

IOWA DOWNTOWN SUMMIT SUCCESS

Advancing the Marketplace for Entrepreneurship and Sustainability Focus of 23rd Annual Iowa Downtown Summit

More than 200 individuals from across Iowa attended “A.M.E.S. — Advancing the Marketplace for Entrepreneurship and Sustainability,” the 23rd annual Iowa Downtown Summit held in Ames, Iowa, in August.

During the summit, prominent downtown development experts from across the U.S. provided training sessions designed to help both rural and urban communities become more inspired, make new connections and enhance efforts to keep city centers vibrant and competitive.

This annual statewide conference, sponsored by Iowa Department of Economic Development’s Iowa Downtown Resource Center (IDRC), and the Federal Home Loan Bank—Des Moines provides fresh ideas and information about the latest methods of successful downtown development. The 2010 Iowa Downtown Summit will be held in Davenport on August 24 and 25.

This summit is just one of many services provided by the IDRC to help community leaders preserve and revitalize Iowa’s downtown areas. The IDRC also coordinates the Main Street Iowa program, provides fee-based services to all Iowa communities and has an extensive resource library on downtown revitalization tools and techniques. For more information, visit www.iowalifechanging.com/community, e-mail downtown@iowalifechanging.com, or call 515.725.3055.

Governor Demonstrates Support of Historic Districts and Buildings

by Thom Guzman, director, Iowa Downtown Resource Center

On September 25, Governor Chet Culver signed Executive Order 17, which requires all state agencies to give priority to state designated cultural and entertainment districts, historic downtowns, commercial districts and buildings, when making state office location decisions.

It reinforces the point that the placement of state offices in historic central business districts (like downtowns, cultural and entertainment districts, or historic districts):

- Strengthens and revitalizes our cities and towns
- Protects the historic, architectural and cultural significance of our cities and towns
- Protects Iowa’s historical and architectural story while limiting use of environmental resources and prevents degradation of environmental quality
- Is consistent with Executive Order Number Six, signed on February 21, 2008, creating a Green Government Initiative to encourage resource protection by State and Regent institutions
- Supports the growth patterns of Iowa cities and towns by reducing operating expenses, ensuring accessibility to state services, reducing traffic congestion and improving air quality

Through this Executive Order, the Governor has ordered:

- All state agencies shall promote, assist, and exert reasonable effort to rehabilitate and revitalize infrastructure, structures, sites, and areas that have been previously developed and that are still suitable for economic use or reuse.



Such rehabilitation and revitalization shall be deemed preferable over construction of new facilities or the development of areas with significant value in terms of environmental quality and resources.

- State agencies shall give first consideration to historic properties within cultural and entertainment districts than to historic districts. State agencies shall then consider historic properties outside of historic districts.
- Rehabilitation and construction must be architecturally compatible with the character of the surrounding historic district.
- State agencies with responsibilities for leasing, acquiring, locating, maintaining or managing State facilities, or with responsibilities for the planning or managing of historic resources, shall take steps to reform, streamline and otherwise minimize regulations, policies and procedures that impede the

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Market Analysis Graduates

by Jim Thompson, Main Street Iowa Staff Member

During 2009, Main Street Iowa, in partnership with Downtown Professional Network (DPN), provided intermediate level Market Analysis training and services to all Main Street Iowa communities that had completed the basic level Market Analysis project. The intermediate training was to “reward” and capitalize upon the communities’ past efforts and to help expedite the implementation of advanced-level Business Improvement initiatives.

The participating communities included Bloomfield, Charles City, Greenfield, Iowa Falls, New Hampton, Sac City, Waterloo and West Des Moines. In 2005, these communities participated in Basic Market Analysis with a priority on business retention and expansion. The Intermediate Market Analysis focused on business recruitment within their downtown districts.

An Intermediate Market Analysis Services Menu was designed to offer guidance, technical assistance, training, and support based upon the distinct needs and opportunities identified by each community. Specific services and technical assistance were designed to help communities:

- Reassess findings, directions, and strategies based on “dramatic” changes in the downtown and/or trade area since the 2005 market analysis was completed.
- Perform in-depth and/or qualitative analyses to identify, assess and pursue specific and best opportunities for business expansion and recruitment and/or to redevelop “opportunity sites.”
- Develop and enhance business expansion and recruitment

efforts by providing a real “test” of the community’s business recruitment strategy and process, as well as a critique with specific examples and recommendations for improvements that could enhance prospects for recruitment success.

The Main Street Iowa/DPN consulting team conducted an on-site visit in each of the communities to provide a real test of the community’s business recruitment strategy and process. The DPN consulting team played the role of “prospect.” The community was responsible for recruiting the mock prospect, extending the invitation, conducting the recruiting visit and other tasks outlined in their recruitment plan. Following the exercise, the consulting team conducted a critique and provided recommendations for improvements.

The participating communities did an outstanding job. During the Main Street Fall Workshop in Spencer, a panel consisting of representatives from four of the communities shared significant accomplishments achieved through the Market Analysis process. Charles City discussed their planning and team selection processes, agenda for the recruitment test and their community driving tour. A Greenfield representative talked about the creation of a YouTube site to highlight available buildings and their start-up business guide. Iowa Falls shared their targeted recruitment brochure and New Hampton closed out the training with “What do you do if they ask questions you have not prepared for?”

For more information, contact Jim Thompson at 515.725.3054 or jim.thompson@iowalifechanging.com.

Governor Demonstrates Support of Historic Districts and Buildings

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State’s ability to establish or maintain a presence in historic districts or to acquire suitable historic properties to satisfy State space needs.

- In carrying out the authorities of the National Preservation Act, the Secretary of Interior, and the Advisory Council on Historic Preservation, each State agency shall seek appropriate partnerships with local entities with the goal of enhancing participation in the National Historic Preservation Program. State agencies shall seek the input of the State Department of Cultural Affairs and the Iowa Department of Economic Development Main Street Program when implementing this Order.

- Other critical facility siting and development factors shall include, but shall not necessarily be limited to the proximity of public transit and other needed infrastructure; closeness to affordable and available housing; pedestrian access to retail and commercial facilities and exploiting opportunities for mixed-use.
- To the extent reasonably possible, State agencies shall embrace sustainable design standards, and identify and implement practical and measureable green building design, construction, operations and maintenance solutions.

This is good news for all Iowa cities and towns who have state offices in their communities. But, it is not a guarantee that state offices will be located in historic

downtowns, state designated cultural and entertainment districts, or historic commercial districts. It means that proponents of healthy historic commercial districts, historic downtowns and state designated cultural and entertainment districts have a better chance to influence and locate state offices in their districts. It will still take local initiative and collaboration to be successful. Start today to identify which state agencies are in your community and when their leases expire. Be prepared to begin discussions with them at least a year or two before their leases are up in order to have the time to successfully locate their offices in your districts!

The entire Executive Order is available online at www.governor.iowa.gov/files/Executive_Order_No17.pdf.

THIS PLACE MATTERS CAMPAIGN

In the summer of 2009, the National Trust for Historic Preservation and Fireman's Fund Insurance held a "Places that Matter" photo contest. All that was required was two easy steps:

1. Take a picture of your favorite place while holding a "THIS PLACE MATTERS" sign.
2. Upload the picture to the National Trust Web site.



The staff of the Iowa Downtown Resource Center decided to take this concept one step further and encouraged people from all over the state to sign their names and list their favorite historic places on a huge "COME SEE MY IOWA" banner depicting the state of Iowa during the Iowa State Fair. This banner will be used to help influence the decision makers who are considering Iowa as the location for the 2011 National Main Streets Conference. See the Bits & Pieces column on Page 7 for more information.



You can see the results of the This Place Matters campaign online at www.preservationnation.org/take-action/this-place-matters/. And, it's not too late to upload your own photos!

PRESERVATION IOWA: NEW NAME, SAME MISSION

by Michael Wagler, Main Street Iowa staff member and vice president of the Preservation Iowa Board

The past 12 months have been very productive for the Iowa Historic Preservation Alliance (IHPA). We have continued our assistance with Iowa's disaster recovery efforts through active partnerships with the Federal Emergency Management Agency, Iowa Homeland Security, Iowa Department of Economic Development, State Historical Society of Iowa and the National Trust for Historic Preservation.



Through our advocacy efforts and the work of IHPA's State Historic Preservation Tax Credit Coalition, historic preservation celebrated a huge success when the Iowa State Historic Preservation Tax Credit Program was expanded to \$50 million. This victory further underscores historic preservation as an essential tool for economic and community development.

We have also continued to promote and celebrate historic preservation through our programs and initiatives. This year, through the continued support of the Iowa Gaming Association, nearly 180 preservationists joined us in honoring IHPA's Preservation at its Best awardees at the Preservation in Progress statewide conference during National Historic Preservation Month.

With all of the new energy, activities and initiatives IHPA has undertaken in the last year, the biggest news is yet to come. Starting in January 2010, IHPA will unveil our new look, programs and name. The Iowa Historic Preservation Alliance will soon become Preservation Iowa.

The goal of this rebranding effort is to reflect the evolution of the IHPA through its eighteen year history and propel the organization into the next generation of historic preservation in Iowa. The name Preservation Iowa also aligns closer with the branding and marketing efforts of the National Trust for Historic Preservation through its Preservation Nation Web site and activities.

So as we welcome a new year in January, please help us usher in a new chapter in Iowa's historic preservation movement. Keep your eyes out for Preservation Iowa's updated Web site, brochures, marketing materials and merchandise, as well as a fresh look for the Iowa Preservationist newsletter.

IHPA was created in 1991 to forge partnerships in historic preservation and provide advocacy, education and recognition to Iowa's historic preservation activities. The organization is currently a volunteer, membership driven organization. If you would like to learn more about how to get involved or become a member please visit our Web site at www.iowapreservation.org.

This article, reprinted with permission, appeared in a recent edition of the Mississippi Main Street Association's newsletter (www.msmainstreet.com). We thought it was very applicable to Iowa communities as well.

HOLIDAY EVENTS AND OPEN HOUSES

'Tis the season to be merry... and to get busy shopping on Main Street! Our communities are busy planning Open Houses, Tree Lightings, Christmas Parades and much, much more to suit your holiday fancy.

BE SURE TO SUPPORT YOUR INDEPENDENT BUSINESSES BY SPENDING MONEY LOCALLY!

Support community groups: Non-profit organizations receive an average 250 percent more support from smaller business owners than they do from large businesses.

Keep our community unique: Where we shop, where we eat and have fun — all of it makes our community home. Our one-of-a-kind businesses are an integral

part of the distinctive character of this place. Our tourism businesses also benefit. "When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace." ~ *Richard Moe, President, National Historic Preservation Trust*

Reduce environmental impact: Locally owned businesses can make more local purchases requiring less transportation and generally set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.

Create more good jobs: Small local businesses are the largest employer nationally

and, in our community, provide the most jobs to residents.

Get better service: Local businesses often hire people with a better understanding of the products they are selling and take more time to get to know customers.

Invest in community: Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.

Put your taxes to good use: Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally-owned stores entering the community.



Main Street Iowa congratulates and welcomes several new program directors:

<p>AMES Jayne McGuire 515.233.3472 director@mainstreetculturaldistrict.com</p>		<p>DAVENPORT Scott Tunnichiff, Hilltop Campus Village 563.322.8293 scott.tunnichiff@mchsi.com</p>	
<p>CEDAR RAPIDS Robyn Rieckhoff, Czech Village/New Bohemia 319.899.3999 robynrueckhoff@mac.com</p>		<p>DES MOINES Karen Sol, 6th Avenue Corridor 515.708.1189 sixthavenuecorridor@gmail.com</p>	
<p>CENTRAL CITY Julie Renberg 319.438.1761 ccmainstreet@iowatelecom.net</p>		<p>FORT MADISON Mindy Kraus 319.372.5482 fortmadisonmainstreet@gmail.com</p>	
<p>COLFAX Julia Kern 515.554.6989 juliahkern@yahoo.com</p>		<p>MANNING Ann Pottebaum 712.655.6246 mainstmanning@mmctsu.com</p>	

Main Street Manager Spotlight

Each issue of the Messenger features an article about one of Main Street Iowa's program directors. Read on to get to know Debbie Kalousek, Main Street Hampton's program director since October, 2001.

Not originally from Iowa, the family (which consists of son Thomas, daughter Tory, and now Bailey the dog) transferred to Hampton after the company Debbie's husband worked for purchased a plant there. When asked about "big city" options, she said, "If I was going to leave Hampton for the 'big city' it would be St. Louis. I graduated from high school in St. Louis and I absolutely love it there. I have lived in the 'big city' before but I love living in Hampton. It is by far the smallest (population) place that I have ever lived. I have lived in Ohio, Michigan, Missouri, Kansas, Georgia and now Iowa. I am a Midwesterner, born and raised."



Kalousek started her journey with Main Street Hampton on the design committee, then served as office assistant before being selected as the director. She thinks Main Street is a fantastic program "because you can see the results of all the work that you and the volunteers put into the things that you do. We have had community members tell us that they don't think that we would have the downtown we do if it weren't for the Main Street program. I think that means that we are doing something right and the community appreciates it."

One of her favorite activities is holding events that are well attended and enjoyed. She finds it especially rewarding if someone visits Hampton for an event and enjoys it so much that they come back again just to see what else the community has to

offer. She was delighted when people from seven states visited Hampton just to attend the community's first Ham Jam.

Before Hampton was selected to participate in the Main Street Iowa program, the vacancy rate downtown was over 50 percent. For the last 10 years, the downtown district has had less than a one percent vacancy rate. Numerous physical improvements have been made: new sidewalks, vintage lighting, flowers, a community billboard and clock tower renovation, among others.

Just a sampling of some of the interesting events and festivals that happen in Hampton include: Ham Jam (www.hamjam.net) in August; Fall Open House in September; Ugly Purse-Tacular Girls Night Out and Halloween Howl in October; Holiday Open Houses in November; and \$10,000 Christmas Raffle and Hampton Unwrapped in December.

The numbers clearly explain the program's success since it began in 1991:

- 51 net gains in business starts
- 73 net gains in new jobs
- 146 buildings rehabilitated/renovated
- More than \$1.7 million in private dollars invested in rehabilitation
- 46 buildings sold
- Nearly \$2.3 million private dollars invested in downtown property acquisitions
- More than 38,000 volunteers hours contributed

Kalousek's vision for the future of downtown is to have evening hours for all the retailers, more entertainment options downtown, more housing and second floor retail/office. If she had a million dollars, it would be used to purchase and renovate several of the buildings, purchase banners, get a Web site for downtown and every business that is in downtown and "throw one heck of a party!"

To learn more, contact the Main Street Hampton office at 641.456.4129 or mainstrethampton@mchsi.com.

WE WELCOME MAIN STREET IOWA'S NEWEST DESIGN INTERN, WHO JOINED THE STAFF IN SEPTEMBER.

Derek Hart

515.725.3172

derek.hart@iowalifechanging.com

Derek Hart grew up in Anamosa, Iowa graduating from high school as the senior class president as well as the editor of the yearbook. On the Dean's List every semester at Grand View University in Des Moines, he will graduate in May with a 3.8 GPA and a double major in Graphic Design and Graphic Journalism, along with a minor in both marketing and LOGOS. He played three years of college basketball at Grand View and gave it up his senior year to be the editor of the school newspaper and art director of the school magazine. In his spare time he loves to hang out with friends, play video games, watch movies and of course play sports. In the summer time he enjoys golfing and playing basketball outside, along with boating with friends. If you will be in Des Moines, pop into the Main Street Iowa office to say hello!



Program of Services for New Cities

by Terry Poe Buschkamp, Main Street Iowa Staff Member

The selection of four traditional downtowns and three urban neighborhood districts to join the Main Street Iowa program was announced at a ceremony last May: Ames, Colfax, Fort Madison and Manning were chosen to participate in the traditional Main Street Iowa program. Commercial districts in Cedar Rapids (Czech Village/New Bohemia), Davenport (Hilltop Campus Village) and Des Moines (6th Avenue Corridor) were selected to be part of Main Street Iowa's new Urban Neighborhood District program. The addition of these new communities brings the total number of Main Street programs in Iowa to 46.

Main Street Iowa staff begins working with the communities long before they are selected to be part of the program. Applications are developed, workshops are held, and Q & A sessions are conducted. Applications are reviewed and presentations made to an Advisory Council.

Main Street Iowa's goal is to provide participating cities with the training and technical assistance needed to make good planning decisions relative to their historic commercial district revitalization and future development.

In 2009, Main Street Iowa provided the following services to all seven of the new programs:

- **Preliminary Site/Reconnaissance Visit** — Preliminary assessment to help with the development of the organization; provide Board orientation; begin the staff selection process.
- **Visioning** — Discussion, stimulated through a series of exercises, to help the group create a vision for the commercial district and identify goals and objectives for each of the committees.
- **Vision Follow Up** — Main Street Iowa staff collects all data from the exercises. Information is word-smithed into a vision statement with goals and objectives, and is presented to the group.
- **Main Street University** — Basic training for Board and Committee Chairs on the Main Street Four Point Approach™.
- **Committee Training and Workplan Development** — Overview of Main Street committee responsibilities for prospective volunteers who are being encouraged to join a committee.

- **Progress Visit** — An informal review of the checklist that was provided to the program during the first visit; explanation of the annual Program Visit and discussion of any challenges or issues.
- **Design Façade Technical Assistance Visit** — MSI design staff work with outside consultants to develop design proposals for up to nine properties that have a large visual impact, and a good chance of being implemented.

A technical service known as a Resource Team was delivered to communities in their second year of the program. In 2009, three small teams of consultants worked in the communities of Mount Vernon, Washington and Ottumwa. The Resource Teams required extensive advance preparation, and consisted of two visits.

This is in addition to the on-going services available to new programs in year two and beyond:

- **Design Assistance Visits** — in community as scheduled with Design Consultants
- **Business Improvement Visit** — in community as scheduled with Business Improvement Consultant
- **Training Workshops** — with topics based on the Four Point Approach™
- **Annual Program Visits** — One- or two-day yearly progress review
- **Site Visits**
- **New Volunteer/Program Director Orientation** — Program overview and guidance on reporting procedures, etc.
- **Board and Committee Training** — in community and via Iowa Communications Network
- **Planning Facilitation**

A Main Street Iowa application round is not planned in 2010 due to budget constraints. During this challenging time, our commitment is to continue to provide high-quality training and assistance to the Main Street communities that are currently part of the program.

Logos and Branding

Branding is the use of logos, ads, letterhead, business cards, Web sites and any other form of visual communication to express the attitudes, values and services a company provides.

Branding is an extremely important tool for any type of business or organization. It is an integral part of developing and expanding a company's message to its clientele. A branding identity should be able to communicate a company's individuality and values within seconds.

To begin the process of reviewing or creating a new branding identity, one must first assess the current state of the business (needs, issues, unique aspects) and compare with the objectives and goals of the business. It is also important to compare the business with competitors and evaluate what makes your company unique and specialized.

This information should provide a basis for the branding identity. From here, a logo and other forms of visual communication can be developed. The attitude and values of the company should be considered when choosing color, type and graphics created for the branding identity.

An essential part of a branding system is the logo. The word "logo" is short for "logotype," referring to a company signature or mark. It is a name, symbol, or trademark designed for easy and definitive recognition. A logotype refers to a broad group of designs commonly used as corporate signatures including symbols, glyphs, logos, marks and icons.

Logos are not just neat little graphics however. They are the symbols and words that represent the essence of a company or organization in a memorable way. They are like a silent sales representative, conveying the message of the company visually.

Logos can be created many ways. Some use a symbolic mark to convey their message literally and figuratively. Others may use type as a mark. However the logo is created, it should show the personality and identity of the company.

Logos will provide a basis for the other forms of visual communication. The color scheme, type, and other elements of the logo should be used in repetition throughout the collateral material. The letterhead, business cards, ads and Web site should have the same general "feel" of the logo.

A good branding identity will have a positive effect on customers. They will make a mental or emotional association with the images, wording, and colors. With every exposure to the brand, customers will pick up on benefits and features of the company's products and/or services and can affect their loyalty. If they can identify with the brand and have good experience with the products and services, customers are likely to be dedicated to the company.

It is also important to have consistent branding across all aspects of business. Not only will customers react to the graphic representation of a business, but the appearance of the store and employees as well as the service they receive can have an effect on the customer's loyalty.

Branding and logos are distinctive ways to develop and improve businesses and organizations. By developing a logo and branding system based on the individuality, values, and services of the company, customers are more likely to connect with the business.

For more information, contact one of Main Street Iowa's Design Consultants:

Tim Reinders, 515.725.3052 or tim.reinders@iowalifechanging.com

Michael Wagler, 515.725.3051 or michael.wagler@iowalifechanging.com

BITS & PIECES

DON'T FORGET! The *Main Street Messenger* is now distributed electronically only. Visit www.iowalifechanging.com and click on the "Register" link in the top right corner to subscribe to this and many other informative Iowa Department of Economic Development publications!

NATIONAL MAIN STREETS CONFERENCE

The 2010 conference will be held May 2-5 in Oklahoma City, Oklahoma. More information:

www.preservationnation.org/main-street/training/conference/



Iowa has submitted a proposal encouraging the National Main Streets Conference to select Iowa as the site for their 2011 conference. The proposal highlighted some of the best examples of downtown historic buildings as well as more modern facilities that would be able to handle a conference attended by more than 1,500 individuals. Main Street Iowa is one of the most successful and respected Main Street coordinating programs in the U.S. The strong partnerships that help fuel the Iowa program's success will also help ensure the success of a national conference that is simply unforgettable for attendees who may be enjoying Iowa for the first time. It is anticipated that a decision and announcement will be made in January, 2010.

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MARK YOUR 2010 CALENDAR!

January 8 — Deadline for nominations for the Iowa Volunteer Hall of Fame. The Iowa Commission on Volunteer Service is seeking nominations for the outstanding superstar volunteers deserving of this honor. Visit www.volunteeriowa.org for details and a link to the online nomination form or contact the commission at icvs@iowalifechanging.com or 1.800.308.5987.



February 5 — Main Street Iowa Award nominations due

February 9 — Tourism Legislative Night, Des Moines, IA

April 16 — Main Street Iowa Awards, Des Moines, IA

May 2-5 — National Main Streets Conference, Oklahoma City, OK

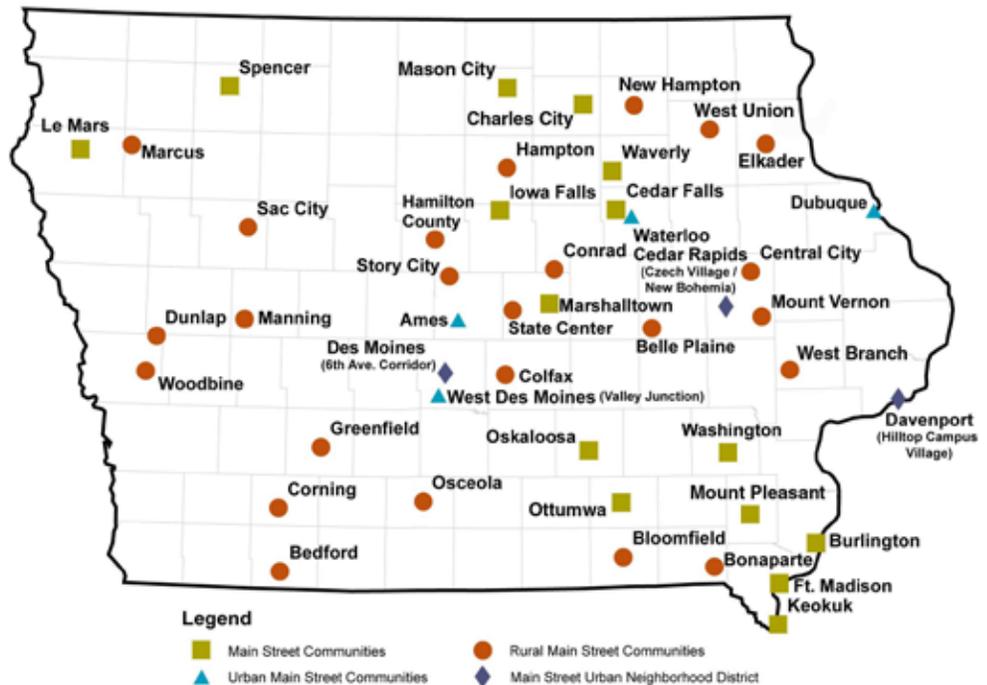
May 6 — SMART Conference, Des Moines, IA

August 12-22 — Iowa State Fair, Des Moines, IA

August 24-25 — Iowa Downtown Summit, Davenport, IA

Main Street Iowa is Everywhere and It Works!

The successful Main Street program model is being replicated all over Iowa! To learn how your community can benefit from participating, or for information about other resources available from the Iowa Downtown Resource Center, call 515.725.3058, visit www.iowalifechanging.com/community or e-mail downtown@iowalifechanging.com.

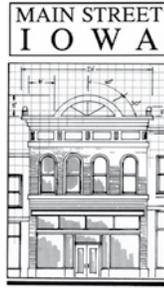


MSI CUMULATIVE TOTALS (JULY 1, 1986 – PRESENT):

Net gain of new businesses	3,266
Net gain of new jobs	9,507
Total number of volunteer hours	1,766,807
Number of building rehabs/sales	10,383
Total private dollars invested into downtown buildings	\$867,246,453

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MAIN STREET IOWA



DOWNTOWN
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