

## *HUD Grant Deadline Approaching*

November 15, 2006 is the application deadline for Main Street Challenge grants.

Senator Tom Harkin and his staff have been instrumental in securing HUD appropriations for the state of Iowa since 2002. This is the fourth round of federal appropriations made available through U.S. Housing and Urban Development (HUD) and awarded to the Iowa Department of Economic Development and designated for use in Main Street Iowa communities.

Twenty-six community projects were funded in the first three rounds from HUD grants totaling \$1.2 million. Projects in the first two grant rounds generated more than \$9 million in local investments.

A fifth appropriation of \$800,000 is currently under consideration in Congress and, if approved, will be available in 2007. Eighty percent of that allocation will be used for bricks and mortar projects as required by the granting body.

A portion of each funding allocation has been utilized for Iowa communities to participate in revitalization education and obtain technical assistance.

For more information, contact Jane Seaton at [jane.seaton@iowalifechanging.com](mailto:jane.seaton@iowalifechanging.com) or 515.242.4756.

WORKSHOPS FEATURE HANDS-ON PROJECT FEASIBILITY STUDY

## **MOUNT PLEASANT HOSTS EVENT WITH NATIONALLY- RECOGNIZED EXPERT**

Representatives from Main Street Iowa communities gathered in Mount Pleasant, October 2-6, to participate in a Feasibility Assessment Workshop, conducted by Donovan Rypkema, Place Economics, Washington, D.C.

A nationally-recognized authority on adaptive use of historic buildings, Rypkema led two 2 ½ day sessions during which participants worked in teams to determine the feasibility of rehabilitating two existing downtown properties in Mount Pleasant—the former Brazelton Hotel and the Union Block Building.

Using resource lists for local contacts, team members worked through real estate economics, community and preservation factors, rules and regulations, design and construction issues that would impact the feasibility of the project.

At the end of the workshop, each team prepared a power point presentation that outlined the proposed use of the property and determined the feasibility of the project. Presentations included objectives of



the participants; legal limitations; client-imposed constraints; national, regional and local factors; real estate market factors; target markets; political factors; intervention tools available; physical and technical constraints; financial synthesis; and conclusions.

The Feasibility Assessment Workshops were a follow-up to the Community Initiated Development Workshops held in February 2006, also led by Donovan Rypkema.

For more information, contact Jane Seaton at [jane.seaton@iowalifechanging.com](mailto:jane.seaton@iowalifechanging.com) or 515.242.4756.



# Window Displays

We are a visual society. Visual merchandising, i.e. window and interior displays, can profoundly impact the product sales and image development of a store-front operation. In frustration over the lack of time, money or display skills, merchants often find themselves putting off visual presentation tasks. Dirty, unkempt windows sporting faded or out-dated merchandise or messages result in missed opportunities to use one of the most cost-effective forms of advertising – your storefront window.

Window displays should be an attractive part of a storefront – a pedestrian level “sign.” Well-designed displays help draw customers into your store. However, to create a window display that really works for your business; you must expend a little thought and effort.

Think of your display window as a large picture framed by your storefront. Step back and see how they relate. The building and the window should create a single unit that is complimented by the display – in color and proportion.

## **When planning, first define your audience.**

- Who are your customers–business people? home owners? male or female?
- Your display should attract the attention of those important people on the other side of your window.

## **Consider your message – your window is an invitation to come in and purchase.**

- Keep customers interested by changing displays often, same message - new theme.
- Take advantage of Iowa’s varied seasons, as well as reflect holidays or special events throughout the year and create promotional themes around them.
- Limit yourself to a single theme, simple is best. You only have a moment to get across your message. The idea is to entice people inside your business to shop not to display all your wares in the window.



## **Consider what you want to promote (merchandise or service).**

- Use color to help pull your display together. Think about colors that work with the building and your product as you decide on a display scheme.
- Is your merchandise colorful or bland? Intricate or simple? Big or small?
- Use your imagination to give your merchandise some life.

## **Let your product speak for itself.**

- Displays that exhibit actual products provide immediate communication without words.
- Look at your window display as a composition – as if it were a sculpture.
- Compliment or emphasize the shape of your window by using vertical or horizontal elements. Experiment with different arrangements before you finally decide what looks best in your window.
- If words or prices are part of your display, signs should also contribute to your overall theme. Do not overwhelm your window displays with signage.
- Consider lighting. An attractive well-lit display can entice nighttime window shoppers to return during business hours.

## **AND! Don’t forget rear entrances.**

Remember, your window display is an integral part of your business. It contributes to the character and success of your business, the character of your street, and the character of your business district as a whole. Your display is an invitation to come inside and purchase.

Make it a good one.

Material adapted from NTMSC Building Improvement File: *Window Displays*

MAIN STREET UNIVERSITY

# Class of 2006

Graduates from Beaverdale, an urban neighborhood pilot project are Eric Stizmann and Nicole Buss.



Board members, volunteers and staff from new Main Street Iowa communities attended the two-day Main Street University (MSU), a “101” course in the “Four Point Approach to revitalization” that is required as part of their acceptance into the program.

The MSU classes were held in Cedar Falls, Iowa, where attendees also had the opportunity to meet with local Main Street leaders over dinner.

New directors and volunteers leaders from other Main Street communities were also encouraged to attend MSU.

*Not pictured:* Laura Wallace, volunteer, Charles City.



Ottumwa graduates: front row, Molly Myers Naumann, Sarah Hartley, Genevieve Borich and Josh Gettings; back row, Fred Zesiger, Wes Sharp, Tim Schwartz, Betsy Braesch and Barbara Heckart.



Osceola Chamber - Main Street Director Kristy Erwin

West Branch graduates, from left: Rob Poggenklass, Patricia Forsythe, Troy Vincent, Ed Larew, Lou Picek, Rebecca Turner, Audrey Kofoed, Claudia Williams and Brad Larson.

West Union graduates: front row, Greg Ptacek, Kara Wedemeier, Karla Organist and Dick Woodard; back row, Ron Saboe, Mark Moser, Troy Johansen, Robin Bostrom and Mike Baldwin.



# *Burlington* — 20 Year THREE OF THE COMMUNIT

Revitalization is alive in downtown Burlington. Community Initiated Development (CID) projects, public/private partnerships, local entrepreneurs—all have achieved success.

The Old Stone Mill rehabilitation in 1988 - one of the first examples of adaptive use, began the process. Since then, major projects include:

- The Hotel Burlington, now 75 housing units;
- Reconstruction of Jefferson Street, removing a pedestrian mall and adding historic lighting, parking enhancements and new sidewalks;
- Schramm's Department Store, now a mixed-use property with businesses/luxury condos and apartments;
- Mercy Hospital, now offices and a rooftop restaurant in an award-winning CID project;
- An old warehouse, now the upscale Drake Restaurant on the bank of the Mississippi River, offering scenic views of the river and surrounding area.

Plus, two pioneering projects launched in 2002:

- [www.shopdowntownburlington.com](http://www.shopdowntownburlington.com), an E-Commerce web site, and
- The Southeast Iowa Entrepreneurial Center.

Both contributed to Burlington's Great American Main Street Award (GAMSA) in 2004.

In 2005, Bob Brueck, the local developer of the Schramm's property and Burlington's "Main Street Hero," received the National Trust for Historic Preservation's Business Leadership Award.



## *Keokuk*

---

A GAMSA winner in 2000, Main Street Keokuk's first years focused on downtown's image, first with storefront improvements and clean-up projects, then fun events to bring people downtown. Major physical changes began with Estes Park, followed by the Gateway project at the east entry into downtown Keokuk. Both were accomplished through strong partnerships with the City of Keokuk, along with grants.

Main Street Keokuk also addressed promotions, focusing on quality over quantity rather than numerous discount events. The "Puttin' on the Glitz" event targeted mid- to upper-income levels and children's activities paired fun with community betterment. More recently, Keokuk has been successful with such regional promotions as "Mission Tuition" which brought shoppers to downtown and provided three scholarships for students in the tri-state region.

# s of Progress

## THE FIRST MAIN STREET IOWA CITIES SHARE THEIR SUCCESS STORIES

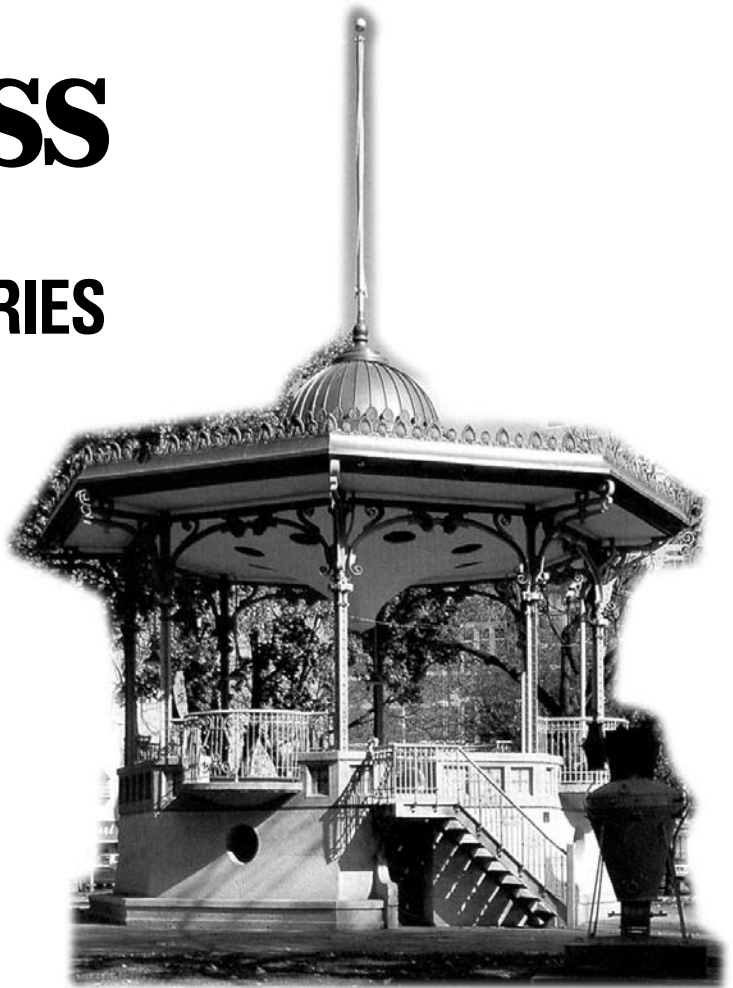
# Oskaloosa —

Oskaloosa credits their first big project—restoration of the 1912 bandstand and city park—as the catalyst for the rehabilitation of the 229 downtown buildings that have been restored to date. Two of those projects were buildings that had been severely damaged by fire and now house successful businesses. Upper level housing rehabilitation has been very successful as well. The newest endeavor will be saving and restoring a 120-year-old bank building on Main Street.

Oskaloosa's traditional events bring thousands of people to the downtown area:

- Art on the Square, held in June, features artists from several states;
- Sweet Corn Serenade has an annual attendance of 4,500;
- Friday After Five, with performances by name bands, has been very successful; and
- The Lighted Christmas Parade, named the Best Holiday Event in Iowa, delights more than 10,000 people each year.

An award winner for their excellent volunteer retention program, Main Street Keokuk is well loved and highly respected in the community. Sixty-three volunteers serve on standing committees, meeting monthly, and hundreds of others participate throughout the year. The Grand Theatre restoration is a continuing community partnership effort.



Volunteers have been key to the success of the program. Since 1986, more than 45,000 volunteer hours have been invested in Oskaloosa Main Street projects.

In 2007, a streetscape project will be completed and will feature LED (theatre lighting) on Main Street. Oskaloosa will have the only LED lit city square in the nation.



# State Fair Photo Contest Winners



## MAIN STREET IOWA IS SPECIAL CATEGORY

In celebration of its 20th Anniversary, Main Street Iowa sponsored a special category in the Photography Salon at the 2006 Iowa State Fair. Photographers of all ages could submit their work in either color or black and white.

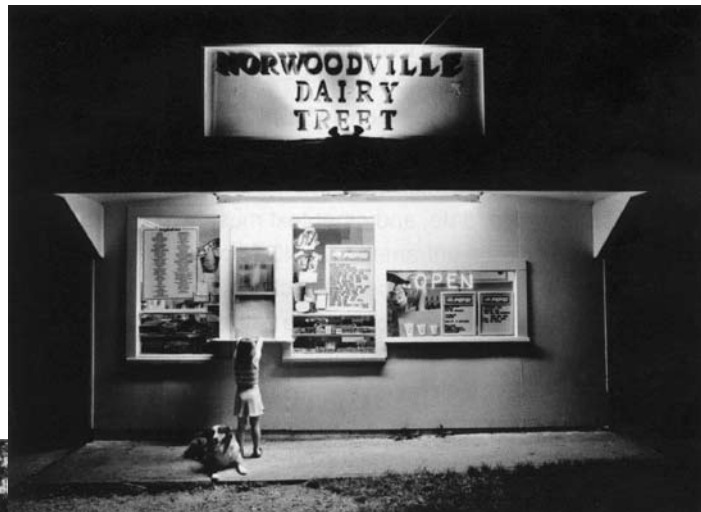
Three winners were selected by the judges and received cash prizes. Their photographs were on display in the Cultural Center throughout the Fair, August 10 – 20, 2006.

First Place Winner

**Bernard English**

Story City

Color



Second Place Winner

**Jeff Traviss**

Windsor Heights

Black & White



Third Place Winner

**Cynthia Fodor**

Des Moines

Color

# BITS & PIECES

## MAIN STREET IOWA/ISU PARTNERSHIP CONTINUES

Sac City is the most recent Main Street community to participate in an ongoing partnership with Iowa State University, College of Human Services, that pairs teams of students with local businesses.

Chamber-Main Street Sac City coordinated the project by identifying two businesses, Kitchen Krafters and Wittry Photography, that would work with student teams on new in-store designs.

On September 25, the teams visited the businesses, took photographs and met with both building and business owners to discuss the scope of the project and brainstorm potential improvements. On October 9, Main Street Design Consultants met with students on campus to review progress and make recommendations. Preliminary design boards, budgets and supply lists were sent to Sac City for approval by Chamber-Main Street Sac City and property owners the week of October 9. Students will return to Sac City for the final installation of the project on November 10 and 11, 2006.

Earlier student projects were conducted with businesses in Story City, Iowa Falls, Hampton, Adel and the Hamilton County communities of Jewell and Stratford. A new class project is scheduled for Greenfield.

## IOWA DOWNTOWN SUMMIT GETS HIGH MARKS

Nearly 200 people attended the Iowa Downtown Summit held August 22-23, 2006, in Sioux City, Iowa. Conference evaluations gave high praise to the curriculum, speakers and facilities - several stated that it was the most informative Summit they had attended.

Highlights included presentations by Margie Johnson, Shop Talk; Cheryl Hargrove, The HTC Group; Jim Engle, Wisconsin Main Street; Phil Boggan, Louisiana Main Street; and Kennedy Smith, The Community Land Use and Economics.

## HAMPTON NAMED CAPITAL COMMUNITY

The Federal Home Loan Bank presented its Capital Community Award to the city of Hampton during the "Capitalizing on Rural America" conference held in Des Moines, Iowa, earlier this year. Hampton was recognized for their achievements in community investment, both public and private.

The city, one of three honored, was selected as a finalist because of the economic development initiative launched by Hampton State Bank to bring former Franklin County residents back home to live and work. Hampton State Bank committed \$1 million in low-interest home and car loans toward the initiative.

## Thirteen Communities Eligible for Marketing Grants

Congratulations to the Main Street communities that successfully completed the Market Analysis process, a comprehensive research project resulting in a Market Study Report and site visit by Jay Schlinsog, Downtown Professionals Network:

- Bloomfield • Charles City
- Greenfield • Iowa Falls • Keokuk
- Mount Pleasant • New Hampton
- Osceola • Sac City • Sigourney
- State Center • Waterloo • Valley Junction-West Des Moines.

In support of their programs and planning efforts Main Street Iowa is making available a \$5,000 matching grant for each program.

To qualify:

- Corporations to be eligible to receive funding must be IRS designated non-profit.
- Fifty percent (\$2,500) local match is required. \$1,250 must be in cash, balance may be in-kind.
- Funding is tied to specific action step(s) within each program, identified by the applicant on their application.
- Funded action(s) must be completed within 18 months of approved funding.

The Downtown Resource Center will review all applications

Application deadline: 12/29/06

Awards to be made within 30-days of application deadline

*Funding Source: Participant fees paid by MSI communities for hosting Rick Segel and Margie Johnson's business assistance visits.*

Questions? Email: [thom.guzman@iowalifechanging.com](mailto:thom.guzman@iowalifechanging.com) or call the Downtown Resource Center at 515.242.4733.

# MAIN STREET MESSENGER 2006/2007 Planning Calendar

IOWA  
*life* | changing®

Iowa Department of  
Economic Development  
200 East Grand  
Des Moines, IA 50309

PRSR STD  
U.S. POSTAGE  
**PAID**  
Des Moines, IA  
Permit No. 1195

## NOVEMBER

- 1 - 2 IDRC Assessment Visit, Garner
- 2 Committee Work Plan Development, Ottumwa
- 15 Main Street Challenge Grant Application Deadline
- 16 Committee Work Plan Development, West Branch
- 29 Committee Work Plan Development, West Union

## NOVEMBER/DECEMBER

Enjoy Holiday Activities in Main Street Communities

## JANUARY 2007

- 19 Main Street Award Nominations Due
- 24-25 IDRC Assessment Visit, Wellman

## MARCH

- 5-6 IDRC Assessment Visit, Belle Plaine
- 25-28 National Main Streets Conference, Seattle, WA

## APRIL

- 20 Main Street Awards, Des Moines Marriott
- 27 Tourism Unity Day

## MAY

- 3 SMART Conference

## *The Bonaparte Inn...A Renaissance Story*

A stunning example of adaptive use, the recently completed Bonaparte Inn is a welcome addition to this historic riverfront community in Van Buren County. Tourism is the area's leading industry and Bonaparte has over the last 15 years attracted thousands of visitors to its unique shops, landmark restaurant, creative special events and natural setting. Now the community of 458 has a bed and breakfast facility unrivaled in charm and attention to detail.

The building that houses the Bonaparte Inn was originally built in 1899 using bricks made at the nearby Meeks brickyard and housed Meeks Pants Factory until 1909. From 1909 to 1920 the building served as a warehouse and from 1920 to 1999 it was brought back into manufacturing goods by the Fairfield Glove Company.

Jeri Angelone purchased the property in 2004 and began the rehabilitation transformation to the Bonaparte Inn during 2005. The Inn opened in June 2006, with development of the third floor into reception facilities still to come. Bonaparte Inn's 14 spacious rooms (each with a private bath) are beautifully decorated and elegantly furnished with antiques. A local chef prepares buffet-style breakfast for guests each morning.



For more information, visit [www.bonaparteinn.com](http://www.bonaparteinn.com) or email [info@bonaparteinn.com](mailto:info@bonaparteinn.com).