

# Main Street Messenger

AUTUMN 2002 • A Publication for Communities Interested in Downtown Revitalization and Development

## DOWNTOWN SUMMIT SETS RECORD ATTENDANCE

“Oh, there’s nothin’ half-way about the Iowa way to treat you ...” and the River City (Mason City) hosts of the 2002 Iowa Downtown Summit proved that to be true when they welcomed 251 people - a record number - to the annual conference in August.

Music Man Square was headquarters for the two-day event which featured nationally-recognized speakers and Main Street practitioners with expertise in arts, culture and entertainment as downtown revitalization tools.

Keynote and capstone speakers, along with twelve breakout sessions, provided participants with valuable guidelines for developing arts and entertainment districts and building on existing cultural resources to increase their marketability. The group breakfast, luncheon and evening reception allowed time to network with representatives from the 84 Iowa cities who attended.

Participants also had the opportunity to enjoy Mason City’s numerous attractions including the MacNider Art Museum/Bil Baird Marionette Exhibit, where several training sessions were held, as well as the outstanding examples of Prairie School architecture, highlighted by the Frank Lloyd Wright Stockman House and Bank, during the walking tours.

*Continued on page 8*

**TRI-STATE EXCHANGE**  
**Set for November 6-8**  
See page 3

## Ten Main Street Communities Receive Revitalization Grants

Thanks to an effort spearheaded by Senator Tom Harkin, a \$500,000 economic development grant was awarded to the Iowa Department of Economic Development for the Main Street Program to assist participating cities with their revitalization efforts. Ten communities — Cedar Falls, Central City, Charles City, Dubuque, Elkader, Greenfield, Sac City, Sigourney, State Center and Story City — were selected to receive grant awards.

The funding is provided from the Economic Development Initiative (EDI) account for certain special projects, pursuant to the VA-HUD Independent Agencies Appropriations Act of 2002 (PL107-73). The grant will be administered by the Iowa Department of Economic Development and the Department of Housing and Urban Development (HUD).

An amount of \$400,000 (80% of the grant) was designated for revitalization projects in selected Main Street communities; the remaining \$100,000 will be used for economic development education and technical assistance.

Iowa Main Street communities with current contracts who were meeting all contractual obligations were invited to apply for EDI grant funds. Eligible projects had to be within the identified Main Street project area. Only the Main Street organization in participating communities could submit applications on behalf of local projects, properties and businesses.

Applications were received from 27 of the 33 Main Street communities requesting a total of \$1.32 million. The maximum dollar amount awarded was \$50,000; the mini-

mum \$20,000. A 100% dollar for dollar cash match was required.

The application review process focused on those projects which demonstrated an ability to have tremendous impact on their downtown districts and which respected properties by utilizing appropriate building materials.

**The recipient cities and their projects which total \$4.8 million are:**

### **CEDAR FALLS**

**Award:** \$50,000

**Project:** Restoration of the original façade of a downtown cornerstone building and façade renovation of the historic Black Hawk Hotel with improvements to the main entrance. Potential recruitment of a major franchise is contingent on improvements to this building which currently detracts from the surrounding properties.

### **CENTRAL CITY**

**Award:** \$50,000

**Project:** Revitalization of four properties, three of which have been vacant for 10 years or more. Restoration of the exterior of three storefronts to house office/retail on street level and two residential units on upper level;

- repair of roof and restoration of exterior of a burned building for potential office/retail use;
- replacement of windows and doors, HVAC, electrical/mechanical and façade enhancements on Prairie School-style property to house art gallery;

*Continued on page 6*

# Thirteen Years and Counting

## Keokuk's Joyce Glasscock is #1



The woman in this picture

- had five broken arms/wrists as a child - four "earned" in fights with her brothers
- is a student pilot - has soloed but doesn't have time to fly
- was stopped by the highway patrol five times in the same day for speeding, in Arkansas and Southern Missouri, but received only a warning each time ("in my younger and cuter days")

She also is the "matriarch" of Main Street directors and a woman you want to know.

Joyce Glasscock's first real job was working at the Triangle Drive-In for 35 cents an hour - that's "if you don't count babysitting four boys, ages 6 months to 9 years, from 6:00 a.m. to 4:30 p.m. everyday at the age of 12 (riding your bike a mile each way) for \$20 a week" a real job.

Today, at the age of 50-something, Joyce's real job as program director of Main Street Keokuk is similar in some ways to her real first job - long hours (sometimes 24/7), high energy requirements, and non-stop activity.

But that's no problem for Joyce, aka #1 (she's been a Main Street director longer than any other in Iowa), because she can do a whole lot of things really well:

**"Cook up stuff"** - her 1972-84 rise from baker's assistant to bakery/deli manager of an IGA store may have been the basic ingredient in Joyce's current creative concoctions - "the Teddy Bear Tea", "Puttin' on the Glitz" and "Kiss-a-Pig Contest"

**"Fix things"** - a brief stint as a merchandising coordinator, 1984-85, included trouble-shooting duties. What better preparation can one have for directing a Main Street program?

Joyce says "Once, while pulling weeds [from sidewalks in downtown Keokuk] [definitely not listed in her job description], I was asked by a merchant, 'How many hours of community service do you have to put in?'. If I had been thinking fast, I would have responded, 'It's a life sentence'."

**"Make it happen"** - For ten years, 1985-1995, Joyce was co-campaign coordinator/fund raiser for Big River United Way, and her many volunteer activities have included Southeast Iowa Campaign Coordinator for Senator Harkin, Fund Raising Coordinator for Planned Parenthood and a ten year appointment with the Grand Theatre Commission. To each of these Joyce brought

the energy, creativity and dedication that were needed for success.

She recalls the day when Senator Harkin could not attend a scheduled event... "he faxed his speech to me and I got to give it in his stead." And Joyce was proud and honored to be part of the effort that generated hundreds of thousands of dollars for the restoration of the historic Grand Theatre in Keokuk.

When asked about her personal life, Joyce will tell you that she was third from the top in a family of eight, four boys and four girls, married her first love, Greg, has daughters, Amber and April, and son-in-law, Gary.

When asked about her Main Street life, she will say, "Honey, I could write a book".

Excerpts from that book include:

**Issues** - the same in every town - are cyclical. One year it's funding, the next it's volunteer burnout. Every few years there's the person who thinks the answer for improving downtown is to bulldoze old buildings to 'stimulate' new development.

**Challenges:**

- Convincing my mother and others like her that "you can buy that right here in Keokuk and save money to boot."
- A fire-damaged building in downtown Keokuk that no one will clean up.
- Taxes, utility rates, codes, etc. - the costs of doing business - vs. street improvements, fire fighters, police, parks, etc. - the services and amenities necessary for improved quality of life. Who is going to jump into the fray first?

**Hysterical Moments:**

- The parade is stepping off and Main Street's float is lighted, ready to go... and no arrangements have been made to pull it. Thank God for Eddie, the very strong postal employee, who pulled the 13 x 8' unit by hand, with a rope for 12 blocks.
- The "summer of horses" when 20 riders decided that downtown sidewalks, after 10 p.m., were a great place to ride. The residue problems were eventually solved with a 'diaper ordinance'.
- Just up the street, the problem was (and is) motorcycles. Ride in the back door of the bar and out the front, down two steps onto the sidewalk to park on Main. After the gasoline haze clears and the cheering stops, it's business as usual. Skateboarders and bicyclists??? No problem.

**Interesting Suggestions for Downtown Keokuk:**

- Create a western frontier town.
- Build a signature building like the Seattle Space Needle.
- Restrict facade colors to a select, pastel palette - like Ireland does.
- (Joyce's favorite) Hire a professional for downtown.

**Flops:** The mayor, the police chief, the Main Street board president and the band were all on hand for the August celebration of Iowa Downtown Month - "Savor the Flavors of Downtown". Gallons and gallons of ice cream were delivered in freezers. The temperature rose to over 100 degrees and only the die-hard Main Streeters attended. The ice cream melted before the servers could get it into cones and the band packed up and left before it was served.

**Achievements:** Despite having the smallest budget for a program their size, Main Street Keokuk has accomplished great things, highlighted by:

- developing and maintaining a great working relationship with the city and the county
- successful promotions
- market analysis - taking the time to do it right
- changing minds - i.e., the day our biggest anti-Main Street opponent signed up to participate in the "Scarecrow Stroll"
- receiving the Great American Main Street Award in 2000

But Joyce is reluctant to take credit for Main Street Keokuk's successes.

"Any claim to great achievements belongs to the volunteers. They, collectively, are the reason I can get up in the morning and come to work every day. I know they are working every bit as hard as I am. They are giving their time to benefit downtown and the community. And *they* are making a difference, donating more than 30,000 hours toward economic development through Main Street Keokuk."

# Tri-State Exchange Promotes **TLC** - *Teamwork, Leadership and Communication*

Volunteer leaders and program directors from Main Street communities in Illinois and Wisconsin will join Main Street Iowa cities in Dubuque from November 6 - 8 for the 2002 Tri-State Exchange, an opportunity to share program information, network and learn in a structured workshop format. The biannual gathering is a required training workshop for all Main Street cities in each state and averages 150 to 175 people in attendance.

The three states rotate as hosts of the event, selecting a Main Street community near the states' convergence to facilitate travel. Galena, Illinois, Mineral Point and surrounding towns in southwest Wisconsin and Dubuque have been host sites in the past.

Coordinators from all three states serve as the planning committee, arranging breakout sessions on a variety of topics relevant to downtown revitalization and the Main Street Four Point Approach. Presenters, most of whom are from Main Street communities, share case studies of successful programs and projects; field study tours of the host community are also included.

## **Highlights include:**

A Pre-Conference Reception with refreshments served in the "confines" of Dubuque's Old Jail. Soon to be the Dubuque historical museum and now home to the offices of the Dubuque County Historical Society, this National Register Landmark is one of three surviving examples of Egyptian Revival Architecture in the United States. Built in 1858 and used as a Civil War prison, the cellblock area is better to observe today than it was as an inmate in the 1800s.

**Rebecca Ryan**, a nationally recognized speaker, will present the keynote, "**Hot Jobs, Cool Communities**".

**Walking Tours** in downtown Dubuque will include America's River at the Port of Dubuque, Upper Story Residential and Clock Tower Square.

**Cali Beals**, Team Leader, Iowa Department of Economic Development, will present the **FISH! Philosophy** to close the session.

## *Main Street Remembers ...*

**Several Main Street communities held activities in observance of the anniversary of the September 11th attack on America:**

**Bedford** As a tribute to 9/11, citizens were asked to donate \$9.11 to the emergency group of their choice. Additionally the American Legion dedicated a new flag pole at the library.

**Bloomfield** On September 11th, the American Legion Reed Whisler Post No. 78 sponsored a Patriot Day celebration.

Activities included a parade, a ceremony held in the courtyard on the square with music by the Davis Co. High School and Middle School bands, the Davis Co. High School Choir, invocation and closing prayer from the Davis Co. Ministerial Association, featured speakers from both the County and City, as well as presentations by the Boy Scouts and the American Legion, and a display of emergency vehicles on the square.

**New Hampton** A Remembrance Vigil at Mikkelson Park, sponsored by the Character Counts Task Force as a part of American Character Week, was held in the evening. All county police, fire, EMS and military personnel were honored; vocalists performed patriotic songs. The event also included a 21 gun salute, Taps and three essays from eighth graders describing how they felt after September 11th.

**Osceola** On September 11th, a morning unveiling of a 30' x 50' American flag, purchased by the City of Osceola, was raised at the hour of the first attack. The event included a city-wide coffee.

At 7:00 p.m. local clergy and community leaders sponsored a memorial service in the courtyard to recognize many groups for their continued service.

As part of American Character Week, high school students were

challenged to give at least one hour of service during the week. At the Friday evening football game, there was a moment of silence and then all students who met the challenge gathered at the center of the field to release balloons and doves in recognition of unity and character.

**Sac City** At 12:00 noon Loring Hospital held a short observance at their flag pole with police, ambulance and fire departments represented. Attendees joined together in saying the pledge of allegiance, followed by a prayer. An evening observance of September 11 was held at the United Methodist Church.

**Spencer** On 9/11, the American Legion hosted a ceremony at noon on the Clay County Courthouse steps, and the Clay County Fair observed the anniversary throughout the day. During the evening grandstand performance by the "Righteous Brothers", the Boy Scouts and Northwest Federal Savings Bank handed out 2500 flags as people came into the show, which was followed by a parade of the 50 state flags and the military flags. The fireworks show featured only red, white and blue fireworks. The Main Street booth and many others at the fair gave out patriotic items that day.

**State Center** The community put American flags along Main Street as they do on other national holidays. Several churches held memorial services following special ceremonies held at both the high school and middle school. The high school honored local firemen, EMTs, police and veterans and then planted two trees to honor those who died in the September 11 attack and those who continue to serve local communities as everyday heroes.

# A Model for Success

## Burlington's Preservation Station

### *A project of the Heritage Trust Association*

Preservation Station is an all-volunteer project sponsored by The Heritage Trust for Preservation and Restoration of Historic Burlington, Iowa, in conjunction with the Des Moines County Regional Solid Waste Commission (DMC Regional). Preservation Station was established to protect the area's architectural heritage and improve stewardship of resources by diverting building materials through salvage and resale from land disposal at permitted and unpermitted facilities. In so doing, the project provides reasonably priced period materials and items for restoration, rehabilitation and renovation of houses and buildings. In addition to diverting building materials from disposal and selling them for building rehabilitation (to reduce the need for demolition), the money made from sales is reinvested in the community in the form of grants and loans to assist with building restoration.

**History:** Salvage activities by volunteers began in late October 2000. The initial projects were undertaken without an organizational sponsor. Hal Morton, executive director of DMC Regional, had identified the need and promoted the idea of a volunteer-based salvage program to numerous local officials as an approach to both reduce waste going to the landfill and to provide a source of period-appropriate building materials to restore and maintain remaining historical buildings. Bruce Slagle, Burlington city manager and then chairman of DMC Regional, gave Hal a chance to demonstrate the idea when the city faced demolition of nine houses to make way for an overpass project.

Over the next four weekends, coordinating around non-burn training activities by the city fire department in the same structures, these nine houses were salvaged, and the materials were stored in a warehouse provided by DMC Regional. A tenth house targeted for demolition by the city was also scavenged in that same timeframe. Subsequent projects have included 15 more urban and rural houses ranging in age from 1860 to

1930, 10 pre-1900 commercial buildings, a 59,000 square foot Catholic nursing home, and a 65,000 square foot elementary school. Both of these larger projects included construction phases ranging from 1890s to the mid and late 1900s.

The initial volunteers were recruited by word of mouth. Generous press coverage helped spread the word. Then, by April 2001, the Heritage Trust took on sponsorship of Preservation Station, lending its private not-for-profit 501(c)3 status to the other benefits of the project. As a result, Preservation Station can provide tax receipts to those who donate materials, or who allow the group to salvage or deconstruct their property. This tax benefit is an incentive for the property owner to participate, and can be used to offset the added cost and delay of allowing salvage prior to demolition. In addition, the Trust provides basic liability insurance coverage to protect passers-by at deconstruction projects.

Salvaged materials are sold at the Preservation Station warehouse, which is open the second and fourth Saturday of every month from 9 a.m. to 1 p.m. and by appointment. Staffing at Preservation Station is also by volunteers. Since the Grand Opening in July, 2001, sales have grossed about \$15,000 per year, and the Trust has enjoyed a fifty percent increase in memberships from volunteers and supporters of the project. Since the program is run entirely by volunteers, all of the profits are used to fund grants and loans to help restore historic buildings in Burlington.

Not all of the projects end up meeting the wrecking ball. With encouragement from Preservation Station and the Heritage Trust board, the Burlington School District was able to sell one North Hill house for relocation rather than demolition. This resulted in better preservation as well as waste reduction, and saved money for the school district.

The projects tackled to date have been in Burlington and Des Moines County, and one was outside of Gladstone, Illinois. The

roster of active volunteers reaches as far as Macomb, Illinois, and Ft. Madison and Danville, Iowa. Customers have come from as far as Texas, Tennessee, Colorado, and even California. The volunteer list is growing, and includes about 75 at the present time. Each specific salvage project draws from 2 to 12 volunteers. Area businesses have also been eager to help out, loaning equipment, and donating pallets and refreshments when needed.

Preservation Station's success in pursuing its dual goals of architectural preservation and waste reduction has received statewide recognition. In 2001 the Iowa Recycling Association presented Preservation Station with its Recycling Project of the Year Award. In 2002, Main Street Iowa presented Preservation Station with its Best Volunteer Development Program Award.

## SUMMARY OF ACCOMPLISHMENTS

*(October 2000 through August 2002):*

- Diverted over 100 tons of material from disposal
- Salvaged 25 houses, 10 commercial buildings, 1 nursing home, and 1 elementary school
- Built volunteer base of over 75 people (and growing)
- Increased membership in Heritage Trust by over 50%
- Sold \$15,000 worth of materials in first year
- Increased communication and cooperation with City of Burlington, Des Moines County and the Southeast Iowa Regional Planning Commission about demolition issues
- Convinced Burlington school district to sell one house for relocation rather than demolition

*Continued on page 5*

## Community Design Excellence Award Winners Announced

The Iowa Architectural Foundation (IAF) presented its 2002 Annual Community Design Excellence Award on September 26 to Jason Kirke of State Center, Iowa and Community Housing Initiatives of Spencer, Iowa - both Main Street communities - at the Iowa American Institute of Architects convention.



*Jason and Megan Kirke*

Kirke, having undertaken the renovation of 1890's circa storefronts in State Center, plunged his community into the revitalization effort. He has broken new ground for the community by understanding the built environment is something that returns quantifiable dividends.

Doug LaBounty, President of The Community Housing Initiatives in Spencer, has long filled the affordable housing need across the state. This year's projects have married that need with Iowa's architectural heritage. Their cost-saving re-use projects include the Martin Department Store and Carnegie Library in

Sioux City and the Van Allen Department Store in Clinton.

Community Design Excellence Award is a program that recognizes governmental organizations or subdivisions, non-governmental not-for-profit organizations, individuals, and/or local citizen groups for significant achievements in the promotion of new quality architecture, preservation of existing quality architecture, or community design.

The Iowa Architectural Foundation is a statewide, non-profit foundation dedicated to promoting the awareness of the contribution of architecture and community design to the quality of life. The IAF supports programs, projects and publications that share this vision, including the Architecture in the Schools Program, the Community Design Program and the Community Design Excellence Award.

For more information on the IAF or any of its programs, please call Kirsten Anderzhon, Executive Director, at 515.244.1888 or email [iaf@aiaiowa.org](mailto:iaf@aiaiowa.org).



*Doug LaBounty*

### SUMMARY OF ACCOMPLISHMENTS

*Continued from page 4*

- Improved public education about building preservation, rehabilitation and adaptive reuse, especially as a significant means of waste reduction and resource stewardship (via news coverage, presentations to civic groups, etc.)
- United the interests of preservationists, contractors, local governments, landlords and property owners in a project that directly reduces land disposal

- Fostered better building maintenance, rehabilitation and restoration (a.k.a. less demolition and disposal) by providing cost effective and period-appropriate materials, and by providing a network of hands-on practitioners of all skill levels
- Created a self-funded source of financial assistance for building restoration
- Coordinated retail plan with the Iowa City Salvage Barn (alternating Saturdays)

Types of Materials Include: doors, linear trim, wood flooring, porch posts and parts, stair parts, corbels, radiators, plumbing fixtures, cabinets, door & window hardware, lighting fixtures, old growth lumber, shelving, heating registers, brick, stone, marble, wainscot, stainless steel kitchen counters, oak veneer wardrobe & closet units, tin ceiling, & more.

# Ten Main Street Communities Receive Revitalization Grants

*Continued from page 1*

Replacement of roof and drainage systems, repair and repointing of brick and facade improvements on Main Street office.

## CHARLES CITY

**Award:** \$25,000

**Project:** Construction of an infill building in the heart of downtown district, once the site of a hotel that was destroyed by fire. The new property, Union House Square, will feature a limestone facade, consistent with neighboring properties, a 15,000 s.f. main floor for retail/office use and a full basement to house a fitness center.

## DUBUQUE

**Award:** \$50,000

**Project:** “Gateway to Upper Main Residential Rehab,” a pilot project in a

blighted area, includes three properties (four storefronts) on one side of Main Street and two properties (six storefronts) on the other. Restoration of all facades, development of 13 upper story residential units ranging from low-income to market rate (and beyond), and relocation of Dubuque Main Street from a basement location to a storefront. The project will save at least two buildings from demolition.

## ELKADER

**Award:** \$49,880

**Project:** Four-phase renovation to save an 1880 theatre building and reopen as a movie theatre.

*Phase 1* — roof repair on deck of second floor apartment and replacement of mechanical/electrical and HVAC;

*Phase 2* — renovation of two upper level apartments and two retail spaces attached to theatre;

*Phase 3* — purchase of equipment and repair/renovation of theatre;

*Phase 4* — restoration of original marquee and ticket booth;

## GREENFIELD

**Award:** \$30,000

**Project:** Purchase and installation of a four-stop elevator for an historic landmark, the E. E. Warren Opera House, which will become a regional arts center. The elevator will allow access to all four floors, intended uses of which are:

*Basement* — artist-in-residence program, bistro and storage;

*First floor* — retail shops — soda fountain, art store/gallery, marketplace — and theatre lobby/administrative offices;

*Second floor* — auditorium with stage and moveable seating, restaurant and reception area;

*Third floor* — overnight guest rooms, artist-in-residence studio space.

## SAC CITY

**Award:** \$30,000

**Project:** Renovation of vacant property in the center of the downtown district, which has been donated to the city by an absentee

landlord. Replacement of the roof, sub-structure and drainage system; removal of slipcover, cleaning and repointing brick facade; replacement of windows and doors; and total interior renovation will allow expansion of a retail business.

## SIGOURNEY

**Award:** \$40,000

**Project:** Total renovation of two downtown properties with corner locations, adding affordable upper-story residential.

Building One includes roof, exterior masonry, doors and windows, mechanical/electrical and interior replacement/repair and will house upscale dining on street level, residential on upper level.

Building Two includes masonry cleaning and repair, replacement of roof, gutters, cornice and eaves, and exterior paint — those parts of a total restoration not covered by an LHAP grant — and will house four loft apartments.

## STATE CENTER

**Award:** \$50,000

**Project:** State Center Historical Society to rehabilitate a vacant building to save an entire block in the community’s historic district. Replacement of rear masonry wall, new floors, roof, mechanical/electrical systems and interior will create a “home” for the Iowa Barn Foundation, an interpretive site for heritage tourism, the Lincoln Highway, Watson’s and other area attractions.

## STORY CITY

**Award:** \$25,000

**Project:** Construction of an infill building to relocate the Story City Herald to the site of the original building which was demolished due to structural damage from improper excavation of adjacent property. The new building will feature brick and capstones, mirroring the stateliness of City Hall directly across the street, as well as a series of windows and transoms, and will be located between two buildings with completed facade renovations.

For more information, contact: Main Street Iowa, Downtown Resource Center 515.242-4756 or E-mail [jane.seaton@ided.state.ia.us](mailto:jane.seaton@ided.state.ia.us)

## Board/Volunteer Workshop Explores Group Dynamics

Hamilton County S.E.E.D. welcomed volunteer leaders from seven communities on September 4 for the annual training workshop, provided as part of Main Street Iowa’s services.

Sarah J. Ennis of Inspiring Solutions led participants through a series of stimulating discussion topics with the goal of “Maximizing Your Leadership Potential”, the workshop title. The group explored ways to conduct timely and productive meetings, mitigate conflict between members and lead others without alienating them.

In addition to Ennis and Main Street staff, volunteers from Charles City, Greenfield, Hamilton County S.E.E.D., Iowa Falls, State Center, Stratford and Waterloo attended the workshop.

# corn Sweet & Lowe

## Stanley Savors Summer in Iowa

It was love at first bite when Stanley Lowe, the National Trust for Historic Preservation Vice President for Community Revitalization, tasted Iowa's favorite summer treat at the 23rd Annual Sweetcorn Festival in Adel on August 10.

Lowe had heard about the festival on a whirlwind visit to seven Iowa Main Street communities last winter and vowed to return for the event to see firsthand the preparation and distribution of 5½ tons of sweetcorn, FREE to any and all of the 10,000+ people who gather on the square in the charming town of 3,500.

Upon arrival, and after catching a glimpse of the parade, Stanley and his brother Paul queued up for their first taste of golden corn covered with melted butter, and declared, "We love it."

Lowe then, with other celebrities, Iowa Lieutenant Governor Sally Pederson and Adel Mayor Jim Peters, helped serve corn to the festival-goers.



Lowe and Mayor Peters serve sweetcorn to festival attendees



Following his four-hour stop in Adel, Lowe and his hosts from Main Street Iowa joined a crowd ten times larger at The Big One — the 2002 Iowa State Fair — where a golf cart and VIP tour guide awaited. The tour, which took Lowe behind-the-scenes for an insider's view of the world-class event, included housing, camp grounds and staging facilities, as well as the administration building and a visit to the Main Street Iowa booth in the Tourism building where displays from Main Street communities were presented over the ten-day run of the fair.

The enormous crowds and general atmosphere at the event impressed Lowe, as did the famous Butter Cow, a must-see sculpture and traditional favorite of fairgoers.

To cap off his visit, rather than snacking on another fair-favorite, a corn dog (which could not possibly top the flavor of Adel's sweetcorn), Lowe enjoyed a foot-long all-beef hot dog which elicited the comment, "They just don't make them like this in Pittsburgh."

### MAIN STREET IOWA

## Planning Calendar

#### NOVEMBER 2002

6 - 8 TRI-STATE  
EXCHANGE  
Dubuque

#### DECEMBER 2002

9 Century Business  
Recognition

*Happy Holidays!*

#### JANUARY 2003

TBD Quarterly Training

#### FEBRUARY 2003

21 Main Street Awards  
Nominations Due

## Cost of an Empty Storefront

A small building sitting empty for one year in a small-town commercial district will have the following impact on the community:

- \$250,000 in lost sales
- \$ 12,500 in lost sales tax revenue to state and local government
- \$ 15,000 in lost rent to the property owner
- \$ 1,500 in lost property tax revenue to local government
- \$ 51,000 in lost loan demand to local banks for the building
- \$ 15,000 in lost loan demand to local banks for the business
- \$ 750 in lost property management fees
- \$ 24,750 in lost business profits and owner compensation
- \$ 16,250 in lost employee payroll

Estimates prepared by Donovan D. Rypkema, Place Economics, Washington, D.C.

The Main Street Messenger is published by the Iowa Department of Economic Development's Main Street Iowa program. Reprinting is permissible by crediting the Iowa Department of Economic Development.

<b>Jane Seaton</b> State Coordinator .....515/242-4756	<b>Jackie Milner</b> Design Intern .....515/242-4762
<b>Darlene Goeltl</b> Program Consultant.....515/242-4857	<b>E-mail</b> .....mainstreet@ided.state.ia.us
<b>Tim Reinders</b> Design Consultant.....515/242-4762	<b>Website</b> .....www.mainstreetiowa.org
<b>Suzanne Davidson</b> .....Special Projects Coordinator	<b>Paul Tarbox</b> .....Graphic Designer

**FOR CHANGES TO THE MAIN STREET MESSENGER MAILING LIST, CALL 515.242.4756 OR E-MAIL MAINSTREET@IDED.STATE.IA.US**

# MAJOR MESSAGES FROM THE DOWNTOWN SUMMIT

*Continued from page 1*

The keynote speaker from Providence, Rhode Island discussed the key ingredients in developing downtown arts and entertainment districts. (All are applicable to some degree in any Iowa community wishing to develop such a district.)

- Strengthen existing downtown institutions
- Encourage other arts/entertainment groups to come downtown
- The public sector needs to be flexible in working with creative uses for downtown buildings.
- Support individual arts — tax free sales districts, income tax exemption for artists who live, work and sell within the district, etc.
- Create space for artists — lofts, live/ work spaces
- Develop more downtown festivals
- Develop incentives for restaurants
- Commit to more downtown housing

“Six Big Principles for Arts District Development” were shared by the capstone speaker from Washington, D.C.

- Think anchors — indigenous to the area that generate multi-day stays and provide the “brand” look for the downtown.
- Get serious about funding — multi-year commitments, small incremental increases; the successful approach is to take a small slice of a big pie.
- Appeal to residents first...tourists will

follow. Visitors spend more and generate new money; visitors want authenticity. Don't set high expectations if you can't deliver.

- Document the value added—track impacts as a way to justify sustained commitment; primary data is very important. Don't overstate your impacts but don't be afraid to take credit.
- Leverage arts to meet broader community goals. Build alliances to reinforce support for housing, education, recreation and economic development.
- Take a systematic approach. (Do things in order.) — organizational resources; funding; hospitality; infrastructure; facilities; content.

