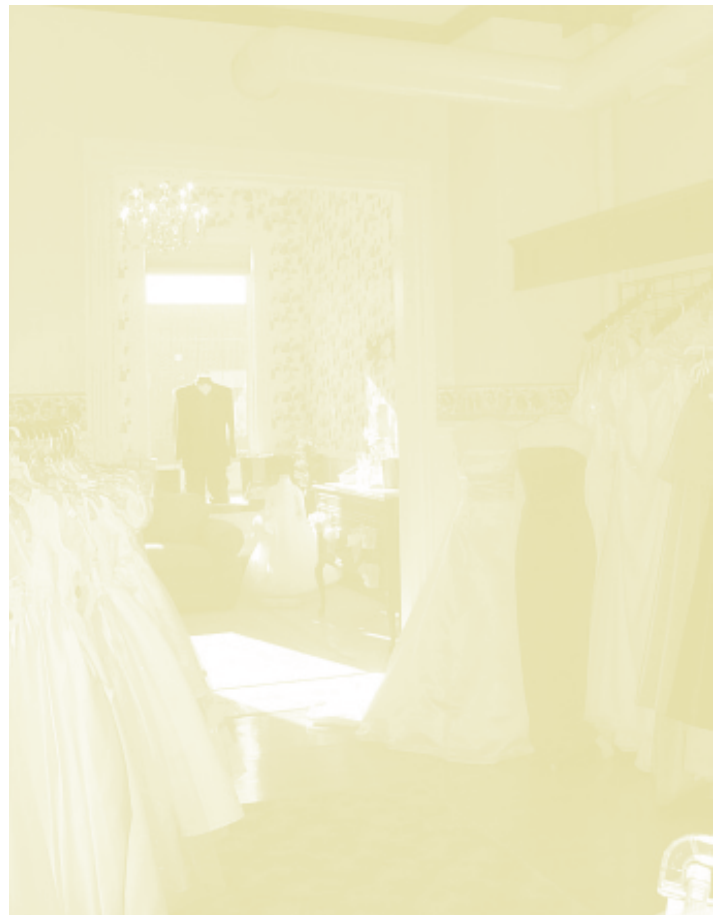
Next to the foyer at the front of the building was a smaller room that was transformed into lobby and consultation area where customers can sit and browse through catalogs. Since the wood floor was in poor condition, new ceramic tile was installed to help reinforce the functional separation between this area and a spacious display room.

The remainder of the interior was simple but had potential. Natural wood floors, high ceilings and a single large room provided plenty of space for inventory and enough character to create the perfect mood for planning a wedding. The floors were sanded and stained. New exposed ductwork was installed and a large fitting area was created at the rear of the main room by installing a partial 8-foot partition wall across the back of the space. Side windows that had been removed but still had the trim were converted to display cases.

The interior was decorated with all the style befitting a bride to be. Elegant chandeliers, tasteful paint and wallpaper, and comfortable furnishings were installed. A paneled soffit band was installed over the display racks for the gowns. The cash register area was custom made to match the display soffit. Area rugs were used to define areas of the interior and enhance the overall look.

The upper floor of the building is still under construction with plans of developing apartments. The large open rooms from the meeting hall will offer loft-type space for future residents. Efforts also are underway to recruit complementary businesses to the building next door to create a "one stop shop" for brides.

This renovation shows how respecting the character of a building, both inside and out, can present a simple yet elegant image.



# AUGUSTINE ACHIEVES NATIONAL MAIN STREET CERTIFICATION

Oskaloosa's Main Street Program Director Patti Augustine was recognized as a new graduate of the Main Street Certification Institute in Professional Downtown Management at the 2001 National Town Meeting on Main Street held in Indianapolis. The National Trust for Historic Preservation's National Main Street Center administers the institute.

Augustine received certification after successfully completing four in-depth educational units that addressed business improvement, design, organization and promotion. Each unit required 2-1/2 days of instruction and testing at the National Trust for Historic Preservation's headquarters in Washington, D.C.

Cary Euchner, program director for Cedar Falls Community Main Street, and 54 other downtown development professionals from throughout the United States also attended this year's training session. Euchner will return in 2002 for the second half of her training.

The purpose of the institute is to help downtown revitalization managers explore and solve relevant issues and develop advanced-level professional skills. Participants are selected by a competitive application process and generally have at least two years of full-time Main Street management experience.

"Iowa has 15 Main Street program directors who have graduated from the Main Street Certification Institute in Professional Downtown Management—more than any other state in the country," says Main Street Iowa State Coordinator Thom Guzman. "The knowledge and skills these people bring back to their communities and our state are significant."



Oskaloosa's Main Street Program Director Patti Augustine.

# MAIN STREET IOWA TOWNS FEATURED IN NATIONAL TV SHOWS

Dubuque, Waterloo and West Des Moines' historic Valley Junction district are among just a handful of Iowa locations to be featured in two nationally televised Public Broadcasting System (PBS) programs. These new programs, "Experience America" and "America's Heartland" will air throughout the United States in late summer or early fall.

"Experience America" offers an energetic and informative look at RV travel and the RV lifestyle. In all of the 26 half-hour programs, travel reporter Paul Ryan takes viewers on tours of some of America's tried and true destinations but also takes the road less traveled.

"America's Heartland" showcases the bounty of American agriculture. The weekly celebration of rural America and its people, places and food is patterned after a popular regional series "California Heartland."

The KVIE Channel 6 film crew from Sacramento, Calif., spent 10 days capturing images across Iowa. In addition to visiting Dubuque, Valley Junction and Waterloo, stops were made in Madison County, Pella, Cedar Rapids, Dyersville, the Amana Colonies, and Living History Farms in Urbandale.

# BONAPARTE AMONG 12 DISTINCTIVE DESTINATIONS

The National Trust for Historic Preservation has named Bonaparte, the nation's smallest Main Street community, as one of its Dozen Distinctive Destinations in the United States for 2001. The list provides vacationers with ideas of where to experience authentic small-town flavor.

"These are marvelously American locations that typify our country's small towns, close communities, and celebrated heritage. They are committed to preserving their historic landmarks, maintaining their unique character and supporting locally owned businesses. They are not only historically distinctive vacation spots, they are also fun places for families and visitors of all ages," says National Trust President Richard Moe.

Bonaparte has triumphed over retail flight, downtown decay, and devastating floods to rebuild its historic center into a thriving, livable community. Bonaparte owes its beginnings to its location



Bonaparte's Riverfront District is listed on the National Register of Historic Places.

along the Des Moines River, where the Meek Mills were founded in 1837. The town grew and prospered as a masonry lock and dam were built to enable navigation on the river and railroad construction connected Iowa's small towns.

Today, Bonaparte's commercial district includes 37 historic buildings, including several significant

structures dating from the 1800s that have been restored as a restaurant, antique and crafts shops, a factory, tavern, and the Bonaparte Library and Museum. The restored Bonaparte Pottery, believed to be the only remaining early pottery works in Iowa, is intact with the kiln, brick kiln and pug mill that produced thousands of pieces of pottery between 1865 and 1895. The pottery was designated an archaeological district in the National Register of Historic Places.

A pottery tour is one of the town's special events, along with a monthly breakfast on Main Street, historic cemetery tour, garden tour, Renaissance Festival, Christmas dinner and home tour, and craft shows. Bonaparte's Riverfront District features a butterfly garden, refurbished band shell, historic lock walls, and two restored mills.

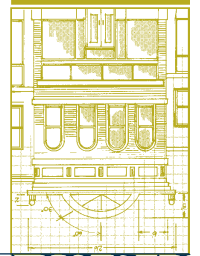
Bonaparte, a Main Street Iowa community since 1990, also is located on the south branch of the Hiawatha Pioneer Trail, a historic highway route.

## MAIN STREET'S ECONOMIC IMPACT ON IOWA

July 1, 1986 - June 15, 2001

Net Gain in Business Starts, Relocations & Expansions .....	2,018
Net Gain in New Jobs .....	5,935
Buildings Rehabilitated or Renovated .....	4,740
Private Dollars Invested in Rehabilitation & Renovation .....	\$174,945,503
Buildings Sold .....	1,599
Private Dollars Invested in Downtown Property Acquisition .....	\$107,758,135
Total Private Dollars Invested in Downtown Buildings .....	\$282,703,638
Volunteer Hours (since 1991) .....	700,599

Statistics are based on monthly reports submitted by all local Main Street program directors.



Iowa Department of Economic Development  
200 East Grand Avenue  
Des Moines, Iowa 50309

# MAIN STREET IOWA

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**Thom Guzman** State Coordinator ..... 515/242-4733  
**Jane Seaton** Main Street Consultant ... 515/242-4756  
**Tim Reinders** Design Consultant ..... 515/242-4762  
**Paul Tarbox** ..... Graphic Designer  
**Jackie Milner** Design Intern ..... 515/242-4762  
**E-mail** ..... mainstreet@ided.state.ia.us  
**Website** ..... www.mainstreetiowa.org

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## Main Street Iowa Staff

## CELEBRATE IOWA DOWNTOWN MONTH IN AUGUST

All Iowa downtowns are invited to host events and recognize the impact of downtown on Iowa's economy and heritage during Iowa Downtown Month in August. For ideas about how to celebrate Iowa Downtown Month, a sample proclamation and a sample press release, visit Main Street Iowa's Web site at [www.mainstreetiowa.org](http://www.mainstreetiowa.org).

One of the highlights of Iowa Downtown Month is the 15th Annual Iowa Downtown Conference, scheduled for August 21 in Cedar Falls. See article on page one for more information.



All Iowa communities are encouraged to celebrate Iowa Downtown Month in August. Le Mars Chamber-Main Street received the 2001 Main Street Iowa Award for Best Celebration of Iowa Downtown Month.

## 10 REASONS TO VALUE DOWNTOWN

- Heart of the community-site for government, arts, churches and financial institutions.
- Key community space where members of all segments of the community can meet equally.
- Important factor for industrial, commercial and professional recruitment.
- Unique buildings, businesses and events attract tourists.
- Good incubator for new small businesses – the successes of tomorrow.
- Location for independent businesses that support a local family, contribute to community projects and keep profits in town.
- Helps reduce sprawl by concentrating activity in one area and utilizing existing infrastructure—a wise use of taxpayer dollars.
- Major employer.
- Rehabilitation work stimulates the economy.
- Protects property values in surrounding residential neighborhoods.