

Tools & Trends

SUMMER 2003

A DEVELOPMENT TOOL FOR IOWA COMMUNITIES

August is Iowa Downtown Month

SUMMIT, WORKSHOP FEATURE BUSINESS FOCUS

The Iowa Downtown Resource Center invites communities from across the state to participate in the 6th Annual Iowa Downtown Month, an opportunity to:

- celebrate and highlight the role of downtown in Iowa;
- recognize downtown's heritage and heroes; and
- encourage improvements and future development downtown.

"Downtown - a SMART Place for Business" is the theme of this year's Iowa Downtown Summit, Iowa Downtown Month's signature event, which will be held August 26 and 27 in Grinnell. (See page 5 for details).

The theme also has been featured in a series of six workshops for small businesses, the third of which will be presented during the Downtown Summit (see page 5 for details). The workshops are designed to improve the competitiveness of Iowa's downtown small business owners and operators and provide the opportunity to develop and improve skills and techniques needed to succeed in the ever-changing marketplace.

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TOURISM

IOWA'S NEWEST CASH CROP

2003 IOWA TOURISM CONFERENCE AND TRADE SHOW OCTOBER 20, 21 & 22, 2003

DES MOINES MARRIOTT DOWNTOWN

Mark your calendar now for this "not-to-be-missed" conference filled with educational opportunities as well as Central Iowa hospitality and fun. Each year nearly 400 people attend the conference which is presented annually by the Travel Federation of Iowa and the Iowa Tourism Office. This year the event will be hosted by the Central Iowa Tourism Region and the Greater Des Moines Convention and Visitors Bureau. General Sessions highlighting the conference include:

- "How to Soar like an Eagle in a World Full of Turkeys" - Robert Stevenson
- "Thriving on Change" - Nate Booth
- Iowa Wine and Beer Showcase
- Closing keynote - Humorist, Jan McInnis

Break-out Sessions include Festival Planning, Grant Writing Tips, Marketing to Alternative Groups, Developing and Placing a Great Ad, Group Tour Session, How to Prepare for Filming in your Community, Marketing Packages and Partnerships, and Media Training.

Conference registration fees are: \$165 by September 1; \$200 after September 1; \$100 special rate for students. Registration forms are available at www.traveliowa.com or call 1.888.472.6035.

TOURISM AT THE STATE FAIR

AUGUST 7 - 17, 2003

When the Iowa State Fair begins welcoming approximately one million guests, the Iowa Tourism Building will showcase about 50 exhibitors who will offer vacation ideas around the state to potential travelers.

Two Main Street Iowa communities will be featured each day in the Main Street Iowa booth at the Tourism Building. Community volunteers will promote their downtown business districts to fairgoers who may enjoy glimpses of specialty shops, sample local treats, register for a prize and/or take home a "freebie" on any given day. The Iowa Tourism Building is open every day of the Fair from 9 a.m. to 9 p.m.





“Once again, I am reminded that our success as the Department of Economic Development is directly related to our dedicated and exceptional volunteers and staff!”

Sandy Ehrig, Division Administrator

Iowa communities can not change their boundaries, incorporate or discontinue without the knowledge of our featured team, City Development Board and staff. The Featured Team:



Steve McCann has been the City Development Board administrator for nearly 20 years. His great expertise and longevity have served Iowa’s communities well with the process for boundary changes. Prior to IDED, Steve began his career with the Iowa Office for Planning and Programming in 1978. The City Development Board works with city and county officials and landowners with boundary issues to understand the process and their distinct roles. Steve manages the City Development Board and their activities – hosting monthly board meetings, attending many public hearings, and working with local and state attorneys as needed. Steve enjoys the activities of his two children. He will follow his son to California for the Tournament of Roses Parade where the West Des Moines Valley High School will be

from the University of Illinois. He serves as Co-Chair of the Iowa Chapter of the American Planning Association Legislative Committee, is an adjunct faculty member in the Department of Urban and Regional Planning at the University of Iowa and is a past member of the Wisconsin Economic Development Association’s Board of Directors.

Steve will gladly help his daughter move into her first apartment as a newly employed ISU grad. Any spare time goes into the McCann hobby “farm”. It is a southern Iowa property recently planted with native prairie grasses to feed the wildlife. Steve is known for hunting and his love of Iowa’s outdoor activities.



Ragina Ostendorf joined IDED as the board secretary for the City Development Board in 2001. Prior to her move to Des Moines, Ragina was the President of the Gateway Savings Bank in Belmond, Iowa. Ragina not only assists Steve and the City Development Board, she also supports many other functions in the department including communication and data base management. Ragina helps everyone and often is an innovator with IDED processes. Ragina’s ‘off- the- job’ time includes family and home. She especially enjoys canoeing, hiking, crafts, reading, her church activities, and camping.

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James A Halverson Jim is a Senior Project Manager with Howard R. Green Company’s Municipal Services Group. With more than 14 years of experience in urban planning, economic development, growth management and brownfield redevelopment, Jim has been responsible for planning and economic development activities for both governmental agencies and private organizations. As Director of the Cedar Rapids Department of Development and the Linn County Regional Planning Commission, Jim’s responsibilities and experiences have included oversight of city and regional long-range planning activities, economic/ land development efforts, as well as grant and program initiatives including administration of federal entitlement programs. Jim holds a BS in Political Science from the University of Wisconsin and a Master of Urban Planning



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Dennis A. Plautz Dennis has been the Director of the Department of Planning, Community Development, and Building Inspection with the City of Fort Dodge for the past 27 years. He is the city’s economic development officer and serves on the boards of the Development Corporation of Greater Fort Dodge and the Fort Dodge Betterment Foundation, as well as the Corn Investment Corporation, which



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August is Iowa Downtown Month

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Each workshop is conducted by nationally recognized retail consultant Kent Burnes, Burnes Consulting, Grass Valley, California. Burnes, who has been a consultant to small businesses for over 17 years, currently owns two retail businesses which allow him to keep pace with the trends and dynamics of small business.

For Workshop Series information and registration form, visit www.mainstreetiowa.org or email downtown@ided.state.ia.us or call the Iowa Downtown Resource Center 515.242.4733.

Communities are also invited to "DO IT DOWNTOWN." Select a day in August and be part of a "contest" to see how many citizens will attend your activities. Citizens need to "sign in" at a downtown location. Then send in the results, along with your community population, to determine what percentage of your residents attended. The top five "winners" will be featured in the Fall/Winter issue of The Main Street Messenger, a publication of the Iowa Downtown Resource Center.

FOR MORE INFORMATION about Iowa Downtown Month, visit www.mainstreetiowa.org or contact the Iowa Downtown Resource Center via phone at 515.242.4733 or e-mail downtown@ided.state.ia.us for brochures with ideas for celebrating in your community!



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was established to negotiate a wet corn mill and ethanol project with A.E. Staley Company. Dennis also serves as the president of the Webster County Improvement Corporation and is the current president of the Board of Directors for Trinity Regional Hospital. He is on the Iowa Department of Natural Resources Study Committee for Destination Parks (Brushy Creek), an Iowa Department of Transportation advisory board, and the State of Iowa City Development Board, as well as other local and civic boards and activities. Dennis is a graduate of Augustana College of Sioux Falls, South Dakota, and Iowa State University of Ames, Iowa.

Barbara J. Brown Barbara Brown's community commitment as a volunteer leader has been exemplary, having served with more than 50 organizations over the years. Her current involvement includes active roles in the Alliance for the Mentally Ill, Altrusa Club, Boys and Girls Clubs, the Cedar Falls Chamber of Commerce, Cedar Falls Community Main Street, Cedar Falls Public Art Committee, College Hill Neighborhood Association, Conestoga Council of Girl Scouts, Grin and Grow Child Care Center, Iowa



Women's Foundation, Planned Parenthood of Greater Iowa, RSVP Advisory Council, and the Volunteer Center of Black Hawk County. Barbara was a Cedar Falls City Councilmember from 1996 to 2000 and has held employed positions in banking and with the Black Hawk CountyYWCA.

Sue Cosner Sue Cosner is the City Administrator for the City of Panora and Principal Partner with Public Management Resource Group, a firm specializing in community development planning. Sue has over 20 years in the public sector planning arena having worked for the city of San Jose, California, the Iowa League of Cities, the Iowa Department of Transportation, and the Des Moines Water Works.



Appointed by Governor Branstad, Sue served on the City Development Board from 1995 to 2000 and has just been re-appointed to the Board by Governor Vilsack. Last year Governor Vilsack appointed Sue to the Iowa Finance Rail Authority. She is past president of the Iowa Chapter of the American Planning Association, a member of the Professional Developers of Iowa, and a recent alumni recipient of the Design Achievement Award from the Community and Regional Planning at Iowa State University.

Revitalization Loan Program Exceeds \$1 Million

PARTNERSHIP EFFORT TARGETS MAIN STREET COMMUNITIES

A partnership between the Iowa Finance Authority, the Federal Home Loan Bank of Des Moines and the Iowa Department of Economic Development makes low-cost loans available for rehabilitation and in-fill construction projects in Main Street Iowa communities. These loans are intended to supplement or provide alternative funding sources for downtown building improvements. This one-of-a-kind program has already gained national recognition. In July, three representatives from the National Trust for Historic Preservation visited Iowa to learn more about the program and its potential for becoming a national model.

Eight projects, with loans totaling over \$1 million have been approved. These projects include upper floor housing, office space renovation and new construction. The first five projects include:

MIDWEST OPPORTUNITIES, INC.

Corning

\$231,780 for the rehabilitation of second and third floors of an historically significant building into office space and a community room.

"The project brought the home office of a large employer to downtown Corning; MOI employs 120 people in the Corning area, eight full-time and four part-time employees at this location. The renovation greatly improved the look of downtown Corning, provided first-rate, handicap-accessible banquet/meeting rooms, located people and businesses downtown, and preserved the integrity of the building." - **Sue Basten**, Main Street Corning program director

GARY KLICKER PROJECT

Bloomfield

\$157,746 for rehabilitation of one apartment, creation of two apartments, a hallway and back exit.

"I started with a sturdy and historically accurate building that had numerous code problems, lots of wasted space and one apartment that was just barely liveable. The Iowa Finance Authority loan, along with an LHAP grant, will make the apartment restructuring possible. The finished product will still be structurally sound and historically accurate, but it will also be much safer and will provide highly desirable living space at an affordable price." - **Gary L. Klicker**



ALAN "PETE" HILL PROJECT

Cedar Falls

\$184,830 for rehabilitation of second floor into four apartments and office space.

Before rehabilitation, the entire upstairs was used as office space. The project's new units have open plans with exposed ducts and amenities, including hardwood floors. The one- and two-bedroom apartments, ranging from 700-900 square feet, were all leased before construction was completed; there is a current waiting list. Rents range from \$500 to \$700 per month. Hill moved his offices into the remaining space, thus occupying the entire second floor. The rehabilitation took approximately six months.

JIM ZIMMERMAN PROJECT

Oskaloosa

\$240,000 for three-phase project to include a third floor apartment, two apartments on the second floor, and facade improvements.

When Jim Zimmerman purchased the building at 101 South Market in Oskaloosa, a "Brown's" store was on the main level and the remaining two levels were used for storage.

Jim worked with a local architect to design a bigger shoe store on the main level, two apartments on the second floor and a single family dwelling on the third floor. He had originally looked at using the historical tax credits package but ultimately chose to use Main Street Iowa Revitalization Loan program.

Work began in February 2003 and, in April, the shoe store was temporarily moved to a neighboring building while workers completed a full floor renovation, nearly doubling the shoe store's capacity. In June the shoe store moved back to its newly designed area.

The building has received all new windows, new HVAC systems, floors have been sanded and sealed, third floor tin ceiling has been restored, and many other amenities have been addressed. The third floor will be Jim's new home with two bedrooms, two baths, modern and sleek kitchen, elevated dining area, ceramic floors in the kitchen and bath areas, and a movable wall to separate the open space of the living room when entertaining. Jim anticipates moving into his new home sometime this summer. - **Michelle Fagerstone**, Program Director, Oskaloosa

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“DOWNTOWN: a SMART Place for Business” themes IOWA DOWNTOWN SUMMIT

August 26 and 27, 2003 • Grinnell, Iowa

The Iowa Downtown Resource Center, Iowa Department of Economic Development, invites all Iowa communities to listen and learn from noted national professionals and local practitioners who will share SMART IDEAS for downtowns of all sizes at the 17th Annual Downtown Summit. The two-day conference will include:

AUGUST 26, 2003	8 am	Registration & early coffee service
	9 am	Opening session, keynote “Social & Economic Changes in Iowa” Dr. Paul Lasley, Chair, Sociology, Iowa State University (ISU)
	10:45 am	Concurrent sessions: “Keeping Young Iowans in Iowa” – Dr. Roger Baer, ISU “Good Signs for Downtown” – Tim Reinders, Main Street Iowa “SBDCs and Downtown – Maureen Collins-Williams, Rich Petersen, SBDC “Farmers Markets bring visitors downtown” – Grinnell, State Center, Des Moines
	12:30 pm	Lunch, keynote “Internet Marketing for Downtown Businesses” – Kennedy Smith, Director, National Main Street Center
	2 pm	Concurrent sessions: “Cutting Edge Advertising for the Small Business” part 1 - Kent Burnes, Burnes Consulting, Grass Valley, CA “Telecommunications and Downtown” – Tom Sepic “Roadmap for Success – The Main Street Iowa Program” – Jane Seaton, State Coordinator
	3:50 pm	Walking tour - Downtown Grinnell upper floor housing projects Concurrent sessions: “Cutting Edge Advertising for the Small Business” part 2 - Kent Burnes, Burnes Consulting, Grass Valley, CA “Internet & Downtown” – Van Allen Bldg and Bettendorf, Steve Van Dyke and Dennis Lauver “Establishing downtown’s economic niche for regional development” – Thom Guzman “Preservation Station” – Hal Morton, Burlington
	5 - 7pm	Conference Reception
	6:30 - 9:30 pm	“Cutting Edge Advertising for the Small Business” - Kent Burnes, Burnes Consulting, will be presented a second time for those enrolled in the Small Business Workshop Series and Summit registrants
AUGUST 27, 2003	8 am	Breakfast Buffet
	9 am	Concurrent sessions: “On Line Shopping – the Burlington Experience” – Val Giannettino, Burlington “Marketing Downtown’s Image and Niche Regionally” – Hampton, IA Falls, Marcus, Spencer “Understanding New Markets Tax Credits” – Andrew Potts, Washington, DC
	10:45 am	Walking tour of downtown Grinnell Closing Session “The Merchant of Venice – visual merchandising” - Rick Segel, Rick Segel & Associates, Burlington, MA
	12:30 pm	Adjourn

REGISTRATION COST The registration fee includes keynote and capstone addresses, concurrent breakout sessions, walking tours, two meals and a reception.

Early bird (postmarked before August 17)	\$75 individual
	\$65 each in group of three or more from same community, registering together
Regular (after August 17 and On-Site)	\$100

For complete information and registration form, visit www.mainstreetiowa.org or email downtown@ided.state.ia.us or call the Iowa Downtown Resource Center **515.242.4733**.

Nationally-Recognized Speakers Highlight Summit

Rick Segel

Rick Segel Associates, Burlington, Massachusetts
“The Merchant of Venice - Retailing in Today’s Marketplace”



Kennedy Smith,

Director, National Main Street Center, National Trust for Historic Preservation, Washington, D.C.
“Internet Marketing for Downtown Businesses”

Kent Burnes

Burnes Consulting, Grass Valley, California
“Cutting Edge Advertising for Small Businesses”



WORKSHOP SERIES CONTINUES AUGUST 26, 2003 COMMUNITY CENTER - GRINNELL

Join Kent Burnes for this stimulating session, the third in the small business development workshop series.

“Cutting Edge Advertising for the Small Business” - demystifying advertising” includes how-tos for: Using image as an advertising tool; using a marketing work list; targeting customer segments; branding your business; developing an advertising campaign; successful in-store promotions; 101 advertising ideas; and more. To register, contact the Iowa Downtown Resource Center, 515.242.4733 or email downtown@ided.state.ia.us

16th Annual Main Street Iowa Awards Held May 9th

More than 300 people came from all corners of the state to celebrate the achievements of their communities at the Annual Main Street Iowa Awards ceremony on May 9 at the Temple for the Performing Arts in Des Moines. Awards were presented to 40 winners in the four categories of the Main Street program - Design, Organization, Promotion and Business Improvement; several Honorable Mention citations were also given.

Main Street Iowa also recognized each Program Director with two or more years of service in their community, and 31 individual, business and organization volunteers, nominated by their communities, for exemplary contributions to their local programs.

Milestones Achieved

Eight communities received certificates for achieving significant milestones in private dollar investments in the purchase and revitalization of downtown properties. Those honored were Dubuque, \$100 million; Adel and Osceola, \$5 million; Corning, \$3 million; and Dunlap, Hamilton County S.E.E.D., New Hampton and Story City, \$2 million.

Waverly receives "Spirit" Award

From time to time, a special honor - the Spirit of Main Street Award - is bestowed on an individual or community that exemplifies the tenets of the Main Street program. This year the City of Waverly and the Downtown Task Force were recognized for both their dedication to the program's philosophy and their achievements in downtown revitalization. In 1995, because of his concern with the continued economic decline of downtown Waverly, Mayor Ike Ackerman created the Downtown Task Force. This group of hand-picked, dedicated community leaders drafted a long-range downtown development strategy that has sparked new life in Waverly. Through their courage, along with support from the mayor and other city leaders, an entire downtown city block was saved from destruction. The "Big Six" project, a mixed-use rehabilitation of a six building block, was the catalyst that prompted other local development initiatives such as the renovation of the Palace Theatre and the establishment of a new restaurant.

Foundation focuses on community betterment through weekend program

Community improvement was the focus of a weekend workshop conducted by the Iowa Architectural Foundation's Community Design Program (CDP) November 21-November 23, 2002. Eight volunteers from across Iowa traveled to Fairfield to conduct the three-day workshop focused on revitalizing the downtown area. Plans were drawn for pedestrian connections to the courthouse and future Jefferson County Civic Center, town square improvements, revamping the community's unique alley-ways, and landscaping of a park that has been somewhat neglected for the past 30 years.

The CDP committee, comprised of design professionals, chooses two to three communities annually to host workshops in their area. The Iowa Architectural Foundation then collaborates with the selected communities to bring various architects, engineers, city planners, community historians and landscape architects together to brainstorm and design ideas for community betterment. This program is intended to help communities across Iowa in need of urban planning and design assistance. Needs range from the redesign of a town square or adaptive reuse of downtown buildings to a total image change for the community. For a minimal fee, the CDP helps communities by providing an open and public decision-making process with organizational representatives, community officials, concerned citizens and designer professionals. The strength of this program is the immediate evaluation of design concepts put forward and the ability to visualize the possibilities suggested by community development initiatives.

Fairfield Mayor Ed Malloy was impressed with the workshop results, "The Community Design Program of the Iowa Architectural Foundation is a gem. What it provided for our community in 48 hours has given us a year's worth of strategic development. The outcome recommendations were beyond my expectations and awakened a sense of purpose for our community. The foundation representatives and the team of experts were a delight to work with and an inspiration to behold as they planned our downtown revitalization."

If you would like to hear more about the Community Design Program, please contact Kirsten Anderzhon at the Iowa Architectural Foundation at 515.244.1888.



Revitalization Loan Program Exceeds \$1 Million

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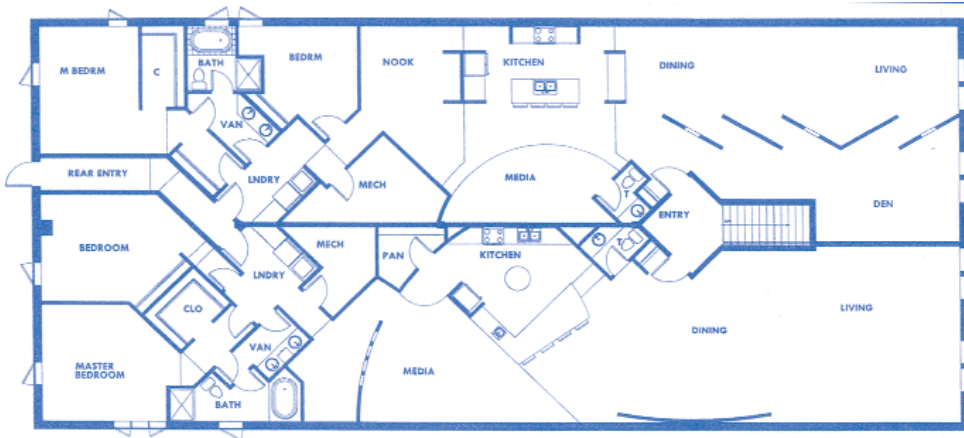
CHRIS BJORNSTAD PROJECT

Spencer

\$225,000 for rehabilitation of upper floor into two apartments.

“Our upper floor project has been steadily moving forward. All new windows, interior wall framing, electrical wiring, rooftop HVAC, and rough plumbing work has been completed. We have a very unique space and everyone involved in the project has contributed to the concept. Final decisions for cabinetry, floor finishes, light fixtures and color selections are in progress. The work has not moved at an accelerated pace but, since this is our first project, and the budget is tight, we want to make sure that every decision we make is correct.”

- *Matt Barstad, AIBD, project designer*

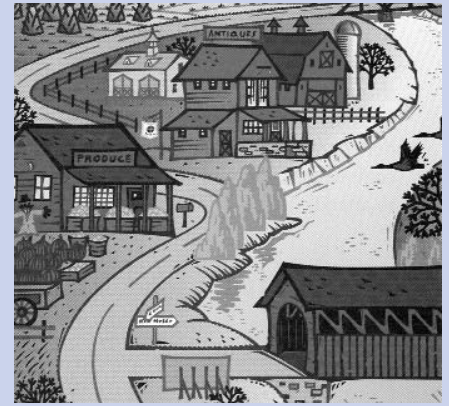


Three other projects are in the construction/rehabilitation stage.

They are:

- **STORY CITY HERALD BUILDING**
Story City
\$140,000 to construct building on infill lot, the original site of the Story City Herald newspaper
- **ELKADER THEATER**
Elkader
\$140,144 for rehabilitation of a theatre, one upper floor apartment and two first floor commercial spaces
- **SAXONY PROJECT**
Charles City
\$50,000 for rehabilitation of a vacant single-story building into a fine women's clothing store

For more information on the Main Street Revitalization Loan program, contact Jane Seaton, 515.242.4756 or email jane.seaton@ided.state.ia.us



Small Towns on the Road to Success

A NORTHEAST IOWA COMMUNITY DEVELOPMENT CONFERENCE

THURSDAY, SEPTEMBER 4, 2003
WAVERLY, IOWA

Sponsored by the electric cooperatives serving Northeast Iowa, this conference is designed to bring together community leaders, volunteers, professional developers, rural leaders and elected officials from the Northeast Iowa region to share their experiences and learn new ideas for community and rural development.

Highlighting the conference are the opening session, “Trails to Success: the Lanesboro Experience”, and the luncheon session, “Youth Customer Service Training Program”.

Breakout sessions, in three focus areas, include:

- **Housing:** Building Better Neighborhoods; LMI Strategies for Housing; Upper Story Development; and Housing Incentives
- **Marketing:** Your Web Site; Having the Media Work for You; Niche Marketing; and Entrepreneurial Success
- **Community Enhancements:** Providing Daycare and Preschools; Community Centers; Maintaining a Community Base by Involving Youth; and the Role of Community Foundations

The one-day conference has been planned by a coalition which includes the Iowa Department of Economic Development and Iowa State University, among others.

For a conference brochure and registration information, email sscholl@iastate.edu or visit www.community.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!

COMMUNITY DEVELOPMENT DIVISION **2003 PLANNER**

AUGUST		SEPTEMBER	
7-17	Iowa State Fair	4	Small Towns on the Road to Success Waverly
11	Models for Success - ICN "Tips, Tools and Treasures"	10	Housing Fund Application Workshop
26, 27	Iowa Downtown Conference	24-26	Iowa League of Municipalities Conference - Davenport
26	Business Development Workshop - "Cutting Edge Advertising for Small Businesses" - Grinnell	30-10/5	National Preservation Conference - Denver
AUGUST IS IOWA DOWNTOWN MONTH!			
OCTOBER		NOVEMBER	
6	Homeless Fund Application Workshop	12	Homeless Application Study Hall
15	Business Development Workshop	24	HOME Tax Credit Applications Due
20-22	Tourism Conference - Des Moines		
23	Main Street Iowa Application Workshop		
DECEMBER			
4	CDBG Water/Sewer Applications Due	16	Homeless Assistance Fund Applications Due
10	Housing Fund Applications Due	19	CDBG Community Facilities and Services Applications Due
HAPPY HOLIDAYS!			

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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