

MAIN STREET IOWA

IOWA
economic development

MAIN STREET IS A NETWORK

As a Main Street America® Coordinating Program, Main Street Iowa (MSI) leads a powerful, grassroots network consisting of over 50 communities throughout Iowa and participates with 40 Coordinating Programs representing 1,200 communities across the country committed to creating stronger communities.

MAIN STREET IS A TIME-TESTED MOVEMENT

Main Street is a leading voice for preservation-based economic development and traditional commercial district revitalization. Working together, local leaders have implemented practical management strategies resulting in fundamental changes in Iowa's Main Streets for over three decades.

MAIN STREET IS A PROCESS

The Main Street Approach consists of tightly integrated components based on a common-sense, strategy-driven framework that guides community-based downtown revitalization efforts. Locally developed strategies are implemented through comprehensive work in four broad areas known as the Four Points: Economic Vitality, Organization, Promotion and Design.



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MAIN STREET IN IOWA

In 1985, the Iowa Legislature adopted Main Street America's Main Street Approach model and established MSI as a program of the Iowa Economic Development Authority. Today, MSI is recognized as one of the most successful state Main Street programs in the nation.

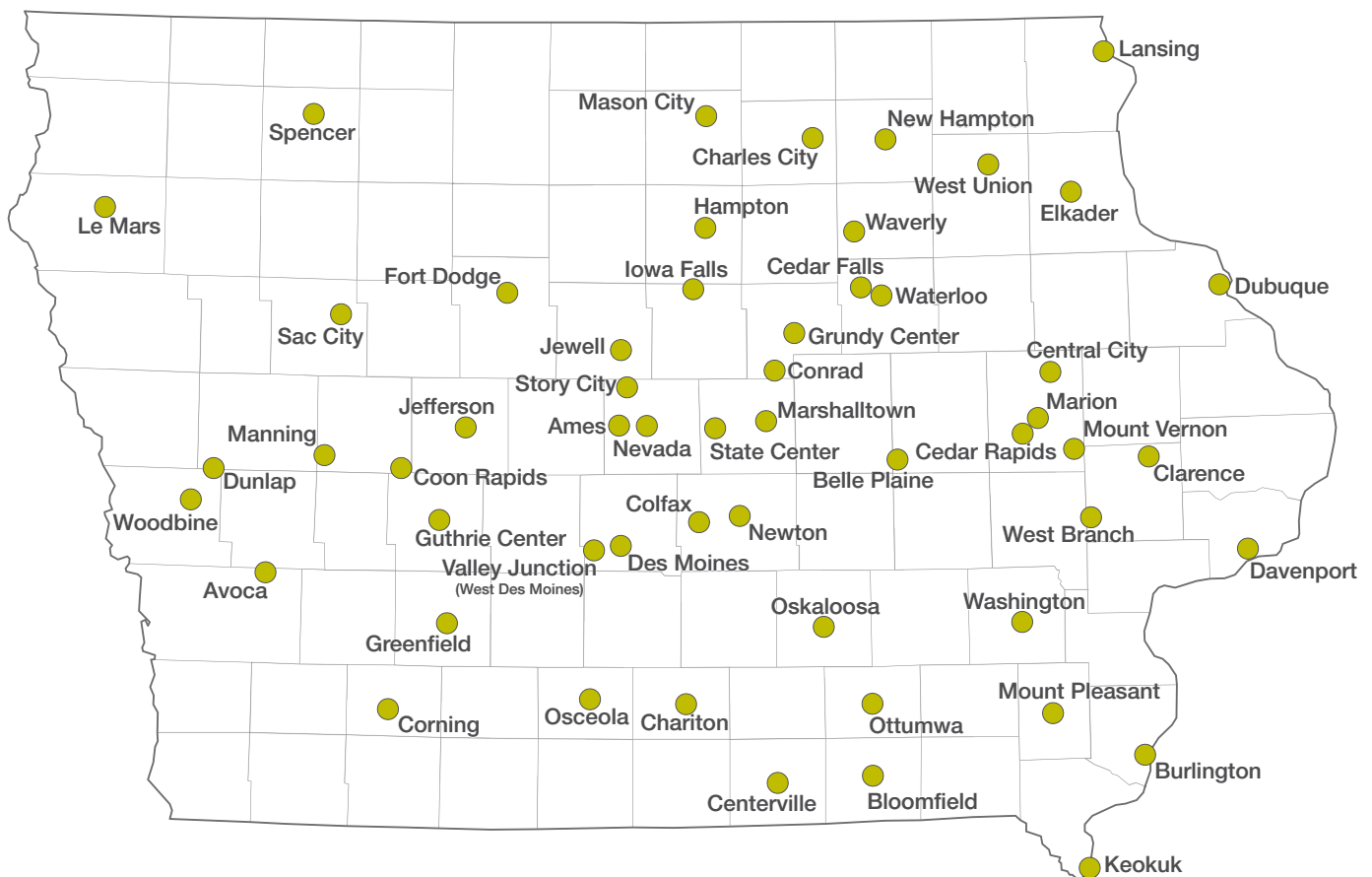
MAIN STREET IS IMPACT

Since MSI's inception, local Main Street districts have experienced significant social, civic, physical and economic impacts.

MAIN STREET IS A RESOURCE

MSI offers a variety of training, leadership development and technical assistance opportunities to designated Main Street programs to build the capacity of the local revitalization effort.

MAIN STREET IOWA COMMUNITIES



Visit Main Street Iowa at iowaeconomicdevelopment.com/MainStreetIowa
or contact Main Street Iowa for more information: mainstreet@iowaeda.com or 515.348.6184.