

Mason City named a Main Street Community

Mason City is Iowa's newest Main Street community according to an announcement made on March 19, 2004, by Main Street Iowa. Mason City will join 33 other Iowa communities who are currently in the program.

The Mason City Downtown Association was formed in 1997 and currently has more than 100 members. After an unsuccessful application in 2002, the Association took the initiative to restructure their organization using the Main Street Four-Point Approach by including Design, Organization, Promotion and Economic Restructuring Committees. In April 2003, they opened an office and hired a full-time director and a part-time

Continued on page 3

What's INSIDE?

Sandy's Column	Page 2
Volunteers.....	Page 4
Tourism.....	Page 5
Housing Awards	Page 6
CDBG	Page 7
2004 Calendar	Page 8

SMART Conference

Mark your calendar for the 2004 SMART Economic Development Conference

Sponsored by the Iowa Utility Association (IUA) and the Iowa Department of Economic Development (IDED), the 2004 SMART Economic Development Conference will be held on Thursday, May 6 at the Polk County Convention Complex, 501 Grand Avenue, Des Moines. This year's conference theme is "Leveraging Scarce Resources."

"We've made great strides in Iowa by leveraging the Iowa Values Fund and other community and business development programs. This conference is the perfect forum for economic development professionals to share successes," said Mike Blouin, Director, Iowa Department of Economic Development. In its 19th year, this conference is the largest gathering of the economic development community in the state. The SMART Conference attracts all those who influence economic growth in their communities and within the state, including economic development directors, chamber of commerce executives, community volunteers and board members, and officials from all levels of government and business leaders. Last year's conference drew an audience of over 600 attendees.

"The SMART Conference is a unique public-private partnership. We've been working together and have presented a

combined conference for the last seven years, said Mark Douglas, President, Iowa Utility Association. "Partnerships like this do work and they are vitally important to both the state and local levels. As indicated by this year's theme, the conference will offer topics on how local economic and community leaders can best use to maximize their limited resources."

Conference highlights include:

- Welcome and opening address by Governor Thomas J. Vilsack (invited);
- Remarks from national futurist Edward Barlow, Jr., change consultant Michael Wagner and National Community Development Group's funding expert Larry Waller;
- Luncheon Keynote speaker – actor and President Gerald Ford's son Steve Ford;
- Other highlights include attracting businesses to Iowa, creating local partnerships by ignoring boundaries, workforce planning for Iowa's future and leveraging community marketing messages.

For additional information and registration material on the 2004 SMART Economic Development Conference, call 800-264-1084 or log on to www.iowasmartconf.com.



“The Investment Management Team allows the Project Managers to concentrate on customer assistance and monitoring.”

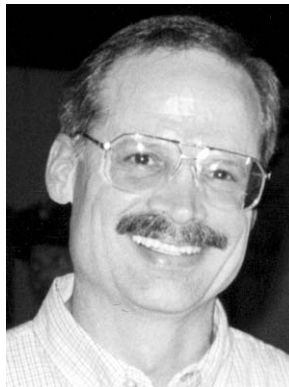
Sandy Ehrig, Division Administrator

Investment Management Team

The Investment Management Team has the spotlight for this “T and T” issue. This is the team working behind the scenes of the federally funded projects. They insure project goals are met, achievements are documented, and compliance issues are in check.

The Investment Management Team processes much of the “paperwork” associated with the projects, allowing the Project Managers to concentrate on customer assistance and monitoring.

Mike Miller leads the team and is a “charter employee” of IDED, having been at the parent organization, Office for Planning and Programming prior to the creation of IDED in 1986. Mike has experience in both business and community development initiatives and notes it is the variety of his work that challenges him. He enjoys reading, golf, college basketball, traveling, and an occasional “game of chance” away from the workplace.



Tim Metz is a contract and compliance manager working with all of the teams in Community Development to develop budgets, specialty contracts and RFPs. Working with IDED staff and community contacts bring him back each day. Tim has been with IDED for 15 years. Year-round fishing with his children and building computers fill his spare time.



Harriet Leitch manages the internal database and the Federal database, coordinating reports for HUD, IDED management, and public requests. Harriet is another “charter employee” with IDED and her 28 years in state government serve her well. She enjoys her co-workers and the implementation of technology to develop more efficient and accurate

processes. Harriet enjoys being with family, playing with her dogs, sharing her musical talent, and gardening.



Kent Powell is program compliance manager for multi-family rental projects, and he administers the housing enterprise zone program. He enjoys working directly with the housing developers and community leaders to make things happen. Kent has been with IDED for seven years working in both business finance and housing. Off the job finds Kent

trying to keep up with four daughters and his working spouse!

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Continued from page 1

assistant in preparation for their second opportunity to apply for Main Street designation.

In their Mason City 2010 Strategic Plan, the City Council identified a "Vibrant Downtown Area" as one of their five-year goals, and appointed a Downtown Development Strategy Committee to address that goal. After a public input meeting, seven task forces were formed to study and recommend action relating to issues identified as part of the community vision improvements to Central Park, feasibility of a Civic Center, downtown fun, riverfront development, downtown housing and downtown historic preser-

vation. Several projects have been initiated relating to these issues.

"Positive things are happening," says Denise Miller, President of the Mason City Downtown Association, "and, with the guidance of the Main Street Program, we look for even greater things to happen."

The Mason City Downtown Association will become the Main Street program but retain its original name and continue working with existing economic development organizations to avoid duplication of efforts.

For more information, contact Main Street Iowa at 515.242.4756 or email jane.seaton@ided.state.ia.us.

Get Your Tools the Trendy way – Go On-line!

The Tools and Trends newsletter is now available on the Community Development website.

In an effort to reduce the costs of printing the newsletter, we will also give you the option of only receiving Tools and Trends electronically. A sign-up form is available on the Community Development website. Provide your e-mail address and we will send you a link each quarter when the new issue is completed. You will automatically be removed from the "paper mailing list," unless you request otherwise.

If you prefer a paper version, you can still access the newsletter on-line.

Visit www.community.state.ia.us today!

Toni Casber provides staff support relating to project completion, such as reports for HUD and audit work. Toni enjoys the fact that everyday has new challenges after 10 years at IDED! Time with family and grandchildren activities, along with travel, and gardening bring Toni pleasure.



Alice Meyer has been with IDED for 15 years. She keeps track of all federal funding from award to closeout for state and federal databases, along with preparing contracts, amendments, and other legal documents. Alice enjoys time with her family, reading, music, writing, and ISU athletics.



Darlene Nair really does have the checkbook as the team member responsible for the payment of awards for infrastructure projects, and the receipt and processing of quarterly reports.

Her reward is the satisfaction of knowing her work is vital to the improvement of Iowa communities. Dar has been with IDED for five years. She keeps busy rais-



Beckey Head performs the support functions for the team and enjoys the variety in her work. She is the newest team member with a year at IDED. Beckey enjoys boating, outside activities and spending quality family time.

ing two young daughters with her husband, Dennis.

Viva Volunteers!

“VOLUNTEER IOWA” PLEDGE DRIVE EXCEEDS TOTAL HOURS RAISED LAST YEAR

Iowans will be cleaning up parks, mentoring youth, providing meals for their neighbors, and generally making the state a better place for nearly half a million hours in 2004, thanks to Volunteer Iowa which aired in February on statewide Iowa Public Television.

In a collaborative effort with the Iowa Commission on Volunteer Service (ICVS), Iowa Public Television hosted a one-hour live broadcast aimed at collecting pledges of volunteer hours for 2004. Viewers from across the state pledged 487,329 hours of service during the broadcast.

These hours are valued at more than \$8 million. The results exceed the total hours pledged in 2003 by more than 50,000 hours.

Viewers who pledged will receive follow-up information on how to volunteer in their communities in ways that interest them most.

“The spirit of volunteerism is alive and well in Iowa, and we’re thrilled to have played a part in motivating Iowans to give of themselves even more than last year,” said Daniel K. Miller, executive director and general manager of Iowa

Public Television. “Together with ICVS, we are proud to provide the bridge that connects engaged Iowans with organizations that need volunteer help this year. This is exactly the type of community-focused public service effort that is at the heart of Iowa Public Television’s mission to our state.”

The program, which was hosted by Pat Boddy and Emmy Award-winning actor Greg Alan Williams (a Des Moines native currently starring in “The District” on CBS), included profiles of Iowans already volunteering in a variety of ways.

For more information on ICVS, contact Jody Benz at jody.benz@ided.state.ia.us



Mary Steele, Chair of the Iowa Commission on Volunteer Service (middle), and Daniel K. Miller, Executive Director and General Manager of Iowa Public Television, present Lt. Governor Sally J. Pederson with a check representing the value of the hours pledged during the Volunteer Iowa broadcast.

Main Street Iowa reaches milestone

VOLUNTEER HOURS TOP 1,000,000

At the end of January, 2004, Main Street communities had recorded more than one million volunteer hours donated to community revitalization--a stunning example of the dedication of individuals to the future success of their communities.

4 Tools&Trends

In less than 20 years, hundreds of people – serving as leaders, investors, committee members and “worker bees” – have achieved amazing results:

Net gain, new business - 2,482

Net gain, new jobs - 7,069

Number of building rehabs/sales - 7,651

Private dollars invested in downtown buildings - \$466,992,010

Total volunteer hours - 1,010,993.

To the men, women and youth who have given of their time, talent and treasure to improve their cities and state - Main Street Iowa says THANK YOU!

Iowa Tourism Unity Day is April 30

Mark your calendars for April 30 when the Iowa Tourism Office and the Travel Federation of Iowa will present Iowa Tourism Unity Day at the Hy-Vee Conference Center in West Des Moines. Sponsored by the Meredith Travel Group and Midwest Living, the annual event will include a legislative update, the announcement of the 2005 cooperative advertising options, a buffet lunch and more. Motivational speaker Doug Lipp will provide a keynote address that focuses on customer service and leadership. Look for registration information to arrive by mail. Or go on line now to register at http://www.traveliowa.com/travel_industry/.

Iowans participate in two Minnesota events

Iowans headed to Minnesota for the second time in two years for the PlanIt Iowa Showcase, held April 1 in Brooklyn Center. Like last year, this event promoted Iowa's group tour offerings to tour planners from Minnesota and Wisconsin. This year, participants in the PlanIt Iowa Showcase were invited to attend "Meet the Media" on March 31. Also held in Brooklyn Center, this event was an afternoon discussion with Becky Beyers, travel editor of the St. Paul Pioneer Press and Chris Welsch, travel editor of the Minneapolis Star Tribune.

Tom Wheeler begins as Film Office Manager

In early January, the Iowa Department of Economic Development welcomed Tom Wheeler, manager of the Iowa Film Office. A native of Norwalk, Tom is a graduate of the University of Iowa and brings valuable experience to his new role. Tom spent five years at Fox Animation Studio in Phoenix where he worked on features including Anastasia, Bartok the Magnificent and Titan A.E. Most recently, Tom enjoyed a career as a freelance meeting planner and event producer, coordinating events such as Governor Vilsack's inauguration and a national health policy forum featuring several Democratic presidential candidates. You can reach Tom at 515-242-4726 or filmiowa@ided.state.ia.us.

Travel counselors explore central Iowa

Travel counselors from the state's welcome centers hit the road for their annual training and tour on April 12 - 14. The welcome center tour visits a different part of Iowa each year and gives travel counselors a first-hand look at the many destinations Iowa offers. This year, the tour ventured through south central Iowa and included highlights such as the Inn of the Six-Toed Cat in Allerton, the Shoppes at Bradley Hall in Centerville, and the Summerset Inn and Winery in Indianola.

Another important component of the three-day event was a half-day training session that provided updates from the directors of Iowa's three travel regions, the Department of Natural Resources and the Department of Economic Development. In 2005, the tour heads to eastern Iowa.

2004 LEGISLATIVE SHOWCASE IS ANOTHER SUCCESS

Again this year, a large majority of Iowa legislators braved the cold to attend the Travel Federation of Iowa's Legislative Showcase. Held February 4, the event featured nearly 80 tourism related organizations who set up exhibits to educate legislators about the quality of life projects that have opened in Iowa and those that are in the planning stages. The Legislative Showcase capped off a full day of activities including a legislative briefing and meetings with individual lawmakers.



Above Representative Ralph Watts (R-Adel, middle) makes a visit to the Boone exhibit where Jeff Brittain (left) and Fenner Stevenson (right) explain the importance of tourism in their area.

Below Travel Federation of Iowa President Shirley Phillips enjoyed a visit with Senator Doug Shull (R - Indianola). This year, Senator Shull serves as vice chair of the Economic Growth Committee.



Above Former Vision Iowa board member and current Representative Swati Dandekar (D - Cedar Rapids) brought her son to the Legislative Showcase where the two learned about the status of many projects around the state that have received assistance from Vision Iowa. Vision Iowa board chair Michael Gartner joined them for this photo.

\$17.4 million Awarded for Housing Projects

On March 3, 2004 more than \$17.4 million in funding was awarded to support the creation or rehabilitation of affordable housing in 42 Iowa communities (with a total of 45 separate projects). The projects are funded under two federal initiatives, the Community Development Block Grant (CDBG) program and the HOME Investment Partnership Program and are administered through the Iowa Department of Economic Development (IDED). The Governor indicated that \$17.4 million would be invested in projects that offer communities across the state the opportunity to substantially improve the supply of housing and the standard of living for Iowans.

“An affordable and adequate housing supply is essential to transforming the economy of the cities and towns across Iowa,” Governor Vilsack said. “The combined efforts of city and county officials, non-profit organizations, local developers and the state demonstrate the importance of partnerships when creating the plans for strong and prosperous communities of the future.”

Each year, the U.S. Department of Housing and Urban Development (HUD) allocates CDBG and HOME funds to the IDED to manage and invest. The next round of funding will be available in March 2004 with applications available in the fall of 2003.

The 42 communities that received awards were selected from 141 applications, requesting more than \$55 million in funding. Projects include home-ownership assistance programs, rehabilitation of existing owner-occupied housing, new construction and rehabilitation of affordable rental properties.

For more information on CDBG, HOME or other housing programs, contact Terry Vestal, 515.242.4850, email housing@ided.state.ia.us, or visit www.community.state.ia.us.

HOUSING FUND AWARDS

RENTAL (Non-Tax Credit Proposals)

Recipient	Location	Amount	Source	# Units
City of Atlantic	Atlantic	\$ 298,715	HOME	12
Bellevue IHA, L.P.	Bellevue	\$ 574,809	HOME	16
Bernatz, Thomas H.	New Hampton	\$ 203,692	HOME	8
Sheldon Chamber & Development Corp.	Sheldon	\$ 151,968	HOME	39
		\$1,229,184		

HOMEOWNERSHIP ASSISTANCE

Christian Action, Inc. *	Burlington	\$ 299,000	HOME	13
Greene County	Greene Co.	\$ 419,985	HOME	15
Iowa Northland Regional Council of Governments	Waterloo	\$ 147,800	HOME	32
John Lewis Coffee Shop, Inc. *	Davenport	\$ 300,000	HOME	45
City of Maquoketa	Maquoketa	\$ 190,994	HOME	6
City of Ottumwa	Ottumwa	\$ 436,490	HOME	10
City of Washington	Washington	\$ 198,845	HOME	5
		\$1,993,114		

OWNER-OCCUPIED REHABILITATION

City of Albert City	Albert City	\$ 298,000	CDBG	10
City of Allerton	Allerton	\$ 256,368	CDBG	7
City of Bloomfield	Bloomfield	\$ 283,068	CDBG	8
City of Brighton	Brighton	\$ 397,850	CDBG	10
City of Centerville	Centerville	\$ 399,497	CDBG	12
City of Clarion	Clarion	\$ 353,990	CDBG	10
City of Colo	Colo	\$ 333,000	CDBG	9
City of Conrad	Conrad	\$ 364,800	CDBG	12
City of Dunkerton	Dunkerton	\$ 286,500	CDBG	8
City of Forest City	Forest City	\$ 188,000	CDBG	6
City of Fort Madison	Fort Madison	\$ 319,990	CDBG	10
City of Iowa Falls	Iowa Falls	\$ 417,908	CDBG	12
City of Lake Mills	Lake Mills	\$ 317,000	CDBG	10
City of Lone Tree	Lone Tree	\$ 320,312	CDBG	8
City of Manly	Manly	\$ 319,000	CDBG	10
City of Monona	Monona	\$ 406,595	CDBG	12
City of Muscatine	Muscatine	\$ 392,862	CDBG	11
City of Osceola	Osceola	\$ 351,825	CDBG	9
City of Panora	Panora	\$ 291,490	CDBG	11
City of Pocahontas	Pocahontas	\$ 325,000	CDBG	10
City of Sanborn	Sanborn	\$ 371,100	CDBG	11
City of Sibley	Sibley	\$ 303,075	CDBG	10
City of Terril	Terril	\$ 222,775	CDBG	7
City of Villisca	Villisca	\$ 206,745	CDBG	6
		\$7,726,750		

RENTAL (Joint IFA LIHTC / IDED HOME)

Cobblestone, L.P. *	Davenport	\$ 349,000	HOME	28
Cobblestone Terrace, L.P. *	Davenport	\$ 587,070	HOME	14
LMAAL, L.P.	LeMars	\$ 747,580	HOME	16
Kennedy Point, L.P.	Dubuque	\$ 798,950	HOME	16
Eastern Iowa Regional Partnership, L.P.	Peosta	\$ 700,330	HOME	16
Prairie Townhomes, L.P. (CHI) *	Ottumwa	\$ 565,125	HOME	19
Oakview Terrace, L.P.	Ottumwa	\$ 537,000	HOME	12
MTOWN /WESTOWN, L.L.L.P.	Marshalltown	\$ 748,485	HOME	16
DM / MEADOWS, L.L.L.P.	Des Moines	\$ 747,620	HOME	16
BN / Linden, L.L.L.P.	Boone	\$ 733,555	HOME	16
		\$6,514,715		

TOTAL

\$17,463,763.00

* CHDO's

\$16.7 million Awarded to Iowa Communities

Grants totaling \$16.7 million were awarded to 53 Iowa communities on March 5, 2004.

The Community Development Block Grants (CDBG) were awarded by the Iowa Department of Economic Development for community facilities, services and infrastructure improvements.

“Transforming Iowa’s economy must include providing citizens with the best places to live, work and raise a family,” said Governor Tom Vilsack. “Providing solid infrastructure in communities is essential to building strong, economically viable communities.”

The CDBG program will leverage more than \$39 million in local funds from Iowa’s communities. The program enables communities to make improvements to water/sewer systems, provides facilities for older Iowans and ensures the development of the best child care facilities possible. IDED received 153 pre-applications for these funds, totaling more than \$46.6 million in funding requests. The grants are awarded based on the need and potential impact for the project, benefit to low- and moderate-income persons, and commitment of local resources to the project.

The Community Development Block Grant Program is federally funded through the U.S. Department of Housing and Urban Development (HUD). IDED is responsible for administering the CDBG funds in the non-metropolitan areas of Iowa.

WATER/SEWER PROJECTS FUNDED

Recipients	Amount	Activity Description
Ainsworth	\$150,000	improvements to the sanitary sewer collection and treatment systems
Albia	\$600,000	replacement of cast iron water main
Brayton	\$145,000	connection to Regional Water Rural Water Association
Cantril	\$257,000	expansion of the existing discharge lagoon
Carlisle	\$360,000	providing sanitary sewer service to the Avon Lake subdivision
Deep River	\$288,000	connection to the Poweshiek rural water distribution system
Delta	\$300,000	replacement of water main
Edgewood	\$550,000	improvements to the water treatment system and to provide water service to the City of Greeley
Elkader	\$500,000	improvements to the water system
Elma	\$300,000	replacement of water main
Farmington	\$300,000	upgrading the water distribution system
Gilmore City	\$300,000	updating the city storm sewer system
Harper	\$134,000	construction of a wastewater collection and treatment system
Hubbard	\$200,000	update the wastewater treatment facility
Humeston	\$300,000	construction of a water tower and replacement of water mains
Jones County	\$131,000	construction of a wastewater treatment and collection system
Larrabee	\$149,000	construction of a water tower
Lee County	\$115,000	construction of a wastewater treatment and collection system
Leon	\$500,000	improvements to the water treatment plant
Manning	\$450,000	updating the wastewater collection and treatment system
Maquoketa	\$600,000	updating the water treatment system
Melbourne	\$200,000	improvements to the sanitary sewer system
Modale	\$300,000	construction of a wastewater treatment and collection system
Monmouth	\$99,000	improvements to the water distribution system
Morrison	\$97,000	construction of a wastewater treatment and collection system
New London	\$300,000	updating the sewer system
New Vienna	\$250,000	construction of a wastewater treatment system
Osceola	\$160,000	extending sanitary sewer service to unsewered households
Pocahontas	\$500,000	construction of a storm-water equalization basin
Reasnor	\$194,000	construction of a public water system
Royal	\$300,000	improvements to the sewer system
Scranton	\$300,000	improvements to the wastewater system
Strawberry Point	\$500,000	combining two existing discharge lagoon systems
Swan	\$121,000	replacement of the water distribution system
Thayer	\$66,000	construction of a wastewater treatment system
Victor	\$200,000	improvements to the wastewater treatment plant
Villisca	\$500,000	modifications to the wastewater treatment plant
Wadena	\$243,000	wastewater treatment plant improvements
Webster County	\$500,000	construction of a rural water system
Westside	\$275,000	expansion of two wastewater lagoons and installation of a transfer station
Whiting	\$250,000	expanding the wastewater treatment system
Williams	\$258,525	improvements to the wastewater treatment system

TOTAL AWARDS: \$12,242,525

COMMUNITY FACILITIES AND SERVICES PROJECTS FUNDED

Recipients	Amount	Activity Description
Allamakee County	\$500,000	building an addition to expand services to disabled persons
Clinton	\$79,072	renovation of a homeless shelter
Clinton County	\$500,000	construction of group homes for the disabled and renovation of the service center
Eldora	\$360,000	construction of a childcare/preschool
Jefferson	\$500,000	improvements to the recycling center for the employment of disabled individuals
Plymouth County	\$300,000	an addition to a care facility
St. Ansgar	\$400,000	construction of a medical clinic
Story County	\$500,000	construction of a residential treatment facility for troubled youth
Tama	\$511,275	construction of a childcare center
Washington	\$329,500	construction of an adult daycare center
Woodward	\$450,000	storm sewer improvements

TOTAL AWARDS: \$4,429,847

2004 Planning Calendar

<p>APRIL</p> <p>2 Main Street Awards</p> <p>15 & 16 Rural Symposium</p> <p>30 Tourism Unity Day</p> <p>TBD Homeless Fund Awards Announced</p> <p style="text-align: center;">NATIONAL VOLUNTEER MONTH</p>	<p>MAY</p> <p>6 SMART Conference</p> <p>9-12 National Main Streets Conference - Albuquerque</p> <p>31 Memorial Day</p> <p style="text-align: center;">TOURISM MONTH</p>
<p>JUNE</p> <p>23-25 Main Street Tri-State Conference - Galena, Illinois</p> <p>TBD Housing Workshop</p> <p>TBD Homeless Fund Recipient Workshop</p>	<p>JULY</p> <p>4 Independence Day</p>
<p>AUGUST</p> <p>12-22 Iowa State Fair</p> <p>23-25 Iowa Downtown Summit</p> <p style="text-align: center;">IOWA DOWNTOWN MONTH</p>	<p>SEPTEMBER</p> <p>OCTOBER</p> <p>30 Iowa Tourism Unity Day</p>

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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