

Main Street Iowa at the State Fair

Join Main Street Iowa as we celebrate the program's 20th Anniversary at the Iowa State Fair. Twenty-two Main Street Iowa communities will showcase their community events, attractions and businesses, plus share treats and/or offer prize drawing opportunities at the Main Street Iowa booth in the Iowa Tourism Building, August 10 – 20. Two communities per day will exhibit...so visit often so you don't miss a thing!

Main Street Iowa showcase schedules are as follows:

Aug. 9 a.m.-3 p.m.	3 p.m.-9 p.m.
10 Spencer	Bedford
11 Corning	Story City
12 Sigourney	New Hampton
13 Bloomfield	Keokuk
14 Dubuque	Hamilton Co.
15 Oskaloosa	Greenfield
16 Charles City	Dunlap
17 Cedar Falls	Iowa Falls
18 Valley Jct.	Bonaparte
19 Mt. Pleasant	Sac City
20 Conrad	State Center

"Downtown: Changing Places, Changing Faces, Changing Lives" IOWA DOWNTOWN SUMMIT

The 20th annual Downtown Summit is scheduled for August 22 - 23, 2006, in downtown Sioux City, Iowa.

Sponsored by the Iowa Department of Economic Development and the Federal Home Loan Bank, the Summit offers interesting and informative sessions on how both rural and urban communities across America are "changing places, changing faces and changing lives" through revitalization of their city centers.

Noted national and midwest professionals and local practitioners will share their experiences, provide valuable learning tools and present case studies in downtown revitalization.

August 22, Phil Boggan, state coordinator, Louisiana Main Street Program, will address Louisiana's downtown recovery efforts in the opening session.

The luncheon keynote speaker, Jim Engle, state coordinator, Wisconsin Main Street Program will discuss rural downtown perspectives.



August 22 Concurrent Sessions:

- Business trends, strategies and retail Q & A sessions
Presenter: Margie Johnson, retail specialist, Shop Talk
- Board roles and responsibilities
- Conducting on-line business with a downtown presence
- Working with the media
Panel discussions with three Sioux City media representatives
- Iowa State University PLaCE Program
- Building adaptive use success stories
Conducted by a panel of three Main Street project representatives from Bonaparte, Spencer and Burlington
- "Pickled FISH" customer service training
- Three downtown Sioux City walking tours
Sioux City representatives will showcase their downtown building and development assets

On August 23, breakfast speaker Cheryl Hargrove, president of Heritage Tourism Communications Group, will present "Showcasing the Opportunity and Impact of Heritage Tourism." Capstone speaker, Beverly Meng, state coordinator,
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DESIGN NOTEBOOK *Storefronts*

One of the most important elements of a downtown business is the storefront. It is the storefront that largely expresses the business' image to the potential customer. The storefront should lure passers-by to stop, look at the merchandise on display and wander into the store to browse.

Traditional storefronts were designed to be flexible, simple and inexpensive to build. Made of readily available local materials, they are a simple forthright expression of local craftsmanship.

The storefront is a box for selling. Its primary purpose is to assist in the sale of merchandise. This role is one reason why a traditional storefront is almost totally transparent. Even early merchants realized the importance in trying to eliminate the separation of the interior and exterior spaces and blur the line between the public realm (sidewalk) and private space (store interior). In a long narrow building, the storefront also was a key source of natural light.

STOREFRONT DESIGN

Every traditional downtown building had a well defined opening that the storefront filled. The storefront is defined by the vertical piers (often brick) on each end, a storefront cornice (sometimes decorative, sometimes just a simple metal beam) and the sidewalk. The storefront itself is usually slightly recessed within this opening, about six inches. Virtually the entire storefront is glass.

The upper most glass is the transom window. These windows provided natural light for the interior. They might be clear glass, but a wide variety of specialty glass is also common.

The display windows dominate the storefront. Clear glass is important to allow for easy viewing of merchandise displays and the interior. Numerous panes and heavy muntin bars should be avoided as they disrupt the view of the merchandise and interior.

A kickplate or bulkhead is the bottom most element of the storefront. These areas are used to raise the display area off the sidewalk. These kickplates also help to protect the storefront windows from shovels, bicycles and all the other elements of downtown life. Kickplates can be made from numerous materials. One of the most common is wood, especially on historic buildings. Other common materials include brick, various types of stone and ceramic tile.

The entrance is a key component of a storefront, typically recessed, to achieve a number of important roles. A slight recess provides a sense of protection and transition for the customer, while helping to highlight the entry with the change in layout. A recessed entry also allows the door to swing out (a code requirement) and not swing into the sidewalk area. (Also a common code requirement, but a good idea regardless.)

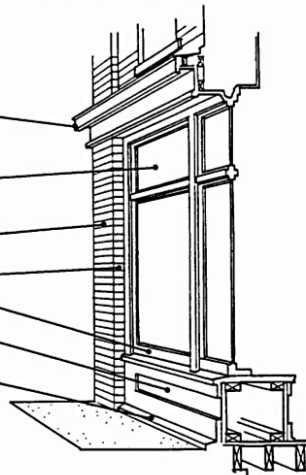
REBUILDING STOREFRONTS

Over the years, storefronts often undergo many transformations, some better than others. Problems arise in storefront design when the storefront fails to remain within its defined opening. This makes the storefront appear "pasted on" the front of the building. Reducing the amount of glass in the storefront is another common situation.

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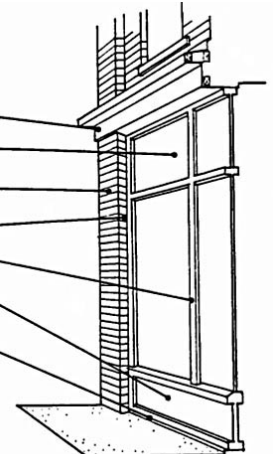
STOREFRONT WITH TRADITIONAL MATERIALS

- A cornice can be constructed with wood framing, plywood and moldings with a sloping sheet metal cap to shed water. The cornice spans the top of the storefront, often covering a structural beam or unfinished brick.
- Transoms are optional design elements that help to break up the massive effect of very large sheets of glass. Transom windows can be clear, tinted or stained glass.
- Masonry piers are uncovered and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed in wood. The sill slopes forward for drainage.
- The bulkheads are constructed with wood framing and a plywood back with trim applied to it.
- The storefront rests on a masonry or concrete base to prevent water damage.



STOREFRONT WITH CONTEMPORARY MATERIALS

- A cornice is made with sheet metal over a wooden frame.
- Optional transoms can be stained glass, clear glass or opaque.
- Masonry piers are uncovered and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed with dark anodized aluminum or painted aluminum.
- Bulkheads are constructed of aluminum framing and a plywood panel clad with aluminum.
- The storefront rests on a masonry or concrete base.



Main Street Iowa Welcomes New Communities

The Iowa Department of Economic Development (IDED) has named three communities—Ottumwa, West Branch and West Union—to the Main Street program.

The announcements were made by IDED Director Mary Lawyer at local ceremonies in Ottumwa and West Union on May 31 and in West Branch on June 1, 2006.

The communities were selected through a process which includes attending an application workshop, submitting a written application and making a community presentation to the Main Street Advisory Council. The Council's recommendations were then approved by the IDED director.

The new communities are:

OTTUMWA – population 24,998

One of the top “micropolitan” communities in the nation, Ottumwa’s good downtown building stock and broad-based support for the Main Street program provide a strong framework for the future.

Recruiting new businesses, unifying marketing efforts and enhancing the image of downtown are among the short-term goals identified by the community. Long-term goals include restoration of architecturally sound historic buildings; development of upper story residential spaces; and creating incentives for entrepreneurial investment in the community.



WEST BRANCH – population 2,188

Home to one of two National Historic Sites in Iowa, downtown West Branch wants to capitalize on the 200,000+ tourists that visit the Herbert Hoover birthplace and Presidential Library each year. A National Register District with 16 historic buildings, they hope to improve the business climate; increase commercial activity downtown; limit sprawl; build on the partnership with the National Park Service to maximize tourism impact; and develop a marketing plan that promotes both the rich historical context and the uniqueness of the community.



WEST UNION – population 2,549

With excellent recreational amenities in place, the best dirt track racing in Northeast Iowa and one of two Bill Gates computer labs in the state, West Union is poised to focus on downtown.

As a new Main Street Iowa community they will work toward an organized effort to achieve common goals; creating events to instill community pride; and business assistance for existing owners.

Home to 17 historic buildings, their long-term goals include rehabilitation of downtown properties, both street level and upper story, and adaptive use of vacant buildings.



2006 MAIN STREET IOWA AWARDS' LISTING

BUSINESS IMPROVEMENT		
Best Adaptive Re-Use of a Building		
Fowler Project	Waterloo	Winner
Corning Center for the Fine Arts	Corning	Honorable Mention
Best Business / Financial Assistance Program or Event		
Lunch & Learn Series	Oskaloosa	Winner
Best Business Improvement Success Story		
Stratford Food Center	Hamilton County S.E.E.D.	Winner
Best New Development / Construction		
Grundy National Bank	Conrad	Winner
Best Upper Floor Rehabilitation		
Apartments on Washington, Gary Bain	Sigourney	Winner
DESIGN		
Best Design Committee Project		
Tour de Loo	Waterloo	Winner
Best Facade Improvement - \$10,000 and Under		
123 Main Street, Kent Purdy	Cedar Falls	Winner
Best Facade Improvement - Over \$10,000		
Gronen Restoration	Dubuque	Winner
Adler Sporting Goods	Le Mars	Honorable Mention
Best Public Improvements Project - Streetscape / Enhancement		
Great Excavations	Cedar Falls	Winner
Best Total Building Rehabilitation - 5,000 Square Feet and Under		
The Red House	Dubuque	Winner
Bo Studio.121	Waverly	Winner
Book Vault, LLC	Oskaloosa	Honorable Mention
114 West Main Street, Douglas Willard	State Center	Honorable Mention
Best Total Building Rehabilitation - Over 5,000 Square Feet		
Mount Pleasant Public Library & Civic Center	Mount Pleasant	Winner
ORGANIZATION		
Best Diversity Initiative		
Dia de los Muertos	Charles City	Winner
Best Fund Drive/Campaign/Project/Event		
Investment Drive	Sac City	Winner
Conrad Main Street Golf Tournament 2005	Conrad	Honorable Mention
Best Partnership Effort Between Organizations		
VJ Unplugged / Wi-Fi Project	West Des Moines	Winner
Starry Starry Night Holiday Home Tour	Osceola	Honorable Mention
Best Public Relations of a Local Main Street Program		
Main Street Hampton Promotional Folder	Hampton	Winner
Best Volunteer Recognition Event		
The Sky's the Limit! Annual Meeting & Volunteer Recognition	Waterloo	Winner
PROMOTION		
Best Holiday Event		
Christmas Magic at the Villa	Bonaparte	Winner
Santa's Arrival / Lunch with Santa	Waverly	Winner
Christmas in Sigourney 2005	Sigourney	Honorable Mention
Best Image Campaign		
Life Magazine - KCCI 50th Anniversary Tour	Greenfield	Winner
Best Promotion Utilizing a Partnership Effort		
A Progressive Future	Story City	Winner
Conrad 125th Celebration	Conrad	Honorable Mention
Stratford Family Night	Hamilton County S.E.E.D.	Honorable Mention
Best Retail Event		
Seasonal Retail Promotions	Cedar Falls	Winner
Best Special Event		
Sac City Sesquicentennial	Sac City	Winner
Story City Sesquicentennial Celebration	Story City	Honorable Mention
Cinco de Mayo	West Des Moines	Honorable Mention
Best Target Market Promotion / Campaign		
Mission Tuition	Keokuk	Winner

MAIN STREET IOWA AWARDS

Six Communities Reach Benchmarks

Main Street Iowa celebrates private dollar investments in downtown revitalization with Million Dollar Benchmark awards.

These communities were honored in 2006:

Marshalltown	\$10 million
Spencer	\$10 million
Le Mars	\$5 million
New Hampton	\$5 million
Marcus	\$2 million
State Center	\$2 million

Main Street Directors Recognized

Plaques for years of service were awarded to the following Main Street program directors:

Joyce Glasscock, Keokuk	16 years
Bob Rose, Spencer	14 years
Lynn Zern, Conrad	13 years
Catherine Bergman, Hamilton County S.E.E.D	9 years
Cary Anglum, Cedar Falls	8 years
Tara Harn, Waverly	8 years
Dan LoBianco, Dubuque	7 years
Rod Ogren, Marcus	7 years
Terry Poe Buschkamp, Waterloo	6 years
Laura Zimmerman, Sac City	5 years
Diana Thies, Iowa Falls	4 years
Jim Thompson, Charles City	4 years
Jayne McGuire, Le Mars	4 years
Val Giannettino, Burlington	4 years
Debbie Kalousek, Hampton	4 years
Flo Robertson, Central City	4 years
Ginny Kuhfus, Greenfield	3 years
Carolyn Honeycutt, Story City	2 years
Donna Sampson, State Center	2 years

Senator Tom Harkin Receives "Spirit of Main Street" Award

The Spirit of Main Street award recognizes an individual, community or organization that exemplifies the essence and purpose of the Main Street program.



This year the award was presented to Senator Tom Harkin for his ongoing support of Main Street Iowa communities over the past years.

"Senator Harkin has demonstrated a passion and dedication to a prosperous Iowa with thriving downtown centers across the state," says IDED Director Mary Lawyer. "His work to help secure nearly \$2.5 million in federal appropriations for use in Main Street Iowa communities has leveraged nearly \$9 million, and provides business development training and technical assistance benefiting all Iowa communities."

Outstanding Volunteers Honored

Main Street communities each year nominate one of their volunteers whose exemplary service is recognized with a special certificate. The 2006 honorees were:

Dr. James & Kay Lucas , Bedford	Galen Rupp , Marcus
Jon Douglas Dixon , Bloomfield	DyAnne Henry , Marshalltown
Dana Mabe , Bonaparte	Tim Moreau , Mason City
Florence Paterno , Burlington	Julie Lehman , Mount Pleasant
Barbara Brown , Cedar Falls	Suellen Kolbet , New Hampton
Lori Nietert , Central City	Hawkeye Real Estate, Lyle Siefering and Becky Siefering , Oskaloosa
Jim Moon , Charles City	Michele Suggitt , Sac City
Conrad Main Street's 2005 Board of Directors	Annette Shafranek , Sigourney
Marty Olive , Corning	John Zinn , Spencer
TRICOR Insurance and Financial Services and TRICOR Lending , Dubuque	Michael Riemenschneider , State Center
Sam Cogdill , Dunlap	Lynn Henricks and Marilyn Webster , Story City
Willard Olesen , Greenfield	David Deeds , Waterloo
Dan Johnson , Hampton	Jonathan Spencer , Waverly
Todd Hepler , Iowa Falls	Christine McNunn , West Des Moines
Greg Glasscock , Keokuk	
Kathy McCrary , Le Mars	

CATHERINE BERGMAN CELEBRATES 12TH YEAR AT HAMILTON CO. S.E.E.D.

Three Communities are Part of the Main Street Iowa Program

Catherine Bergman began her career with Hamilton County S.E.E.D. in 1994 as the Main Street program director, working with four communities in Iowa's only, and the nation's first, countywide Main Street program.

She is now executive director of S.E.E.D., overseeing all aspects of the economic development programs of the organization. Her responsibilities include managing tourism, housing, industrial development and revitalization efforts in Hamilton County's nine communities. Three of those communities—Ellsworth, Jewell and Stratford—are part of the Main Street program.

With two Bachelor of Arts degrees—in Early Childhood Education and Elementary Education—from the University of Northern Iowa, Bergman was previously a substitute teacher and newspaper editor. She is also a graduate of the National Main Street Certification Institute, an advanced training program in the Main Street Four Point Approach® to revitalization.

Catherine's areas of expertise are in promotional efforts and grant writing. She currently serves as secretary for the MIDAS Council of Governments and is a member of the board of directors for both the Mid Iowa Economic Development Corporation and the Travel Federation of Iowa. She also continues to volunteer in many community activities.



Catherine Bergman

Catherine and husband Shawn have been married for 15 years; they have one 12-year old son, Brennan. "My passion (after Main Street) is creating scrapbooks," she says. "I preserve downtown during the day and preserve my family memories at night!" Catherine also enjoys reading, spending time with her family and going for walks with her dog Jack.

Storefronts

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With a little research and some investigative digging, it may be quite possible to restore your storefront to its original design. Historic photos are invaluable for proportions and details. Some investigation in the basement and along the ceiling may show original layouts that include the recess for the door. Decorative cast iron columns might still exist

behind later "improvements".

Building a new "old" storefront is actually much easier than one might think. Kickplates are simple frame construction. The decorative panels can be as simple as a plywood sheet with four 1x6 boards as a frame. Some molding or a bevel cut on the inside of the 1x6 makes a fancy detail. A more elaborate kickplate

uses a traditional raised panel in the center instead of the flat plywood. Storefront windows can be wood framed and still use insulated glass. Even with contemporary materials the traditional layout pattern should be used. Utilizing these traditional elements in new storefront design still makes sense. The new design
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20th Anniversaries Celebrated

Burlington, Keokuk and Oskaloosa, three of the first five designated Iowa Main Street communities, are celebrating 20 years in the program. A variety of activities will be held in each community to commemorate the anniversary.

BURLINGTON

Burlington kicked off their year-long celebration on January 19th at their annual dinner meeting where the 20th anniversary video was shown for the first time. Their 2006 campaign slogan is “20 Reasons to Invest in Downtown Partners.”

A series of radio and newspaper interviews are scheduled: “Celebrating 20 Years of Main Street Memories” will feature prominent Main Street Burlington volunteers. Efforts are also underway to schedule a cooking show with Senator Tom Harkin and Chef Peter Harmon, the “food guru” of the local Martini’s restaurant.

In September, the Heritage Days festival will celebrate the anniversary and the year will wrap up with a Christmas theme that highlights Burlington’s 20 years in the program.

KEOKUK

Main Street Keokuk will focus its 20th anniversary celebration on their annual Summer Fun and Fundraiser event, August 5th. The theme is “Rat Row Revisited,” based on the historic name of Keokuk’s first commercial district at the foot of Main Street on the banks of the Mississippi.

The \$20 admission ticket includes a souvenir medallion cookout with catfish and Main Street’s signature pork-kabobs, the power-point presentation “Reflections–20 Years Revisited”, a performance by nationally-recognized bluegrass musician and Keokuk Tourism Director, Kirk Brandenberger.

Plus, colorful displays and an auction, featuring a one-of-a-kind necklace created by metal artist, Erika Wolfe.

OSKALOOSA

To celebrate their 20th anniversary, Oskaloosa has planned several summer

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BITS & PIECES

NATIONAL MAIN STREETS CONFERENCE HELD IN NEW ORLEANS

A delegation of 18 Main Street Iowa volunteers, program directors and state staff attended the 2006 National Main Streets Conference in New Orleans, June 4 through 7.

The conference focused on preservation of historic resources. Field trips to nearby Louisiana Main Street communities and walking tours in New Orleans neighborhoods showcased recovery efforts in the aftermath of Hurricane Katrina.

Attendees also enjoyed educational sessions in design, organization, promotion and economic restructuring as well as networking opportunities during the four day event.

PHOTO CONTEST AT IOWA STATE FAIR

Don’t miss this year’s exhibit at the Photography Salon in the Cultural Center at the Iowa State Fair. A special competitive category, “Main Street Iowa,” has been created in recognition of the 20th anniversary of the state’s Main Street program.

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 is sponsoring the cash prize awards for winners of the category.

To request more information, email competitiveevents@iowastatefair.org or phone 515.262.3111.

Storefronts

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should be simple and straightforward. Do not over decorate.

This will make the new storefront compatible with any historic storefront in the district and the integrity of the streetscape is retained and enhanced.

The importance that quality storefronts play, not only for individual

merchants but also for a successful downtown, cannot be overstated.

Understanding the characteristics of good storefront design is a key element for successful revitalization programs. Incorporating these characteristic storefronts will be successful whether made of traditional construction and materials or with more contemporary techniques.

2006 Planning Calendar



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

RETURN SERVICE REQUESTED

AUGUST 10-20 Iowa State Fair 22-23 Iowa Downtown Summit	SEPTEMBER 6-7 Main Street University
OCTOBER 2-6 Main Street Iowa Workshop, Mount Pleasant 23-25 Iowa Tourism Conference, Iowa State Center, Ames 30 National Trust Conference, Pittsburgh	NOVEMBER 3 National Trust Conference, Pittsburgh

IOWA DOWNTOWN SUMMIT

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Mississippi Main Street Association, will speak about the value and importance of city centers.

August 23 Concurrent Sessions:

- Non-profit organizational structure and legal issues
- Building codes
- “Defining and Delivering Your Heritage Tourism Potential”
- Walking tour of the 4th Street commercial district will follow the capstone address

Registrations

Fee includes lunch and reception on August 22 and breakfast on August 23:

Postmarked on or before August 16:

- Individual - \$100 per person
- Group rate - \$85 per person (three or more from the same community registering together)

Postmarked after August 16 and on-site:

- Individual - \$125

A detailed conference registration brochure will be available at www.mainstreetiowa.org mid-July or register now by calling the Iowa Downtown Resource Center at 515.242.4734 or e-mail debi.flanders@iowalifechanging.com.

20th Anniversaries Celebrated

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events with “The Music Man” as a theme.

The Art on the Square event in June featured a barbershop quartet singing numbers from the musical; a July band concert will present selections from the show and, later in the month, an evening performance of the play will be presented by the local theatre. The public library’s Reading Program will feature “The Music Man” for the summer and ice cream will be served in the park each Thursday evening during City Band performances.

During the summer celebration, Oskaloosa will also break ground for the \$1.9 million streetscape project.