

Main Street Iowa Celebrates a Quarter Century of Change

Award Winning Projects and Volunteers Honored

The annual Main Street Iowa Awards celebration held April 1 at the Des Moines Marriott Downtown was attended by more than 500 individuals representing communities across the state. Competitive nominations were submitted for 87 projects; 27 were selected for awards and 15 received honorable mention.

Governor Terry Branstad and Debi Durham, director of the Iowa Department of Economic Development presented awards during the evening. Main Street Volunteer of the Year awards were presented to 43 individuals, couples, and groups who were selected by their community for outstanding dedication and volunteer service benefiting the local Main Street program.

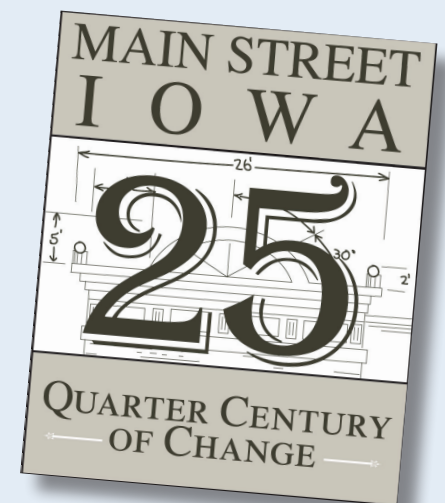
In its 25 year history, Main Street Iowa has tracked more than \$1 billion in private investment in the purchase, construction and rehabilitation of downtown property in participating commercial districts significantly increasing the state's job and business base. In addition, almost two million hours of volunteer time has been logged collectively by local main street organizations.

"As Governor of the State of Iowa, I am proud to have proposed bringing Main Street as an economic development

program to our state in 1985", stated Branstad. "I am now more convinced than ever before, that as we celebrate 'A Quarter Century of Change,' we made the correct decision. Little did we realize what a profound impact this program would have on our state. As a result of the hard work of countless local leaders, Iowa's Main Streets in communities large and small are flourishing."

During the event, five communities were recognized for reaching significant benchmarks based on private dollar investments made in the purchase and revitalization of properties within their respective commercial districts. Greenfield and Woodbine each reached the \$2 million mark; Conrad was honored for \$5 million in local investment; Charles City was recognized for their \$20 million benchmark; and Dubuque has attained \$500 million in local investment since the program's inception in 1985.

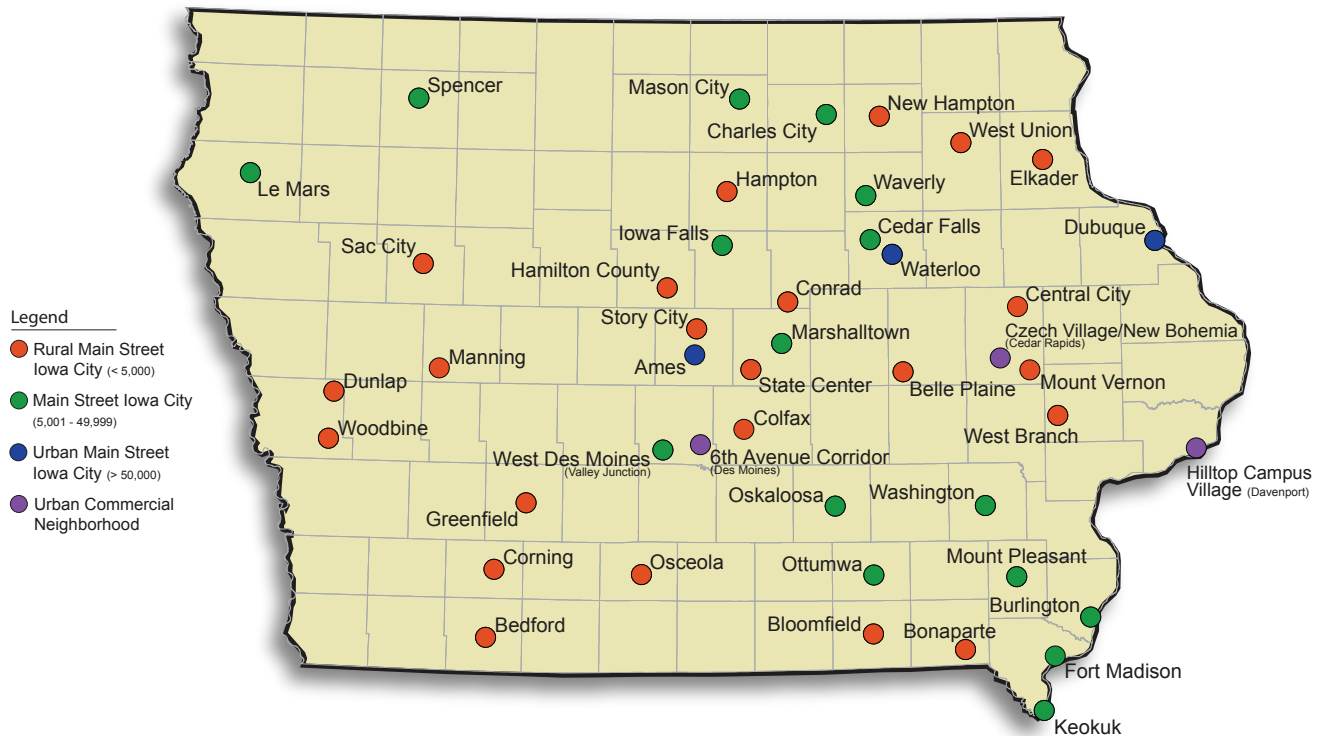
In addition, four communities were recognized for completing the three-year start up phase required of all new Main Street programs: Belle Plaine, Mount Vernon, Washington, and Woodbine. And, one project from each of the 45 designated Main Street districts was honored as the "Best of the Best from 1986-2011."



The Iowa Legislature adopted the National Main Street Center's Four Point Approach® to downtown revitalization by establishing Main Street Iowa within the Iowa Department of Economic Development in 1985. Since its inception, the state program and its communities have been considered examples of excellence in the national effort to revitalize historic commercial districts across the country.

For more information about each Main Street Iowa community and how all Iowa communities can access commercial revitalization assistance through the Iowa Downtown Resource Center, visit www.iowalifechanging.com/community, e-mail mainstreet@iowa.gov or call 515.725.3056.

Current Main Street Iowa Communities/Districts



2011 Main Street Iowa Awards

ORGANIZATION AWARDS

Green Sustainable Practices	Sustainable Dubuque/Dubuque 2.0	Winner
Diversity Initiative	Dubuque/Multicultural Family Center	Winner
Fund Drive Campaign/Project/Event	Woodbine/Dessert Auction	Winner
Fund Drive Campaign/Project/Event	Mount Pleasant/1st Annual Wine & Beer Tasting	Honorable Mention
Marketing Effort	Marshalltown/Tell Our Story	Winner

DESIGN AWARDS

Design Committee Project	Washington/Structural Engineer Evaluation	Winner
Design Committee Project	State Center/Market Umbrellas	Honorable Mention
Energy Saving Practices	Greenfield/Go Green with Greenfield	Winner
Energy Saving Practices	Dubuque/Green Alleys	Honorable Mention
Public Improvement Project	Washington/Municipal Bandstand	Winner
Public Improvement Project	West Des Moines/Sprinkler System	Winner
Upper Floor Rehabilitation	Dubuque/The Cathedral Square Lofts	Winner
Facade Improvement, \$15K and under	Dubuque/The Food Store	Winner
Facade Improvement, over \$15K	Washington/Bodywrx Fitness Center	Winner
Facade Improvement, over \$15K	Greenfield/Adair County Free Press	Honorable Mention
Total Building Rehabilitation, 5K sq ft & under	State Center/Shepler Building	Winner

DESIGN AWARDS (Continued)

Total Building Rehabilitation, 5K sq ft & under	Hamilton County S.E.E.D/Shakespeare Community Center Renovation, Stratford	Honorable Mention
Total Building Rehabilitation, over 5K sq ft	Dubuque/Roshek Building	Winner
Total Building Rehabilitation, over 5K sq ft	Woodbine/Odd Fellows Building	Winner

BUSINESS IMPROVEMENT AWARDS

Business Financial Incentives	Cedar Rapids/ITC Grant Program	Winner
Business Financial Incentives	Dubuque/Downtown Housing Incentive Program	Winner
Business Assistance	Greenfield/Comprehensive Business Assistance Program	Winner
Community Initiated Development Project	Dubuque/Carnegie-Stout Public Library	Winner
Community Initiated Development Project	Marshalltown/Orpheum Theater Center – A Star is Reborn	Honorable Mention
Adaptive Use of a Building	Ottumwa/Appanoose Rapids Brewing Co.	Winner
Adaptive Use of a Building	Corning/Alegent Health Wellness Center	Honorable Mention
Adaptive Use of a Building	Spencer/Emagine Marketing	Honorable Mention
Business Success Story	Bedford/Advanced Restoration Services	Winner
Business Success Story	Hamilton County S.E.E.D./Photography by Becca/Jewell Area Development Enterprise	Winner
Business Success Story	Charles City/Working Women, Inc.	Honorable Mention
Business of the Year	Bonaparte/Bonaparte Retreat	Winner
Business of the Year	Mount Vernon/Lincoln Café	Honorable Mention

PROMOTION AWARDS

Promotion Partnership	Ames/Main Street Cultural District Cooperation	Winner
Target Market Promotion	Sac City/Moms on Main	Winner
Target Market Promotion	Ft. Madison/Wine Walk	Honorable Mention
Target Market Promotion	Le Mars/Halloween Fun	Honorable Mention
Image Campaign	Cedar Falls/2010 Distinctive Destination	Winner
Image Campaign	Mount Vernon-Lisbon/Dual Logo Project	Honorable Mention



2011 Main Street Iowa Awards (Continued)

PROMOTION AWARDS (Continued)

Special Event Holiday	Greenfield/Old Fashioned 4th of July	Winner
Special Event Festival	Hamilton County S.E.E.D./Buick Club of America 2010 National Meet	Winner
Special Event Festival	Central City/10th Anniversary Celebration	Honorable Mention
Special Event Festival	Colfax/Mineral Springs Day, Rising Above the Floods of 2010!	Honorable Mention

VOLUNTEER OF THE YEAR AWARDS

Ames	Main Street Cultural District	Stacy Dreyer
Bedford	Bedford Area Development Center	Tracy Sleep and Joan Gallagher
Belle Plaine	Belle Plaine Community Development Corp.	Dale G. Weeda
Bloomfield	Bloomfield Main Street	Karen Spurgeon
Bonaparte	Bonaparte Main Street	Betty Eis
Burlington	Downtown Partners, Inc.	Pat Jackson
Cedar Falls	Community Main Street	Julie and Andy Shimek
Cedar Rapids	Czech Village-New Bohemia	Jim Jacobmeyer
Central City	Central City Mainstreet	LaNeil McFadden
Charles City	Community Revitalization	Dean Andrews
Colfax	Colfax Main Street	Teen Challenge of the Midlands
Conrad	Conrad Chamber-Main Street	Lori Bertram
Corning	Main Street Corning	Mayor Guy Brace
Davenport	Hilltop Campus Village	M. Jeffrey Cook, Atty.
Des Moines	6th Avenue Corridor	2010 River Bend Neighborhood Association
Dubuque	Dubuque Main Street	William Callahan
Dunlap	Dunlap Community Development Corp.	Horizons Steering Committee and Community Participants
Elkader	Main Street Elkader	Carly Hoeger
Fort Madison	Fort Madison Main Street	Mary I. Scott
Greenfield	Greenfield Chamber/Main Street	Carol Baudler
Hampton	Main Street Hampton	Debbie Kalousek
Iowa Falls	Iowa Falls Chamber/Main Street	Barb Klein
Keokuk	Main Street Keokuk	Ed Vinson, Vinson Media Group
Le Mars	Le Mars Area Chamber of Commerce	Theresa Westra
Manning	Main Street Manning	Harvey Dales
Marshalltown	Marshalltown Central Business District	Mark Rohde
Mason City	Main Street Mason City	Jennifer Pearce / Mason City Business Systems
Mount Pleasant	Main Street Mount Pleasant	Brian Morris

VOLUNTEER OF THE YEAR AWARDS (Continued)

Mount Vernon	Mount Vernon/Lisbon Community Development	Karla Steffens-Moran
Osceola	Osceola Chamber - Main Street	Steven Weers
Oskaloosa	Main Street Oskaloosa	Sue Lynn
Ottumwa	Main Street Ottumwa	Tim Schwartz
Sac City	Sac City Chamber-Main Street	Sac County Young Professionals
Spencer	Spencer Main Street	Lisa Petersen and Barb Dean
State Center	State Center Development Association	Dorine Lampkin
Story City	Story City Greater Chamber Connection	Alan Holm
Washington	Main Street Washington	2008-2010 Board of Directors:
Waterloo	Main Street Waterloo	Rick, Julie, and Amanda Kiefer
Waverly	Waverly Chamber of Commerce	Cyndi Canney
West Branch	Main Street West Branch	Becky Frederick
West Des Moines	Historic Valley Junction Foundation	The West Town Church
West Union	Main Street West Union	Jon Biederman
Woodbine	Woodbine Main Street	Anita Fouts

PROGRAM DIRECTORS YEARS OF SERVICE AWARDS (CMSM = Certified Main Street Manager)

Bloomfield	Diana Upton-Hill (3 years)	Le Mars	Mary Reynolds (2 years)
Burlington	Steve Frevert (3 years)	Mount Pleasant	Lisa Oetken, CMSM (5 years)
Cedar Falls	MaraBeth Soneson (2 years)	Osceola	Lacey Nish (2 years)
Charles City	Veronica Litterer (3 years)	Oskaloosa	Jon Sullivan (6 years)
Conrad	Darla Ubben (3 years)	Ottumwa	Cindy Woodbury (3 years)
Dubuque	Dan LoBianco, CMSM (12 years)	Sac City	Laura Zimmerman (10 years)
Dunlap	Fonley Allen (5 years)	Spencer	Bob Rose, CMSM, (19 years)
Elkader	Roger Thomas (4 years)	State Center	Everett Halsted (4 years)
Greenfield	Ginny Kuhfus (8 years)	Washington	Amy Vetter (2 years)
Hamilton County S.E.E.D.	Catherine Bergman, CMSM (14 years)	Waverly	Kelly Engelken (3 years)
Iowa Falls	Diana Thies (9 years)	West Branch	Rod Ness (2 years)
Keokuk	Joyce Glasscock, CMSM (21 years)	West Des Moines	Jim Miller, CMSM (4 years)
		West Union	Robin Bostrom (4 years)

MILLION DOLLAR BENCHMARKS (Private dollars invested in downtown rehabilitation and property acquisition)

\$500 Million	Dubuque	\$5 Million	Conrad
\$20 Million	Charles City	\$2 Million	Greenfield and Woodbine

THREE-YEAR START UP PHASE COMPLETION

Belle Plaine	Washington
Mount Vernon	Woodbine



2011 Main Street Iowa Awards (Continued)

BEST OF THE BEST 1986-2011 (Designed to recognize outstanding efforts or projects that have made a significant and positive impact on the local Main Street program and/or historic commercial district since their designation as a Main Street Iowa community).

Community	Main Street Program	Best of the Best Winning Nomination
Ames	Main Street Cultural District	Downtown Ames Beautification Project
Bedford	Bedford Chamber/Main Street	Garland Hotel
Belle Plaine	Belle Plaine Community Development Corporation	Lincoln Café
Bloomfield	Bloomfield Main Street	LHAP Upper Story Housing Development
Bonaparte	Bonaparte Main Street	Bonaparte Inn
Burlington	Downtown Partners, Inc.	Schramm's Corner
Cedar Falls	Community Main Street	Oster Regent Theatre Renovation
Cedar Rapids	Czech Village - New Bohemia	EcoFest
Central City	Central City Mainstreet	Streetscape Project
Charles City	Community Revitalization	Party in the Park
Colfax	Colfax Main Street	Karlyne Anspach
Conrad	Conrad Main Street	Winning the Capital Community Award
Corning	Main Street Corning	SOLD Program
Davenport	Hilltop Campus Village	Hilltop Campus Village Fall Folk Festival
Des Moines	6th Avenue Corridor	6th Avenue Corridor's Jazz in July
Dubuque	Dubuque Main Street, Ltd.	Dubuque Main Street and the City of Dubuque
Dunlap	Dunlap Community Development Group	Boyer Valley Athletic Complex
Elkader	Main Street Elkader	Staw Center, Adam Pollock
Fort Madison	Fort Madison Main Street	Martha Wolf
Greenfield	Greenfield Chamber / Main Street	Public Improvement Square Project
Hamilton County	Hamilton County S.E.E.D.	Hamilton County S.E.E.D.
Hampton	Main Street Hampton	Outstanding Volunteers
Iowa Falls	Iowa Falls Chamber - Main Street	Suzanne Campbell
Keokuk	Main Street Keokuk, Inc.	Main Street Keokuk's Annual Summer Fun & Fund Raiser
Le Mars	Le Mars Area Chamber of Commerce	City of Le Mars and Main Street Design Committee
Manning	Main Street Manning	Pam Kusel
Marshalltown	Marshalltown Central Business District/Main Street	Downtown Streetscape Plan
Mason City	Mason Street Mason City	Sharon and Gary Lindgren
Mount Pleasant	Main Street Mount Pleasant	Exterior Improvement Grant Program
Mount Vernon	Mount Vernon/Lisbon Community Development	Polish It, Plant It, Paint It
New Hampton	New Horizons Chamber	Women in Leadership
Osceola	Main Street Osceola	Total Resource Campaign
Oskaloosa	Main Street Oskaloosa	In Memory of Charles "Chuck" Russell

BEST OF THE BEST 1986-2011 (Continued)

Ottumwa	Main Street Ottumwa	Walk on Art Street
Sac City	Sac City Chamber - Main Street	Sac County Cattle Company
Spencer	Spencer Main Street	Storefront Initiative
State Center	State Center Main Street	Hometown Foods
Story City	Story City Main Street	STORY!
Washington	Main Street Washington	Washington Incentive Fund
Waterloo	Main Street Waterloo	Black's Building
Waverly	Waverly Chamber of Commerce	Waverly Palace Theater
West Branch	Main Street West Branch	Brick Arch Winery
West Des Moines	Historic Valley Junction Foundation	1993 Flood: Valley Junction Recovery
West Union	Main Street West Union	Dick Woodard
Woodbine	Woodbine Main Street	Woodbine Façade Master Plan

NATIONAL MAIN STREETS CONFERENCE • MAY 22 – 25

You don't want to miss this!

The National Trust Main Street Center and Main Street Iowa are proud to host this year's National Main Streets Conference in Des Moines, Iowa. Help us celebrate 25 years of developing one of the strongest Main Street Coordinating Programs in the country by attending the conference – right here in your own back yard!

As of the third week of April, there were 1,060 people registered for the conference. National Main Street Center staff are confident that the number will grow to between 1,200 and 1,300 by the time the conference arrives in just four short weeks.

If you have not already registered – it's not too late! Online pre-registration

closes May 4, but you will still be able to sign up at the door. The Registration Desk will be open in the Polk County Convention Center at 501 Grand Avenue in downtown Des Moines, with hours beginning at 2:00 p.m. on Saturday, May 21st.

Nearly 400 Iowans have registered for the conference. Thanks to the State Historic Preservation Office and the Iowa Tourism Office for providing scholarships for approximately 45 people. Main Street Iowa provided 96 scholarships for business owners and building owners from our Main Street districts to attend; and there are approximately 120 people who are earning a complimentary registration by volunteering eight hours of time at the conference.

You won't want to miss it! The 2011 National Main Streets Conference will explore innovative techniques and

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NATIONAL MAIN STREETS CONFERENCE • MAY 22 – 25

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practices in the areas of sustainability; smart growth; diversity; local investment and job creation; independent and innovative businesses; and use of social media for grassroots campaigns through educational sessions, tours and networking events.

The conference will offer **FOUR DAYS OF LEARNING**, with educational sessions ranging from “Developing Better Entrepreneurs: Micro-enterprise and Downtowns” focusing on support of entrepreneurs; to “It’s a Circus Out There: Better Work on Your Balancing Act!” geared toward Program Manager professional development. There will also be sessions in each of the Four Points®, including: “Your New Board Policies Courtesy of the IRS”; “Event Evaluation: The Good, the Bad, and the Ugly”; “Incentives to Recruit Businesses and Redevelopment” and “What Makes That Building Special?”. No matter your level of experience, you will find opportunities to increase your knowledge and skills. And if you just can’t get away

for the four days, you can attend the free Main Street Four-Point Approach® overview sessions on Sunday, May 22nd.

Eighteen **MOBILE WORKSHOPS** that focus on revitalization successes are being offered. You can still register for tours in



Des Moines, including the “Downtown Architectural Overview” or “Altar Crawl”; as well as tours to several surrounding Main Street Iowa communities - Mason City, Marshalltown, Ames, Oskaloosa,

Greenfield, State Center, Story City, and Hamilton County. You will also want to visit **EXPO HALL** filled with product and service providers specializing in commercial district revitalization.

A team of hard working volunteers have been working to create **MEMORABLE NETWORKING EVENTS**, including the Opening Reception on Sunday evening at the Iowa State Fairgrounds featuring food on a stick, carnival games, and live music by Bob Dorr and the Blue Band; as well as the Main Street Bash, which will be held in historic Valley Junction on Tuesday night with food and entertainment highlighting the diverse cultures in Iowa. There will also be an opportunity to socialize on Monday night at People’s Court, while enjoying live entertainment by the show band Final Mix.

This conference would not take place without the generous support of our **SPONSORS**.

LEARN MORE ABOUT THE CONFERENCE

at www.preservationnation.org/main-street/training/conference/2011-des-moines

BITS & PIECES

GOVERNOR’S VOLUNTEER AWARDS.

Nomination forms are available now. Submission deadline is May 2. Regional recognition ceremonies are being planned for June 24 in Marion and Waterloo, June 30 in Pleasant Hill and July 6 in Storm Lake. Information about where to obtain the proper nomination form is available by using the “find your coordinator” tab at www.volunteeriowa.org/awards.



IOWA STATE FAIR PHOTO CONTEST. June 25 and 26 are the last dates entries can be delivered to the fairgrounds for the Iowa State Fair photo contest, which includes a special category sponsored by Main Street Iowa: Downtown Faces & Places. Use the

competition menu button at www.iowastatefair.org and view the How to Enter/Premium Books section to find the photography rules and entry form, which will be available on or before May 1.

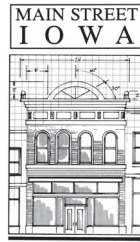
SAVE THE DATES! The Iowa Nonprofit Summit will be held in Ames, November 15-16, 2011. Plenary sessions and workshops will cover all elements of operating a

nonprofit organization: everything from board development and fundraising to the current trends in volunteer management practices. Register for the Iowa Nonprofit Summit e-mail list at www.iowalifechanging.com to ensure you get announcements about conference details and registration.



STAFF LISTING

PLEASE NOTE: SOME OF THESE NUMBERS ARE NEW!



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Main Street Messenger online newsletter found at www.iowalifechanging.com/community/mainstreetiowa/messenger.aspx