

Main Street Awards Set for April 2

Main Street Iowa will hold the 17th Annual Main Street Awards ceremony on April 2, 2004 at the Temple for the Performing Arts in Des Moines.

The awards will be presented for achievement in design, organization, promotion and business improvement—the four principles of the Main Street philosophy.

Outstanding volunteers, nominated by each Main Street community, will receive certificates of recognition for their efforts. Program directors with two or more years of service will also be recognized.

Communities that have achieved significant milestones in private dollar investments in the purchase and revitalization of downtown properties will be honored as well.

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Positive Changes for Iowa's Youth

The Iowa Commission on Volunteer Service (ICVS) has joined forces with the Iowa Collaboration for Youth Development (ICYD) to help Iowa become designated as a State of Promise by America's Promise-The Alliance for Youth. The ICVS and ICYD will provide technical assistance and resources to help communities collaboratively plan and implement positive youth development initiatives locally. Programs and initiatives promoted by this partnership are specifically designed NOT to replace current youth-focused programs, but to enhance and expand local efforts, and help develop a common positive youth development language and philosophy among youth service providers.

Recently, a team of seven Iowa representatives from various state agencies, business and a local Community of Promise attended a two-day forum sponsored by America's Promise in Alexandria, VA. Seventy people, representing 13 states, spent the two day forum discussing how the resources and

framework of America's Promise can help strengthen states' and communities' youth development policies.

America's Promise-The Alliance For Youth was founded after the Presidents' Summit for America's Future, which was held in Philadelphia in April 1997. Presidents Clinton, Bush, Carter, and Ford, with First Lady Nancy Reagan representing her husband, challenged the nation to make youth a national priority. Their call to action included asking for a commitment on the part of the nation to fulfill "Five Promises" for all of our nation's youth:

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Pictured from left to right are Linda Miller (Education), Amy Croll (Human Rights/ICYD), Jody Benz (IDED/ICVS), former senator Harris Wofford, co-chair of America's Promise, Janet Lyons (Cedar Valley's Promise), Rose Wazny (IDED), Jim Wilson (MidAmerican Energy/ICVS), and Adam Lounsbury (ICVS/Gov's Office).



“Thanks to all of you
that help make Iowa a great place to live,
work and raise a family!”

Sandy Ehrig, Division Administrator

...with a side order of volunteering

In a division dedicated to improving the life of Iowans, it is not too surprising to find several staff members volunteering their time beyond the walls of their offices. We have looked at the various teams in the division over the past several issues of Tools and Trends, and now we thought we would look beyond that ... at the big “team” of volunteers in the division.



The department partners with a local school, Capitol View Elementary, and provides a number of great volunteering opportunities to staff.

This partnership has taken a special interest for Jody Benz. Jody has spearheaded several efforts to connect with students and make a difference in their lives. An amazing quilt she created (with never having sewn a quilt before) with the students honoring the September 11 tragedy highlights her efforts. She first created several squares and had the students paint their hands and print them on the squares. Then Jody spent untold hours sewing each of the squares into six quilts, one for each class of students. Five of the quilts were then sent on to families impacted by the September 11

tragedy. She is currently helping plan a quilt presentation ceremony at Capitol View where families of Iowa soldiers lost or wounded during the war will receive a Freedom Quilt.



Harriet Leitch and Alice Meyer spend part of their lunch hours each week reading with children who cannot read at their current grade level.

In addition to her other work with Capitol View, Jody and two other staff members dedicate time to the school's reading initiative.



The Historic East Village in Des Moines is an inspiration to communities on the rise, and Thom Guzman is a dedicated volunteer



helping them succeed. Thom's involvement with the East Village has helped them organize into a formal downtown development organization with the intent

of improving the economic, physical, social and political value of East Village. Thom sits on the board and is chair of the organization committee. He's done it all: from planting flowers to chairing an event sub committee. They have gone from a district with no name recognition to the very well known “East Village” in just two years.



Ragina Ostendorf volunteers for the Polk County Royal Family Kids Camp, a weeklong summer camp for children in foster care within Polk

County. They also host special events for the kids throughout the year like pizza parties, carnivals, and more. This past year, she served on the decorating committee. She was also on the birthday committee, which held a party for all the kids to celebrate their birthdays. Children received a special present and had a portion of a cake decorated to look like them.

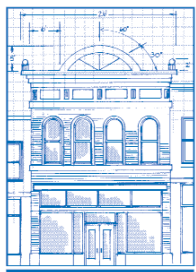
If we only had more space... We could probably fill an entire issue with the wonderful volunteer efforts of our staff. Thanks to all of you that help make Iowa a great place to live, work and raise a family!

State Center Success shows the power of partnering

More than 75 residents were at the State Center Main Street office on October 17, 2003 when Governor Tom Vilsack visited the community to view

progress on a project that exemplifies the power of partnering.

MAIN STREET
I O W A



The property at 104 West Main, once the home of Loy Down's barber shop, was like a broken tooth in an otherwise whole

comb. Today, through extensive local effort, a Community Attraction and Tourism (CAT) grant and a Main Street Iowa/federal HUD grant, the building is being rehabilitated. And State Center's "Remarkable Row" will once again be whole.

Vacant since 1979, the property sits next to Watson's Grocery Store, a family-owned business from 1895 to 1980, now preserved as an authentic grocery store museum, State Center's premier attraction.

In 1985 the city was set to demolish the 104 West Main property but the State Center Historical Society stepped in, claiming that the demolition would jeopardize the integrity of Watson's Grocery which is listed on the National Register of Historic Places. The Society was able to purchase the property for back taxes and immediately pursued an emergency grant to stabilize the building for future renovation.

The Society also attempted to have the property listed on the National Register. While it did not qualify for

individual listing, it was considered an essential part of a three-block district which did qualify.

In October of 2000, State Center became one of Iowa's Main Street communities, adopting the mission: Economic Development through Historic Preservation. Working together the two organizations discussed a plan to rehabilitate the property.

In 2002, Main Street Iowa announced the availability of federal dollars through a \$500,000 HUD grant for Main Street community projects. State Center applied for and received a \$50,000 grant.

They next applied for a \$75,000 Community Attraction and Tourism (CAT) grant. CAT, a part of the Vision Iowa program, provides assistance to small development projects. The grant was awarded in July, 2003.

Extensive local efforts to raise matching funds were conducted throughout the process as well.

The result: the Rural Heritage Center of Iowa, a \$220,000 project to house the Iowa Barn Foundation, the State Center Historical Society and State Center Main Street, and to serve as an interpretive site for the Lincoln Highway.

During his visit to State Center, Governor Vilsack

explained that Vision Iowa/CAT is one of four cornerstones in the Vilsack/Pedersen administration's economic development strategy, along with the Values Fund, venture capital for small business development, and energy. One hundred twenty communities have leveraged \$200 million to \$2 billion since the Vision Iowa program was initiated.

Governor Vilsack commended the organizations and residents on their success. "This project is a reflection of what is great about Iowa - preserving our heritage while moving forward," he said.

Mayor Craig Pfantz cited the effort as "an excellent example of progress through partnering."

The Governor concluded his visit with a tour of the project site and neighboring Watson's Grocery Store Museum.



Governor Vilsack, with State Center business leaders, views plans for the rehabilitation of 104 West Main. The building was home to several establishments over the past 100+ years.

COMMUNITY DEVELOPMENT DIVISION **2004 PLANNER**

JANUARY	FEBRUARY	MARCH
28 & 29 Main Street Iowa Workshop - Des Moines 29 Small Business Development Workshop - "Customers, Service and Your Employees" - Des Moines	4 Travel Federation of Iowa Legislative Night	19 New Main Street Iowa City Announcement 23 Small Business Development Workshop - "Keeping your Business Alive" - Pella 25 Housing Fund and CDBG Recipient Workshop
APRIL	MAY	JUNE
2 Main Street Awards 15 & 16 Rural Symposium 30 Tourism Unity Day NATIONAL VOLUNTEER MONTH	6 SMART Conference 9-12 National Main Streets Conference - Albuquerque 31 Memorial Day TOURISM MONTH	24 & 25 Main Street Tri-State Conference - Galena, IL TBD Housing Workshop
JULY	AUGUST	SEPTEMBER
4 Independence Day	12-22 Iowa State Fair 23-25 Iowa Downtown Summit IOWA DOWNTOWN MONTH	28-10/1 National Trust Conference Louisville, Kentucky
OCTOBER	NOVEMBER	DECEMBER
18-20 Tourism Conference - Cedar Rapids 26 & 27 Main Street Iowa Workshop - Waterloo	25 Thanksgiving Day	HAPPY HOLIDAYS!

Thirty Attend Application Workshop

Representatives from 22 communities attended a workshop on October 23, 2003 to learn more about the Main Street program. State staff gave an overview of the Main Street approach to Revitalization and detailed

instruction on submitting an application. Communities interested in applying must send a letter of intent and make a presentation to the Main Street Advisory Council.

New communities will be announced in March.

For more information on the application process, contact Jane Seaton, State Coordinator, 515.242.4756 or email jane.seaton@ided.state.ia.us.

Capitalizing on Rural America

A LANDMARK SYMPOSIUM TO EXPLORE THE ECONOMIC FUTURE OF RURAL AMERICA

Hosted by Senator Charles Grassley and Senator Tom Harkin • Sponsored by the Federal Home Loan Bank of Des Moines
April 15-16, 2004 • Des Moines Marriott Downtown

The symposium will include a Socratic Dialogue led by legendary Harvard Law Professor, Arthur Miller, who will engage a distinguished panel of policy makers, business leaders and bankers, community leaders and rural development experts, in what promises to be a riveting discussion of issues and ideas for rural America.

Three in-depth sessions will address policies and strategies to remove barriers to regionalism, the role of technology as a resource for new rural economic strategies, and innovative ways to increase the flow of capital into rural America.

Charles City and Manning selected as “Capital Communities”

As part of the Rural Symposium, the



Federal Home Loan Bank will honor 10 “Capital

Communities”-cities that have exhibited forward thinking and unique approaches to remain viable.

The Capital Communities Reception, scheduled for the evening of April 15, will highlight the projects, programs and people who have engineered successful communities in a global environment.

Charles City and Manning have been designated as Iowa’s “Capital Communities” and will join with two cities selected from Minnesota, Missouri, North Dakota and South Dakota to exhibit at the reception. Through the use of pictures and printed materials, communities will demonstrate their accomplishments in making their communities competitive. Community leaders will also be present to discuss what they have done to sustain or revitalize their rural community.

For complete details and registration information, visit www.fhlbdm.com

Positive Changes for Iowa’s Youth

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- 1) Ongoing relationships with caring adults - parents, mentors, tutors or coaches;
- 2) Safe places with structured activities during non-school hours;
- 3) Healthy start and future;
- 4) Marketable skills through effective education; and
- 5) Opportunities to give back through community service.

Research shows that the more support young people receive from their community, the more likely they are to be successful. The more successful they are as young people, the more likely they are to be engaged, responsible citizens and productive members of the workforce.

In every community-large and small, urban and rural-assets and resources exist to help address the needs of young people, as well as expand opportunities available to them. Each sector in the community-faith, government, schools, youth-serving agencies and other nonprofit, healthcare and business organizations-plays a part in determining how children and youth develop in their community.

Communities of Promise focus on fulfilling the “Five Promises” for local youth and are deliberate about connecting the

resources of each of these partners by facilitating collaboration, thereby serving young people with greater resources than they would otherwise receive if partners remained separate, disconnected entities.

A State of Promise is a public/private partnership that develops and supports a network of sustainable community coalitions in order to fulfill all “Five Promises” for the state’s children and youth. The partnership enjoys the support of the governor and engages representatives from state agencies, youth-serving organizations, professional associations and the state’s business community.

A Community of Promise that delivers each of the “Five Promises” to children and youth will eventually see community-wide change as a result. Through this work, the Community of Promise can demonstrate that they are not only delivering needed resources to children and youth but they are fulfilling all “Five Promises” that impact individual youth and inspire community-wide change.

For more information, contact Jody Benz at the Iowa Commission on Volunteer Service at 515.242.4764, jody.benz@ided.state.ia.us, or visit www.volunteeriowa.org, www.americaspromise.org, or www.icyd.org.

ORGANIZATIONS, INDIVIDUALS RECEIVE STATE TOURISM AWARDS

The Iowa Tourism Office and the Travel Federation of Iowa (TFI) presented 16 awards at the 2003 Iowa Tourism Conference in Des Moines. The awards honored numerous organizations, businesses and people who have made considerable contributions to the Iowa tourism industry. Iowa Tourism Office Manager Nancy Landess presented the awards.

“Iowa is home to many individuals, businesses and organizations that are dedicated to the success of tourism in the state,” Landess said. “From the state’s smallest communities to its largest cities, thousands of people give countless hours to make Iowa an ideal vacation destination. With their unending commitment, we’re making Iowa a popular tourism destination and generating millions of dollars for the state and local economy.”

Cedar Rapids will host the 2004 Iowa Tourism Conference, October 18-20.

Tourism is a \$4.3 billion industry in Iowa, employing more than 61,000 people statewide and generating more than \$243 million in state taxes.

For more information, contact: Shawna Lode, 515-242-4717
shawna.lode@ided.state.ia.us

2003 IOWA TOURISM AWARD RECIPIENTS INCLUDE:

Web Site Award (population less than 10,000) - Amana Colonies Convention and Visitors Bureau

Web Site Award (population more than 10,000) - Iowa State Fair
Hospitality in Tourism Award - Heartland Hosts Program, Council Bluffs Convention and Visitors Bureau

Media Friend of Tourism - The Des Moines Register

Individual Friend of Tourism - Richard “Dick” Jensen, Fayette County

Corporate Friend of Tourism - Molengracht Partners, Pella
County of the Year - Marion County

Consumer Brochure Award (population less than 10,000) - Vacation Okoboji

Consumer Brochure Award (population more than 10,000) - Marshalltown Convention and Visitors Bureau

Attraction of the Year (population less than 10,000) - National Sprint Car Hall of Fame & Museum, Knoxville

Attraction of the Year (population more than 10,000) - Putnam Museum & IMAX Theatre, Davenport

Event of the Year (population less than 10,000) - Ice Cream Days 2003, Le Mars

Event of the Year (population more than 20,001) - BBQ, Buggies and Balloons Weekend, Marshalltown

Community of the Year (population less than 10,000) - Pella

Community of the Year (population more than 10,000) - Marshalltown
Tourism and the Arts Award - Iowa State Fair

For changes to the Tools & Trends mailing list, contact Jason Boten at 515.242.4797 or jason.boten@ided.state.ia.us.



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