

Main Street Iowa Application Workshops Scheduled

Communities interested in participating in the Main Street Iowa program, take note. Three regional workshops will be held in January to provide an overview of the Main Street Approach® to downtown revitalization and an in-depth review of the application process. Attendance at an application workshop is required in order to be eligible to apply.

Preceding the workshops, "An Introduction to Main Street Iowa" will be presented on the Iowa Communications Network (ICN) from 5:00 to 7:00 p.m. on January 4, 2006.

Dates and locations for the workshops are:

- **January 10 - Falcon Center, 137 4th Street North, Central City**
- **January 11 - Oskaloosa Public Library, 301 South Market Street, Oskaloosa**
- **January 12 - Iowa State Bank, 500 Audubon Street, Sac City**

All three sessions are from 1:00 p.m. to 5:00 p.m. A letter of intent to apply will be due by February 8, 2006.

An ICN session will be held from 5:00-7:00 p.m. on March 6, 2006 to address questions. Written applications will be due by April 7, 2006.

The final step will be a community

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HUD GRANTS CONTINUE TO IMPACT DOWNTOWN DISTRICTS

More than \$9 million has been invested in 16 Main Street Iowa communities over the last three years through a combination of local private/public investment and a series of federal appropriations from the U.S. Department of Housing and Urban Development (HUD).

Grant dollars totaling \$1,493,050 were awarded to the Iowa Department of Economic Development in 2002, 2004 and 2005 for use by the Main Street Iowa program in the 34 designated Main Street communities.

In 2002, the Main Street Challenge Grant program was created using the HUD appropriation to provide financial assistance for downtown property restoration and rehabilitation. Communities submitted proposals that were judged on a competitive basis with

priority given to upper-floor development and in-fill construction as well as the project's impact on the community.

The results are dramatic. The grant program stimulated a local investment of \$2.8 million in the first year and an estimated local investment of \$6,494,314 in the second year.

HUD appropriations have also been used to provide business development training and technical assistance to Main Street communities with opportunities for participation by all Iowa communities on a fee basis. The first training series focused on retail development; the second on market analysis training.

Fifteen applications have been received for the third Main Street Challenge

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Fourth HUD Grant Awarded

The Iowa Downtown Resource Center, Iowa Department of Economic Development, has received a fourth federal grant of \$1 million from the U.S. Department of Housing and Urban Development for use by the Main Street Iowa program.

Notification of the award was received on November 18, 2005, from Senator Tom Harkin who has been instrumental in securing all four of the HUD appropriations.

The grant requires that 80% of the funds be used for bricks and mortar projects in the designated Main Street Iowa communities. As with the first three grants, a portion of the funds will be allocated for business development training and technical assistance, opportunities available to all other Iowa communities on a fee basis.



Slipcovers

In efforts to modernize storefronts and create a new image, many owners have installed a metal, plastic or wood siding material that covered the original facade of the building. These exterior cladding systems are often called slipcovers. Slipcovers are usually attached to the original building facade by a series of furring strips or anchoring brackets. In order to facilitate the rapid installation and keep costs at a minimum, many slipcovers extended out past the original projecting details of the façade like cornices, window hoods, sills, and column capitals.

These attempts at modernization were installed for a number of reasons. Often, the new, sleek siding material was installed in an attempt to mimic the appearance of the new suburban construction. Other times, owners attempted to disguise required facade maintenance projects in an effort to cut costs. Disguising needed maintenance issues does not make them disappear. The slipcover can also prevent any monitoring of the condition of the materials behind the covering, thereby preventing any further maintenance until the need becomes critical, much more costly and difficult to rectify. The end result is that slipcovers also cover the architectural details of buildings and make them into generic metal boxes.

Lightweight metals, like aluminum, were commonly used in slipcovers. Many of these metal panels were designed with a grill pattern or series of shapes stamped into the metal to create decorative designs. These small openings and the spaces between the slipcover and the original facades can be a haven for birds, causing a nuisance from their noise and the debris from nests.

When considering the removal of an existing slipcover, simple investigations are advisable. The first place to look is historic photos. The photographs should range from the original appearance to the appearance just before installation of the slipcover. Often, the latest photo is the most useful because it most closely represents the condition behind the slipcover.

A quick check of the slipcover and its relationship to the facade can give some clues to the underlying condition. If the slipcover extends beyond the storefront more than just a few inches, there is a very good chance that all of the original projecting details exist behind it. If the slipcover is very flush with the storefront, some of the details may have been totally or partially removed during installation.

A good place to get a better view of the condition of the facade



Adler Sporting Goods, Le Mars

is through upper floor windows behind the slipcover. Because slipcovers are often installed away from the facade in order to clear existing details, a space between the slipcover and the facade is created. This space allows for visual inspection of at least portions of the original façade, and depending upon the size of the space, perhaps the entire facade. This space also provides the opportunity to analyze the installation techniques of the slipcover, possible problems with its removal and required repairs after removal.

If there are no upper floor windows, or for some reason the facade cannot be inspected from them, a partial removal may be required before facade restoration can be implemented. Most slipcovers are a series of individual vertical strips. One or two of the individual pieces can be removed to inspect the original facade. These pieces should be removed carefully to minimize possible damage to the materials so that they can be replaced if the project is delayed or abandoned.

2006 Marks the 20th Anniversary of Main Street Iowa

Changing Places... Changing Faces...Changing Lives...

It's cause to celebrate, and Main Street Iowa is planning to do just that!

Preparations are underway for a variety of activities to recognize downtown revitalization efforts that have taken place over the last two decades. Main Street communities will gather at the annual awards celebration where a commemorative booklet will be unveiled. The publication will present a testament to the achievements of these 34 cities whose leaders and volunteers have embraced the Four Point Approach R in revitalizing their downtown districts. Photo essays of the ways in which Main Street is working state-wide, "Changing Places, Changing Faces, Changing Lives," will be followed by an overview of each community.

A photo contest (see right column) sponsored by Main Street Iowa is also scheduled. Other surprises are in store and will be announced as the year progresses.

MORE CELEBRATIONS!

Burlington, Keokuk and Oskaloosa will be celebrating their 20th anniversary as Main Street Iowa communities. A January 19th celebration will be held in Burlington; local events and activities are in the planning stages in the other communities.

19th Annual Main Street Awards

Mark your calendar for Friday, April 28, 2006 when Main Street Iowa will celebrate its 20th anniversary at the Annual Main Street Awards ceremony. The event will recognize outstanding volunteers and the "best of the best" in design, organization, promotion and economic restructuring.

The ceremony will be held at the Marriott Hotel in downtown Des Moines and will include a reception followed by dinner and award presentations. For more information, contact Darlene Strachan at darlene.strachan@iowalifechanging.com or 515.242.4857.

Main Street Photo Contest Slated for State Fair

In recognition of Main Street Iowa's 20th anniversary, the 2006 Iowa State Fair will include a special category — "Main Street Iowa" — in the Photography Salon competition.

Open to both amateur and professional photographers, the competition calls for photographs that depict an Iowa downtown image, taken on a "Main Street," of such subjects as architectural elements, people at work or leisure, historic buildings, streetscapes and festivals.

Main Street Iowa is sponsoring the prize awards for the winners and reserves the right to use the entries with photo credits in the future.

HOW TO ENTER

Please call or e-mail the Iowa State Fair Entry Department. Make sure to mention that you would like to be added to the mailing list for the 2006 Photography Salon.

competitiveevents@iowastatefair.org
515.262.3111, ext. 207

Cary Anglum Leads Renaissance in Cedar Falls

Cary Anglum was born and raised in Cedar Falls, and literally grew up on Main Street. She worked at the family-owned business from the time she was tall enough to stock the thread rack until Willoughby's Department Store closed in the mid-1970s.

After graduating from Cedar Falls High School, she attended and graduated from Iowa State University with a degree in merchandising and fashion design. Following work experience including owner/operator of 4th & Main Deli and Townsend Place Bed and Breakfast, as well as real estate agent for Oak Ridge Realtors.

Cary became the Community Main Street director in 1997. She is a Certified Main Street Manager, having completed the National Main Street Center's Certification Institute, a rigorous advanced course in downtown revitalization.

Under her direction, Cedar Falls has experienced a renaissance. Community Main Street is recognized for their quality events and promotions, and has been credited with reenergizing downtown by creating the exciting and unique arts and entertainment district known throughout eastern Iowa. In 2005, the Iowa Tourism Office honored Cedar Falls with the Tourism Event of the Year Award for their Sturgis Falls Celebration. Cedar Falls was also named one of the first Cultural and Entertainment Districts by the Iowa Department of Cultural Affairs in 2004.

The recent restoration of the Black Hawk Hotel is just one example of the outstanding rehabilitation projects that have taken place in the community. In addition to numerous local and state revitalization honors, Cedar Falls received



the Great American Main Street Award from the National Trust for Historic Preservation in 2002.

Cary spends what little time is left for "leisure" activities on restoring and maintaining the historic Victorian Italianate Willoughby house, located at 1017 Washington Street - the home where she grew up.

Main Street Iowa Application Workshops Scheduled

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presentation to the Main Street Advisory Council, a panel of professionals from across the state with expertise in economic development, finance, retail, archi-

ture and government. The Advisory Council provides selection recommendations for designation to the Director of the Iowa Department of Economic Development who makes the final

determination of new programs.

For more information, contact Jane Seaton at: jane.seaton@iowalifechanging.com 515.242.4756

HUD GRANTS CONTINUE TO IMPACT DOWNTOWN DISTRICTS

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Grant. Project awards will range from \$20,000 to a maximum of \$50,000 and are expected to be announced in January 2006.

Downtown Revitalization Projects Benefit from HUD Grants

Challenge Grant projects, made possible by HUD appropriations, have had a significant impact on downtown districts in both Cedar Falls and State Center.

The Black Hawk Hotel, Cedar Falls

A much needed “facelift” has done wonders for the Black Hawk Hotel and for downtown Cedar Falls. And, this oldest continuously-operated hotel in Iowa is now listed in the National Register for Historic Places.

An historically accurate canopy at the front entrance, entry lighting fixtures and wooden front doors in character with the age of the hotel, new signage and removal of entryway limestone that had been added in the 1970s were included in

the façade project. The Challenge Grant provided \$23,697 of the \$56,700 total cost.



Since completion of the façade renovation, the owner has remodeled 32 luxury suites as well as 10 main floor market-rate hotel rooms. These improvements have greatly enhanced Cedar Falls’ efforts to distinguish downtown as a destination.

104 West Main, State Center

One of the properties in State Center’s “Remarkable Row,” an intact block of late 19th century buildings, was less than remarkable two years ago.

Nearing total collapse, the building was threatening adjacent properties, one of which is Watson’s Grocery Store Museum, a major attraction in State Center. A state grant was obtained to stabilize the structure while other funding options could be explored.

Now, with the financial assistance of the HUD Challenge Grant, 104 West Main has been literally ‘deconstructed and reconstructed’ and will be the future home of the Iowa Barn Foundation, the Lincoln Highway Association and the State Center Historical Society. The State Center Main Street office is currently located in the building.

“Wi-Fi” Comes to Main Street

Marshalltown was the first city in Iowa to announce that its free internet “Wireless Zone” was live and running in the 20-block historic downtown business district. Iowa, normally recognized nationally for agriculture and insurance, joins other tech-savvy states in bringing this 21st century technology to its citizens. 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.

“We’re going to establish ourselves as the technology capital of our state,” says Marshall Economic Development Impact Committee (MEDIC) Chairman Mike Miller, who helped initiate the Wi-Fi effort.

To kick-start this exciting new opportunity for Marshalltown businesses, citizens and visitors, MEDIC set up an information tent on the courthouse square; the tent was open from 11 a.m. to 2 p.m. daily during the third week of June. 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.

While this was a MEDIC-driven effort, the Marshalltown Main Street program did play a part. Improvements in downtown over the three years of the 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.

Reprinted in part from the Main Street News.

VALLEY JUNCTION JOINS THE ZONE

Most businesses realize that 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.

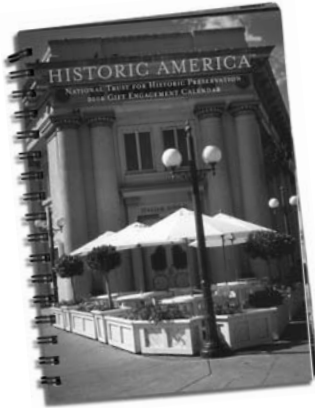
The upscale shops, restaurants, art galleries and antiques shops welcome thousands of visitors annually. With Internet access, business owners will be able to reach their market both before and after their visits.

For more information, contact Mike Miller at mike.miller@racom.net in Marshalltown and Jo F. Berry at directorjunct@earthlink.net in Valley Junction, West Des Moines.

MAIN STREET MESSENGER 2006 Planning Calendar

| | | |
|---|--|---|
| <p>JANUARY</p> <p>4 “Introduction to Main Street Iowa”, ICN</p> <p>10 Main Street Iowa Application Workshop, Central City</p> <p>11 Main Street Iowa Application Workshop, Oskaloosa</p> <p>12 Main Street Iowa Application Workshop, Sac City</p> | <p>FEBRUARY</p> <p>8 Tourism Legislative Night</p> <p>8-10 Main Street Iowa Workshop, Des Moines</p> <p>22-24 Main Street Iowa Workshop, Des Moines</p> | <p>MARCH</p> |
| <p>APRIL</p> <p>28 Tourism Unity Day</p> <p>28 Main Street Awards, Des Moines, Marriott Hotel, Downtown</p> | <p>MAY</p> <p>4 SMART Conference</p> <p>17-18 Main Street Iowa Workshop, Hampton</p> <p>30 Announcement of New Main Street Iowa Cities</p> <p><i>May is Iowa Tourism Month!</i></p> | <p>JUNE</p> <p>4-7 National Main Streets Conference New Orleans, Louisiana</p> |

BITS & PIECES



Burlington Featured in National Trust Calendar

The National Trust for Historic Preservation celebrated the 25th anniversary of the Main Street program in 2005. As part of that celebration, several Main Street communities are featured in the Trust's 2006 Historic America desk calendar, each of the 52 weeks depicting a different program element.

Burlington is featured in the calendar with two images for the weeks of January 23-29 and August 14-20.

The calendar, a membership premium, is available in limited supply, contact the Trust at www.nthp.org for availability.

Summit Speakers Share Expertise

Nearly 200 people from 65 communities attended the 19th Annual Downtown Summit on August 23 and 24 in Clinton.

Three nationally-recognized experts in downtown revitalization were featured at the event:

- Donovan Rypkema, principal, Place Economics, Washington, D.C., discussed Community Initiated Development;
- Jay C. Juergensen, president and owner, Juergensen & Associates, Detroit, Michigan, spoke on Developing Downtown Real Estate; and
- Hilary Greenberg, president and owner, Greenberg Development Services, Charlotte, North Carolina, presented a three-part review of key steps in repositioning downtown's business mix.

Greenberg returned in October 2005 to present a workshop for Main Street directors and volunteers. Rypkema is scheduled to return in February 2006 to give an in-depth seminar on Community Initiated Development.

2005 Cultural and Entertainment Districts Announced

Three Main Street Iowa communities — Keokuk, Mason City and Waterloo — are among the nine districts in seven cities that were designated as Cultural and Entertainment Districts in 2005. The cultural district certification program was initiated in 2004 by the Iowa Department of Cultural Affairs.

The first eight Cultural and Entertainment Districts included four Main Street Iowa communities — Cedar Falls, Charles City, Dubuque and Spencer. Other designees were Cherokee, Davenport, Iowa City and Muscatine in 2004. Ames, Fairfield, Marion and three Des Moines districts — Historic East Village, Court Avenue and Roosevelt — received the designation in 2005.

Business Development Project Nears Completion

Eleven Iowa communities — Iowa Falls, Charles City, New Hampton, Greenfield, State Center, West Des Moines Valley Junction, Waterloo, Sigourney, Muscatine, Bloomfield and Keokuk — have completed the final phase of a business development training and technical assistance project made possible through a federal grant.

Three others — Sac City, Osceola and Mount Pleasant — are awaiting their assessment visits and executive summaries after completing the in-depth market analysis of their communities.

The training sessions, conducted by Jay Schlinsog, began in March 2005 with an overview of the market analysis process, followed by local market assessments and consumer and business surveys in each community. Thirty-two other communities participated in the first phases of the training project, which was available to all Iowa communities.

Funding for the project was obtained from a portion of a U.S. Department of Housing and Urban Development appropriation, which provided financial assistance for property restoration and rehabilitation in the 34 designated Main Street Iowa communities.



National Main Streets Conference Rescheduled

The devastation caused by Hurricane Katrina has necessitated a change of dates for the 2006 National Main Streets Conference, originally scheduled for April 2-5. The new dates are June 4-7 in New Orleans, Louisiana.

The National Trust for Historic Preservation, under whose auspices the Main Street program operates, has been heavily involved in recovery efforts in the stricken areas. Numerous historic properties have been damaged, some nearly destroyed.

Main Street Iowa has contacted the Louisiana and Mississippi State Main Street programs to offer assistance. Main Street Iowa communities have formed regional coalitions that are being matched with Main Street communities in the disaster areas. Efforts are underway to respond to the specific needs that have been identified.

Main Street Iowa will be notified if further schedule changes for the conference occur and will post information on the web site www.mainstreetiowa.org, as necessary.



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



IOWA DOWNTOWN RESOURCE CENTER MAIN STREET IOWA Making Economic Impact, Year by Year

| | NET BUSINESS GAIN | NET JOB GAIN | RATIO OF PRIVATE INVESTMENT TO STATE APPROPRIATION | VOLUNTEER HOURS LOGGED | PRIVATE DOLLAR INVESTMENT IN REHABILITATION & ACQUISITION |
|------------------|-------------------------|--------------------|---|------------------------------|--|
| 1996-1997 Actual | 192 | 914 | \$71.57 TO \$1 | 62,770 | \$29,392,300 |
| 1997-1998 Actual | 160 | 688 | \$68.47 TO \$1 | 85,367 | \$29,051,476 |
| 1998-1999 Actual | 132 | 410 | \$96.57 TO \$1 | 91,851 | \$41,714,027 |
| 1999-2000 Actual | 84 | -60 | \$94.42 TO \$1 | 92,618 | \$42,066,750 |
| 2000-2001 Actual | 95 | 559 | \$94.33 TO \$1 | 102,064 | \$41,058,052 |
| 2001-2002 Actual | 196 | 681 | \$131.52 TO \$1 | 99,584 | \$52,815,776 |
| 2002-2003 Actual | 142 | 105 | \$214.23 TO \$1 | 109,239 | \$102,216,286 |
| 2003-2004 Actual | 160 | 338 | \$62.94 TO \$1 | 124,188 | \$34,616,947 |
| 2004-2005 Actual | 166 | 341 | \$105.23 TO \$1 | 122,452 | \$56,866,868 |