

WELCOME TO THE 34TH ANNUAL MAIN







This year has demonstrated one of the greatest challenges our state has faced: economically, socially and emotionally. In the face of these challenges, we will persist. lowans are resilient, and we will continue to tackle challenges head on, supporting each other throughout this journey. While we are not hosting the Main Street Iowa Awards ceremony as we have in the past, it remains important to find ways to honor the outstanding accomplishments, activities and people making a difference in our Main Street districts. Healthy, historic commercial districts are central to community revitalization and will be crucial elements to the recovery of lowa's economy in 2020. These are trying times, and we will succeed by working to-gether. Thank you for your community leadership and support of our local Main Street revitalization efforts.

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DEBI DURHAM, DIRECTORIOWA ECONOMIC DEVELOPMENT AUTHORITY
IOWA FINANCE AUTHORITY

STREET IOWA AWARDS CELEBRATION







There has never been a more important time to be engaged with the Main Street movement. Communities across the state are demonstrating the power of the Main Street Approach and its ability to use creative solutions to address challenges of all shapes and sizes. While the world is full of unknowns, I am confident that communities who band together to support each other, support locally owned business, and look towards a bright future will thrive through our current points of challenge. The Main Street Iowa Awards are a reminder each vear to celebrate our success and the people who make those successes happen. Even though our network will not come together in-person to celebrate the 2020 Main Street Iowa Awards as we have thirtythree times in the past, we encourage your local Main Street program to think about ways to recognize these impactful projects and people. Congratulations again to this year's 2020 Main Street Iowa award-winning and nominated projects, people and communities.

MICHAEL WAGLER, STATE COORDINATOR

MAIN STREET IOWA

IOWA ECONOMIC DEVELOPMENT AUTHORITY

The Leadership Award recognizes inspirational leadership and volunteers who make significant contributions to the local Main Street programs' downtown revitalization mission.



AMES ERIC ABRAMS

Eric Abrams is a tireless advocate for Ames Main Street. He served on the Board for many years (recently finishing his term as president in 2019) and volunteers his time, resources and talents on numerous occasions. He is one of the first to arrive and last to leave when assisting with any major event. He has the respect of all Ames Main Street members, investors and board members and is truly a leader in Downtown Ames.



AVOCA LINDA HANSEN

Linda Hansen is board treasurer and Design Committee Chair. She is one of four women responsible for Avoca's district-wide "Holidays on Main" event. When a need arises requiring a detailed action item that most find intimidating, Linda raises her hand to assist while others raise their eyebrows. Her proficiency (editing, social media, graphic design, marketing and finances), along with her positive energy is guaranteed to ensure the success of any project in which she is involved.



BELLE PLAINE JACKIE MCDERMOTT

Jackie McDermott is an integral part of Belle Plaine's community and development organization. She supports every event the program sponsors and also helps with other local events. When she's not volunteering at an event, it is a safe bet that she helped promote it and is in attendance. As city clerk, her positive and friendly attitude has changed the face of city hall. She inspires community members to get involved and volunteer to make a difference. Belle Plaine is fortunate to have Jackie!

BLOOMFIELD DARIN GARRETT

Darin Garrett has served as the City liaison with Bloomfield Main Street for two years. Darin also spent several months prior to our Hometown Christmas celebration making many updates to and rebuilding part of their Santa House. In addition, he set up their Memorial Christmas Trees on the Courtyard. Darin's commitment to Bloomfield Main Street over the past two years has been noted in his presence, his gifts and his services and we are very grateful to him.



BURLINGTON ZACH JAMES

Zach James exemplifies a true revitalization leader. Many projects have moved forward thanks to Zach. As assistant director of the Southeast Iowa Regional Planning Commission, he helped create Burlington's downtown parking study, a complete streets policy, the downtown area plan, etc. Zach has been on the board of directors since 2014 and is a past chair. He is currently helping rehabilitate a historic four-story building that has been long vacant. Burlington appreciates all he does for the community.



CEDAR FALLS DAVID DELAGARDELLE

Cedar Falls Community Main Street congratulates David Delagardelle as the organization's Volunteer of the Year. Quick to answer the call whenever help is needed, he waters flowers weekly, helps maintain the gator and is a key member of the Holiday Hoopla Team. From Thanksgiving to Christmas, David can be found decked out in his Hoopla gear and ready to lend a hand! Community Main Street is appreciative of his continual support of the Cedar Falls Downtown District!





CEDAR RAPIDS BARB THOMPSON

Barb Thompson is a part-time employee for Czech Village-New Bohemia Main Street. She is paid to work twenty hours a week, yet does so much more. She works extremely hard for the organization whether it be answering emails, creating unique logos or simply keeping the office organized. At the start of 2019, Barb took on a huge role and managed the organization while the director position was vacant. Barb is appreciated for all she does for our organization and community.



CENTERVILLE PAT MCAFEE

Pat McAfee was instrumental in Centerville's successful application to become a designated Main Street lowa community. She helped create the strategic goals of the Business Development Committee. Not only does she have a keen sense of understanding when it comes to finances, business metrics and data analysis, she can explain why the data is important to downtown businesses. Pat's professional experience and positive attitude make her a priceless volunteer and leader in the community.



CENTRAL CITY JOYCE HOWE

Joyce Howe has been an invaluable planning partner for the annual golf tournament for four years. She not only brings knowledge of the game, but expertise and follow through to ensure it is a substantial fundraiser for the Central City Mainstreet program. Her willingness to volunteer her time made the planning, coordinating, set up and clean up for this event worry and stress free. Her hard work and dedication are appreciated.



CHARITON TAMMY BRINK

Tammy Brink is a retired EMT who served on the Main Street board for many years and is a member of the promotion division and Tourism Lucas County. She has volunteered at countless events throughout the years and also spearheaded a few new ideas of her own. She is a valued volunteer, and Chariton is lucky they can count on Tammy to lend knowledge, support, wisdom and a friendly face.

CHARLES CITY ARCON CONCEPCION

Philippines native, Arcon Concepcion, is grateful for the way Charles City welcomed him and shows his appreciation by giving back to the community. He is currently a member on the Community Revitalization Board, which he chaired in 2017-18. He actively serves on the Promotion and Party in the Park committees and helps with other activities whenever needed. He leads by example and is truly deserving of this award.



CLARENCE LISA DIRCKS

Lisa Dircks is a volunteer for the Board and Design Committees. When something needs done – she does it – regardless of whether it's her committees' job or not. Her desire to instill community pride through beautification is visible everywhere. She makes a priority of keeping the community's areas attractive and well kept; organizing all the design and maintenance of the district planters, seasonal decorations and banners. Clarence Main Street is blessed to have Lisa involved in the program



COLFAX KORIE WHITEMAN

Korie Whiteman has been involved with Colfax Main Street for six years. She is an enthusiastic and dependable volunteer. As former chair of the Design Committee, she spearheaded many projects and events and currently serves as a co-chair of the Promotions Committee. As an educator at Colfax-Mingo High School, she connects Main Street with several high school volunteers. Colfax is grateful to her for inspiring leadership in her students and for her service in the community.



CONRAD SHANE TIERNAN

Shane Tiernan has been with the program from the start and served on the board on three separate occasions. He spends multiple hours helping businesses find ways to be economically supported. Last year, he was instrumental in keeping the grocery store open. He holds the values of Main Street and it shows in all he does. He is a valuable member of the community and Main Street. Thank you for your service to Conrad!





COON RAPIDS GAYLA MCCOOL

Gayla McCool was a key contributor in Coon Rapids' Main Street Iowa application process. She was involved in the initial informational meetings, worked for weeks documenting downtown buildings, met with several businesses to solicit funding for the pledge drive, attended local training meetings and is now an important part of the Design Committee. Gayla has also served on the Christmas in a Small Town committee for twelve years. Thank you for all you do!



CORNING JAMIE STARGELL

Jamie Stargell was board secretary and president and currently serves on the Economic Vitality Committee. Last summer, eight weeks before Corning's key summer event, Battle of the BBQ, the chair quit. Jamie took over and made it a success. She also coordinated a special evening, which is now an annual event recognizing volunteers and Main Street Corning award nominees. Jamie, thank you for your enthusiasm and gift of time!



DAVENPORT SUSAN RAMSETT

Susan Ramsett, a resident of Hilltop's historic neighborhood serves on the Board of Directors. As manager of KWQC-TV6, she was instrumental in having the building listed on the National Registry of Historic Places. She has directed promotional events in the Hilltop, covering the Urban Garden/Urban Taste and volunteered to moderate Hilltop's staging of the first-ever Mayoral Candidate Forum. Thanks to her leadership, thousands of dollars were raised for those impacted by the flooding of downtown.



DES MOINES JON ROYAL

There is no one more committed to his community than Jon Royal. He lives two blocks off the 6th Avenue Corridor in the home his great-grandparents built in 1889. Jon grew up in the neighborhood and now serves as president of the River Bend Neighborhood Association. Jon is the chair of the Crime and Safety Committee and has volunteered at every event hosted. He is a champion for the revitalization of 6th Avenue!

DUBUQUE MARK BODENSTEINER

Mark Bodensteiner's energy and resilience is contagious. For the past 10 years, he has worked 26 weeks a year running his own business at the local Farmer's market. He served on the planning committee for the past two years. He has a passion for local fresh foods in the community; spends countless hours supporting, volunteering, marking streets, promoting, generating partnerships, etc. to support the market's success! Thank you, Mark!



ELKADER BRITTNEY REINHART

Brittney Reinhart serves as co-chair on the Promotions Committee and managed the Farmers Market in 2019. As the market's first manager, she assumed her new role to establish the market, build a positive culture and recruit vendors. She, along with the committee, spent countless hours planning, organizing, promoting and coordinating the market. Brittney managed the market's Facebook page and was the primary contact for vendors. She has also helped with many other local events. Thank you, Brittney.



FORT DODGE JIM BIRD

Jim Bird led the efforts for Fort Dodge to reestablish itself as a designated Main Street Iowa community and served as the program's board president for the past two years. As a strong advocate of downtown, he supports the program and community through his actions, experience and determination. His leadership helped create a strong partnership with the city, resulting in better lighting and cameras downtown. Jim has helped bring awareness of Main Street Fort Dodge's mission to those outside of the designated district.



GREENFIELD JIMMY FREELAND

Jimmy Freeland served on the board of directors as the Promotions Chair. This summer, he was in charge of Greenfield's 4th of July celebration, which is a huge event that only happens every three years in the community. He will tell you his best attribute is "picking things up and putting things down," but we will tell you its his can-do attitude and dynamic, positive energy! Thanks for your years of leadership.





GRUNDY CENTER JAN ONNEN

Jan Onnen stands out among the volunteers who served Main Street Grundy Center in 2019. She helped lead a successful effort to merge the chamber of commerce and Main Street organizations. She developed a new investor structure and made many calls to prospective investors to ensure the campaign's success. Jan shares her organizational skills and is instrumental in efforts to construct a new child care center in the community. The community is fortunate to have her in Grundy Center.



GUTHRIE CENTER STEVE LEE

Steve Lee is a lifetime local resident and carpenter/contractor. In 2017, Main Street Guthrie Center purchased the Williams Building, which was in complete despair. Without hesitation, Steve volunteered his talents contributing over 500 hours to complete the framing and drywall and crafted a custom handrail. Steve's strong leadership skills were further evidenced by his supervison of the high school students volunteering. His volunteerism efforts set an example everyone should attempt to emulate.



HAMPTON SUE FOLLOWWILL

Sue Followwill is a valued and active member of the chamber and Main Street program. She has served as board president, chair of the Annual Dinner Committee and has been an active member of the Promotion and Holly Dazzle Committees. She attends many local events and brings with her a sense of leadership and experience that is encouraging both to the community and its businesses. Thank you for all your efforts!



IOWA FALLS RANDY WINTERS

Randy Winters has been a strong and reliable advocate for lowa Falls Chamber/Main Street for many years. He consistently volunteers for Riverbend Rally and serves as Santa. Randy was also invaluable during the Festival of Lights, spending countless hours creating displays; he is most definitely a key player in this event. We are extremely thankful Randy donates his time and talents to lowa Falls Chamber/Main Street

JEFFERSON JEFF LAMOUREAUX

No matter the situation or idea presented, Jeff Lamoureaux never fails to rise to the task. His Jeff from Jefferson videos (close to 40) are extremely popular on the Jefferson Main Street Facebook page. Merchants appreciate what Jeff does to advertise their businesses and events. He is the face of Jefferson and really embodies the spirit of volunteerism that makes Main Street what it should be. People, young and old, are endeared by Jeff from Jefferson.



JEWELL MISCHELLE HARDY

Mischelle Hardy always steps up to lend a helping hand to Jewell Main Street. Not only has she worked hard to bring a grocery store back to town, she serves as both board president and is a member of the Promotions and Design Committees. She brings an energy to all those around her. Her hard work doesn't go unnoticed, especially by those working along side her. Thank you for all you do, Mischelle!



KEOKUK SUSAN DUNEK

Susan Dunek serves as liaison between Main Street Keokuk and the City of Keokuk, typically in an advisory position. However, in no way, does that describe her. She's a "let's share the work," "let's get it done" and "let's have some fun" kind of gal. She is a steady and reliable committee chair. She balances the checkbook and pays the bills. Main Street Keokuk is fortunate to have her in the community.



LANSING ELLEN MODERSOHN

Ellen Modersohn has been instrumental in creating the newsletter and other informational materials. If she is unable to do something in particular on the website, she always points to someone who can. She has been one of the key people behind the increased visibility of Main Street Lansing in 2019. Main Street is extremely grateful to have someone as resourceful as Ellen involved in the program and in the community.





LE MARS TERRI MARTIN

Terri Martin serves on the Organization Committee assisting with the Halloween event and co-chairs the annual bowling tournament fundraiser. In 2019, she assisted with Ice Cream Days and co-coordinated the souvenirs for the Sesquicentennial. Terri has served as the Ambassador President for the past five years and appeared in two Mystery Dinner theater productions. She volunteers to help with projects, and Le Mars is grateful for all she does. She has a great personality and always wears a smile.



MANNING JEFF BLUM

During his three years as board president, Jeff Blum faced multiple staff turnovers along with the business closure of the largest employer on Main Street. Even so, he managed to keep volunteers engaged, recruited new people to the organization, continued to foster a strong relationship with the city, nurtured new relationships with the school and Chicks with Checks and maintained Main Street Manning as a resource to the business community. Main Street Manning wouldn't be here today without his steadfast leadership.



MARION MADELINE JARVIS

Through her dedication on multiple Uptown committees, Madeline Jarvis demonstrates her passion for sustainable community development, education services at the library and finding the perfect slice of pizza! Her leadership in youth and adult programs has made a huge impact on the community through the Homelessness Taskforce, Youth Coalition, Family Friendly Committee and VR History Tour Project to name a few. Uptown Marion is appreciative for all she does for the community.



MARSHALLTOWN BARAJAS FAMILY

For the past four years, Tammy Barajas, along with husband David and two daughters Mia and Mady, have made volunteering for the Holiday Stroll a family tradition. Each one helped with the planning and execution of activities, creation of props, fundraising, recruiting volunteers and even sported a reindeer suit. Marshalltown Central Business District is appreciative of the Barajas' consistently "all in" attitude. Thank you for helping organize the largest event hosted in the community.

MASON CITY MELISSA FABIAN

Board President Melissa Fabian has played a vital role in the advancement and success of the Main Street Mason City program over the past year. She also serves on the Youth Hockey Board and Planning and Zoning Commission. Main Street Mason City is thrilled to have this opportunity to recognize Melissa for her personal investment in the community, most notably her instrumental role in the Mason City Multipurpose Arena project. Her enthusiasm and passion to serve make her a remarkable leader!



MOUNT PLEASANT MARY ELGAR

Mary Elgar is more than a volunteer – she is a life saver. Often times, grant dollars serve as a lifeline, especially as a nonprofit. Mary spends tireless hours writing grants for Main Street Mount Pleasant. Without her help, the Union Block would never have been renovated. She makes a significant impact on the program and in the community of Mount Pleasant and has helped raise hundreds of thousands of dollars.



MOUNT VERNON MARGARET STEVENS

Margaret Stevens has been a part of the organization since 2013. She has volunteered as board president, Business Improvement Committee chair and regularly dresses up in goofy costumes and co-hosts the annual Volunteer Recognition Event. Some of her ongoing projects include Heritage Days, Chili Cookoff, Hometown Teams and the Trivia Contest Fundraiser. Margaret is not only a partner and a supporter of Main Street, but a "true friend" of Main Street.



NEVADA LISA OXLEY

Lisa Oxley has been the driving force behind Main Street Nevada since day one of the application process through the official designation as a Main Street lowa community. She is a shining example of what commitment looks like and truly wants the best for the main street program and the community of Nevada. Lisa is always thinking about how to make improvements and how she can help those around her. Main Street Nevada is thankful for all she does!





NEW HAMPTON BRYAN & GAYLA HUGEBACK

Bryan and Gayla Hugeback, along with their family, have contributed greatly to the success of Main Street events and the success of the city of New Hampton. Bryan and Gayla have allowed many local nonprofits to utilize their new facility downtown for fundraisers and events. They have also made a large impact in the community by spearheading the county's Spay and Neuter All Pets program. Bryan and Gayla are true New Hampton leaders.



NEWTON LIN CHAPE

Thanks to Lin Chape's past human resources experience and her knowledge of Main Street, she was the perfect fit to serve as interim director in 2019. She hit the street walking, never stopped talking and went out of her way to get others involved in the program. She donated more time to the organization, more money and even office furniture/equipment for the office. Newton Main Street is fortunate to have her in the community.



OSCEOLA JAN RYCHNOVSKY

Jan Rychnovsky is a vital asset to Osceola Chamber Main Street with her "go getter" mentality. She is a wonderful advocate for downtown and volunteers in any capacity needed. She is committed to help making the organization successful. She is the chair of the Design Committee, a member of the board and has been a part of every committee in one way or another; she's made an impact in all areas of the organization.



OSKALOOSA JANE NICHOLSON

Jane Nicholson, (known locally as the Queen of Christmas) is gracious, dependable and genuinely loves Oskaloosa. She played a key role in the Painting with Lights display and Merry Little Downtown Christmas event. A large part of its continued success is due to her efforts. Not only does she record many volunteer hours, she brings her staff with her! Always looking for ways to improve, Jane is truly one of a kind.

OTTUMWA HOLLY BERG

Councilwoman Holly Berg is Main Street Ottumwa's outstanding volunteer of the year! In the short time she has been assisting the organization, Holly has doubled social media and helped increase Ottumwa's digital presence on the internet. As president of the local arts council, she helped Main Street Ottumwa find new ways to bring public art to the Main Street District. Holly is a true leader in the community.



SAC CITY LANCE WILHELM

Lance Wilhelm is Sac City Chamber Main Street's 2019 Volunteer of the year. He has served two years as board president and is hugely responsible for the organization's renewed energy to accomplish its goals. A recent retiree, Lance now volunteers more hours a week than he ever worked! He recently canceled a vacation to Hawaii and Australia because he felt his time was more important volunteering in the community. Now that is award-winning dedication!



SPENCER CANDICE GETTING

Candice Getting has been such a positive influence on the Spencer Main Street program the last three years. Not only is she an active member of the Promotions Committee, she and her business, Modern Woodmen, helped sponsor five events. Whether buying ice cream for the ice cream social or providing pastries and coffee during Shop Small Saturday, Candice and her team are always willing to help. For that, Spencer Main Street is always grateful.



STATE CENTER DOUG & JULIE RILEY

Doug and Julie Riley are tireless volunteers for the State Center Development Association and are cochairs of its Promotion Committee. Julie comes up with great new ideas while keeping the traditional events thriving, and Doug works to make each event special for all. They are a great team! Doug also works on building restoration projects and is not afraid to get his hands dirty. Want something completed, ask the Rileys!





STORY CITY MEGAN GUSTAFSON

Having so many awesome volunteers, it is often hard to name only one. This year, we chose a volunteer that cannot say the word "no". Megan Gustafson says "Yes, I will wear the duck costume; yes, I will staff the carousel; yes, I will be Sven, etc." No matter the question, the response is always yes, and Story City Greater Chamber Connection can count on her to do an awesome job. Thank you, Megan, for all your efforts!



WASHINGTON TIM ELLIOTT

Tim Elliott has been part of the Main Street Board for the past five years and is a strong leader who is willing to jump in with both feet. He brought the idea of the Main Street Masters event to the director and took it upon himself when he joined the board. He gives of his time freely and helps set up/tear down Christmas trees for Lights of Love, fundraises, runs the Movies on Main Street and so much more.



WATERLOO CRAIG WELLS

Craig Wells has volunteered for Main Street Waterloo since its inception in 1996. As well as being board treasurer, Craig has been involved with almost every event the organization hosts; takes leadership roles on the Promotions Council and events such as BBQ'Loo and My Waterloo Days. No matter the event, Craig is there to lead the volunteers and ensure everyone is having a good time. Main Street Waterloo is blessed to have Craig involved and in the community.



WAVERLY PHIL JONES

As Waverly's 2019 board chair, Phil Jones continued the tradition of bringing excellent leadership to Waverly's Chamber and Main Street program. One of Phil's many accomplishments during his period as chair was restructuring the board meetings to include consent agendas, in order to leave more time for indepth discussions on various topics concerning the organization. This resulted in creating a thinktanktype of board, whose members include community leaders from all sectors of the city.

WEST BRANCH LOU PICEK

Lou Picek has been an artist and antique retailer in the historic main street district for 45 years. He has served on the West Branch Main Street board, the Hertiage Museum Board and the Historic Preservation Commission. Fourteen buildings along Main Street are on the National Register of Historic Places largely due to Lou's work and research. Lou is genuinely committed to preserving the history and historical appearance of West Branch.



WEST DES MOINES ALFONSO CASTELLANO

Alfonso Castellano believes in Main Street! He has served on the Music in the Junction Committee for 13 years and attended every Music in the Junction Concert during that time. He is a long-time Cinco de Mayo Committee member and celebrates his birthday at the All Iowa Bash by volunteering in the beverage garden. Living nearby, Alfonso faithfully supports district merchants. Alfonso is well-known in Valley Junction, walking his dog along 5th Street daily.



WEST UNION DAN DOEBLE

We are proud to nominate Dan Doeble for the Leadership Award. Dan's focus is to bring the community together. He is a member of the Promotions Committee and has invested over 250 volunteer hours. He is involved with the Trunk 'n Treat event expanding activities to include a Little Camp area. Dan also planned a Christmas Eve caroling event in the downtown plaza area. Both events were well attended and accomplished his goal to bring community members together.







BEST BEAUTIFICATION PROJECT

SAC CITY Cattail Cove

BUSINESS OF THE YEAR

MASON CITY Market 124

EXCELLENT EXTERIOR REHABILITATION

FORT DODGE Diamond's Block Facade Restoration

EXCEPTIONAL SPECIAL EVENT

CENTERVILLE Put a Fork in it!

MASON CITY Haunted Historic Building Tour

FANTASTIC FUNDRAISER

JEFFERSON We Aim High Investment Drive

GAME CHANGER

CEDAR RAPIDS Mary Kay McGrath
MASON CITY Multipurpose Arena

ITTY BITTY NITTY GRITTY

CLARENCE Lincoln Highway Heritage

Crosswalk Project





OUTSTANDING IMAGE ACTIVITY

WEST DES MOINES LOVE Valley Junction!

Social Media Campaign

OUTSTANDING RESIDENTIAL PROJECT

DAVENPORT The Brenton Lofts

PARTNER OF THE YEAR

CEDAR FALLS Cohesive Creative & Code

JEFFERSON City of Jefferson

REMARKABLE RETAIL PROMOTION

DUBUQUE Central Express

SIGNATURE PROJECT

JEFFERSON Jefferson Rural Forge

SUPERIOR INTERIOR REHABILITATION

CORNING Engel & Maharry Law Office

DUBUQUE The Driftless

TERRIFIC TOTAL BUILDING REHABILITATION

AMES Cornbred Barbecue

NEWTON Hotel Maytag Apartments & Event Center

STATE CENTER The Evans Building

PARTNER OF THE YEAR NOMINATIONS

Nominations in this category recognize the partnership efforts of an organization with the local Main Street program.

AMES Lowe's Home Improvement
BELLE PLAINE Benton Development Group
CEDAR FALLS Cohesive Creative & Code
CEDAR RAPIDS City of Cedar Rapids -

Community Development Office

DAVENPORT People Uniting Neighborhood Churches

PUNCH

DES MOINES Wells Fargo
DUBUQUE Travel Dubuque

FORT DODGE Development Corporation

of Greater Fort Dodge

GREENFIELD My Hometown Committee

JEFFERSON City of Jefferson

MANNING Manning Chicks with Checks

MARION City of Marion
MOUNT VERNON Cornell College

OSCEOLA Mosaic of South-Central Iowa

SPENCER City of Spencer

FANTASTIC FUNDRAISER NOMINATIONS

Nominations in this category recognize outstanding investment drives, funding campaigns, projects and/or events that raised money for the local Main Street's operating budget, supplemental income and/or a specific Main Street project.

CEDAR RAPIDS Dinner on the Bridge of Lions
COLFAX Colfax Main Street Monthly Bingo

COON RAPIDS Pledge Drive and Main Street Block Party

JEFFERSON We Aim High Investment Drive

MOUNT PLEASANT Union Block Partners in Preservation

Open House

OSCEOLA Christmas Ornaments for MoMS Tour

SUPERIOR INTERIOR REHABILITATION NOMINATIONS

Nominations in this category are for rehabilitation/renovation projects that bring adaptive use, new life or uses to historic commercial buildings within the designated Main Street district, setting an example that would encourage other investment in rehabilitation or construction.

AMES Cooks' Emporium
BELLE PLAINE Hair by Halle
BLOOMFIELD IS Boutique
BURLINGTON Corked 101

CEDAR FALLS The Stuffed Olive & Roxxy Rehabilitation

CENTERVILLE Mystique Vintage & Unique

COON RAPIDS Cady's Coffee Shop

CORNING Engel & Maharry Law Office

DUBUQUE The Driftless

LANSING Coffee on the River MANNING Manning Dental

MARION Goldfinch Tap + Eatery

OSCEOLA Salonred Boutique & Herbal Shop

WEST DES MOINES Silvers Building Renovation

EXCELLENT EXTERIOR REHABILITATION NOMINATIONS

Nominations in this category show the improvements made to the building's exterior (such as paint, awnings, signs, tuck-pointing, etc.) front and/or rear façade of a building.

AMES 131 Main Street Rehabilitation

CEDAR RAPIDS 72 16th Ave SW DUBUQUE Old Main Hotel

FORT DODGE Diamond's Block Facade Restoration

OTTUMWA 103-105-107 East Main Street

TERRIFIC TOTAL BUILDING REHABILITATION NOMINATIONS

Nominations in this category demonstrate innovative property development (both interior and exterior) in the Main Street district.

AMES Cornbred Barbecue

BURLINGTON Good Restaurant + Lounge

CEDAR RAPIDS Moss

CHARLES CITY Central Park Dentistry
CORNING Corning Medical Clinic

DUBUQUE Premier Bank

FORT DODGE Arnold Block Restoration Project MOUNT VERNON The Local / Glyn Mawr Winery

NEWTON Hotel Maytag Apartments & Event Center

OSCEOLA The Grass Roots Home
OTTUMWA 320 East Main Street
SPENCER 315 Grand Avenue
STATE CENTER The Evans Building

OUTSTANDING RESIDENTIAL PROJECT NOMINATIONS

Nominations in this category should be for new or updated residential units within the designated Main Street district. Submissions could include upper story rehabilitations or new infill construction, and single or multi-unit projects.

CEDAR RAPIDS 99 1/2 16th Ave SW Apartment

CORNING Primrose Apartments
DAVENPORT The Brenton Lofts

DUBUQUE 563 Design

JEFFERSON Prairie Lakes AEA Loft

MANNING Sextro Building - 309 Main Street

OTTUMWA Upper Story Pilot Project

BEST BEAUTIFICATION PROJECT NOMINATIONS

Nominations in this category are for improvements to public spaces that enhance the designated district's appearance and function.

AMES Morning Bell Coffee Roasters' Building Mural

BELLE PLAINE Larry Schlue Memorial Sound Park

CEDAR RAPIDS The Giant Cherry

CENTERVILLE The "CENTERVILLE Sculpture"

ELKADER Art in the Alley JEFFERSON Cluster Planters

OSKALOOSA Alley Dumpster Screens

SAC CITY Cattail Cove

WATERLOO Anton's Garden Renovation

BUSINESS OF THE YEAR NOMINATIONS

Nominations in this category are for an outstanding retail/commercial business located in the designated Main Street district.

AMES Cooks' Emporium
CEDAR RAPIDS Next Page Books

CENTERVILLE Cosby's Audio, Video & Appliance

CHARLES CITY Mara

CONRAD Hen & Chicks

COON RAPIDS Frohlich's SuperValu
DUBUQUE Hotel Julien Dubuque
JEFFERSON Jefferson Telecom
JEWELL Jewell Farm & Home
MARION SCOUT of marion

MASON CITY Market 124
MOUNT PLEASANT Brown's Shoe Fit

MOUNT VERNON Bauman's

OSCEOLA Mayberry's Coffee House & Eatery

OTTUMWA My Chic Boutique

WEST DES MOINES Bing's

OUTSTANDING IMAGE ACTIVITY NOMINATIONS

Nominations in this category recognize communication efforts that enhance the local Main Street program and/or the district's image and visibility.

AMES Member Education Campaign

BELLE PLAINE FriYAY Video Series

BLOOMFIELD 8th Grade Video Marketing Project

CEDAR RAPIDS District Holiday Guide 2019
CENTERVILLE Visual Merchandisina Proiect

JEFFERSON Jeff from Jefferson

LANSING Lansing Business Spotlight
OSCEOLA Monday Morning Update

SPENCER Grand Meander

WEST DES MOINES LOVE Valley Junction!

Social Media Campaign

REMARKABLE RETAIL PROMOTION NOMINATIONS

Nominations in this category are for an outstanding special event, festival or retail activity held in a downtown/district.

AMES 2nd Annual WassailFest

BELLE PLAINE Shop Small Saturday Brochure CEDAR FALLS Love Rocks! Shop for a Cause

CEDAR RAPIDS
Cider Sip & Shop
CORNING
Kids Shopping Day
DUBUQUE
Central Express
JEFFERSON
Chews Jefferson
Holiday Open House

MARION Marion Buy Local Marketing Partnership

MASON CITY Oak Leaf Comics & Collectibles' Free Comic

Book Day

OSKALOOSA Brews and Broomsticks

OTTUMWA Paint Crawl

EXCEPTIONAL SPECIAL EVENT NOMINATIONS

Nominations in this category are for projects or activities that impact the district in a striking and powerful manner.

BELLE PLAINE Holiday Homecoming

BLOOMFIELD Lunch & Learn

CEDAR RAPIDS Revolution Starts in the Streets

CENTERVILLE Put a Fork in it!
CENTRAL CITY Holiday on Main

COLFAX 10 Year Anniversary Celebration

COON RAPIDS Christmas in a Small Town
DAVENPORT Mayoral Candidate Forum

DUBUQUE Millwork Night Market
ELKADER Holiday Pop-up Photo Op

HAMPTON Friday Uncorked

JEFFERSON Art on the Square

JEWELL Thursdays on Main

LANSING Driftless Super Slough

MANNING Petal it Forward

MARION Dog Fashion Show

MASON CITY Haunted Historic Building Tour

MOUNT PLEASANT Music on Main

MOUNT VERNON
NEWTON
OSKALOOSA
STORY CITY
Uptown Theatre Honors
3rd Annual Farm to Table
Lighted Christmas Parade
Yulefest Celebration

STORY CITY Yuletest Celebration
WASHINGTON Main Street Masters

WATERLOO lowg Irish Fest

ITTY BITTY NITTY GRITTY NOMINATIONS

Nominations for this category are for an activity/program/event that do not fit into one of the other categories but made an impact.

AMES Bee Week

AVOCA Downtown Business Window

Decorating Contest

BLOOMFIELD Memorial Christmas Tree Grove
CEDAR RAPIDS Bohemian Betty Flea Market
CENTERVILLE Main Street Farmers' Market

CLARENCE Lincoln Highway Heritage Crosswalk Project
DES MOINES Streetscape Groundbreaking Celebration

DUBUQUE Marshallese Amimono

JEFFERSON Scarecrow Invasion: Movie Edition

MARION Rooftop Honey

MASON CITY Main Street Mutt Strut & Sculpture Walk

MOUNT VERNON Shop Small Every Day Campaign
OSKALOOSA Historic Buildings Marker Project
OTTUMWA Canteen Alley Kids Pocket Park

STORY CITY Where's Norskie? Downtown Window

Scavenger Hunt

GREATEST GAME CHANGER NOMINATIONS

Nominations can be for a project, program or promotion.

AMES Inclusive Cross Walk
CEDAR RAPIDS Mary Kay McGrath

CLARENCE Uplift Commercial Curb Appeal Grant

JEFFERSON Jefferson Rural Forge MARION Uptown Restaurants MASON CITY Multipurpose Arena

MILLION DOLLAR BENCHMARK

Private dollars invested in commercial district rehabilitation and property acquisition in the designated Main Street district since the program's inception.

\$750 MILLION

Dubuque

\$100 MILLION

Burlington Cedar Falls Davenport,

Hilltop Campus Village

\$50 MILLION

Cedar Rapids,

Czech Village / New Bohemia

Keokuk

Marshalltown

Waterloo

West Des Moines,

Historic Valley Junction

\$20 MILLION

Ames

Charles City
Des Moines,

6th Avenue Corridor

Iowa Falls

Le Mars

Marion

Mason City

Mount Pleasant

Oskaloosa

Ottumwa

Spencer

Waverly

\$10 MILLION

Bloomfield

Chariton

Conrad

Cornina

Greenfield

Mount Vernon

Newton

Osceola

State Center

Story City

Washington

Woodbine

\$5 MILLION

Centerville

Dunlap

Flkader

Guthrie Center

Hampton

Jefferson

New Hampton

Newton

West Union

\$3 MILLION

Belle Plaine

Central City

Colfax

Manning

West Branch

\$2 MILLION

Sac City

\$1 MILLION

Avoca

Grundy Center

Lansing

Cities noted in **bold** have reached a new Million Dollar Benchmark in 2019.

MAIN STREET IOWA DESIGNATED PROGRAMS CELEBRATING SIGNIFICANT ANNIVERSARIES

The following communities are celebrating milestone anniversaries of their commitment to the Main Street Approach and continue to demonstrate their ability to meet local needs, create energy and become stronger.

30 YEARS

CORNING





"Revitalization efforts do not have a beginning or an end, and Corning has worked so hard to accomplish so much in the last 30 years. Volunteers, leaders, businesses, and government officials have worked together to bring us where we are today. People who live, work, and visit our Main Street Community love the unique blend of businesses, music, welcoming atmosphere, and walkability. There is a little something for everyone. We are grateful for Main Street lowa for giving us the chance to become a Main Street lowa Community, and providing the skills, knowledge, and resources it takes to make us a success."

IOWA FALLS







"Thanks to the efforts of the lowa Falls Chamber/Main Street and the entire community, lowa Falls is and will continue to be a great place to live, work, shop and invest. The resources and tools the lowa Falls Chamber/Main Street provide allows lowa Falls to retain and attract businesses and families. This is why so many people continue to "Fall in Love With lowa Falls!"

- Adam Nederhoff, Board Chair

20 YEARS

CENTRAL CITY



The Main Street program has helped transform downtown Central City. From completing downtown streetscape projects to multiple downtown building rehabilitations, there are more opportunities in downtown Central City than ever before. The mission of Central City Mainstreet is to nurture the historic downtown through the cooperation of local government, volunteers, businesses, and community. This partnership has helped small businesses be successful and new businesses to open. Most recently, the opening of a new downtown brewery will help spur additional interest and investment. Downtown Central City is a hub for commercial and social activity that is driven by our natural resources, supported by our historic architecture and powered by the Main Street Approach.

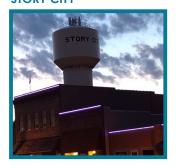
STATE CENTER



"The Main Street Approach has transformed our once decaying downtown of 20 years ago into a vibrant economic destination. Our philosophy has been taken from a great lowa movie "Field of Dreams", and that cliché is "if you build it they will come." Our 20 vears as a Main Street Iowa community has been spent restoring our historic main street into usable space for business development along with upper floor housing that has turned our community around. now want to come to State Center's main street and be a part of the thriving business attitude that developed by improving the stability and historic significance of State Center Main Street."

- Jim Eckhardt, Board Chair

STORY CITY



"20 years as a Main Street community is such an honor. The Main Street Iowa program has taken our Historic Broad Street to new heights and shown us how great our forefathers were at preparing us for the future. The partnership between Main Street and Story City provides us a reinforced foundation and we are excited to continue building together."

- Marian Olive, Board Chair

SPIRIT OF MAIN STREET AWARD RECIPIENTS

Special award presented to a community or individual(s) that truly demonstrates the spirit of "Main Street at Work" in Iowa through innovation, support and commitment to economic development within the context of historic preservation.

1995 Community of Sigourney, Iowa

1996 Community of Corning, Iowa

1997 Governor Terry E. Branstad

1998 Thom Guzman

1999 Eddie's Super Popcorn Stand, Greenfield

2000 Community of Spencer, Iowa

2001 Chuck & Emily Russell

2003 City of Waverly & Downtown Task Force

2004 Community of Elkader, Iowa

2005 Curt Heidt

2006 Senator Tom Harkin

2007 Community of Conrad, Iowa

2008 Fred & Ann Marcalus

2010 Caren Sturm

2012 Volunteers from National Main Streets Conference 2011

2013 Dan Tindall

2017 James Walsh

2018 Darla Ubben

2019 Community of Mount Vernon, Iowa

SIGNATURE PROJECT AWARD RECIPIENTS

Special award honoring an outstanding nomination that rises above the traditional award categories in regard to impact and significance.

2012 The Historic Park Inn, Mason City

2013 Downtown Revitalization Streetscape Facade Master Plan, Belle Plaine

2014 Green Pilot Streetscape Project, West Union

2015 Union Block Revitalization, Mount Pleasant

2017 Placemaking Projects, Oskaloosa

2018 CoSign Project, Historic Vally Junction, West Des Moines

2019 Steeple Square, Dubuque

EXECUTIVE DIRECTORS YEARS OF TENURE (as of 12/31/19)

Thank you for your passion, dedication and commitment to your district's economic development, historic preservation and revitalization efforts.

CMSM = Certified Main Street Manager **MSARP** = Main Street America Revitalization Professional

30 YEARS

Joyce Glasscock, CMSM, Keokuk

21 YEARS

Dan LoBianco, CMSM, Dubuque

18 YEARS

Diana Thies, Iowa Falls

14 YEARS

Lisa Oetken, CMSM, Mount Pleasant

13 YEARS

Everett Halsted, State Center

11 YEARS

Steve Frevert, Burlington Stacie Hull, Greenfield Mary Reynolds, Le Mars

10 YEARS

Deb Sprecker, Woodbine Scott Tunnicliff, Davenport

9 YEARS

Joe Jennison, Mount Vernon

7 YEARS

Sarah Grunewaldt, Washington Kris Patrick, Fort Dodge Jason Speltz, New Hampton 6 YEARS

6 TEAKS

Sarah Thompson, MSARP, Jewell Mark Wicks, Charles City

5 YEARS

Newton Grotzinger, Hampton Travis Toliver, Waverly

4 YEARS

Breann Bye, MSARP, Des Moines Amber Mohr, Avoca Peg Raney, Jefferson Mary Wells, Centerville Fred Zesiger, Ottumwa

3 YEARS

Nancy Naeve, Spencer

2 YEARS

Emily Ginneberge, Mason City

LESS THAN 2 YEARS

Carolyn Anderson, West Branch Kristie Austin, West Union Dana Buster, Guthrie Center Henry Corbin, Nevada Judy Dorman, Bloomfield Kimberly Eaker, Clarence Ashleigh Eckels, Osceola Julie Elder, Dunlap Marti Gebbie, Corning Krista Grant, Conrad Matt Hauge, West Des Moines Florence Heacock, Chariton Abby Huff, Cedar Rapids Drew Kamp, Ames Natalie Kracht, Grundy Center Andrew Kelleher, Lansing Katie Lower, Elkader Katie Mason, Coon Rapids Alycia Maxwell, Central City Deb Millizer, Marshalltown Morgan Mitchell, Belle Plaine Stuart Patterson, Colfax Jessica Rucker, Waterloo Jean Voege, Manning Brooke Prouty, Marion Jay Wilson, Story City Erin Yeager, Newton

^{*}Directors noted in **bold** are clebrating significant anniversaries

MAIN STREET HEROES

Volunteers and staff from local communities who passed away in 2019 are honored as Main Street Heroes.

GREENFIELD



TOM ANDERSON



LORETTA GRASTY



CLINT HIGHT



CAROL MILLER



DICK WALLACE

DUBUQUE



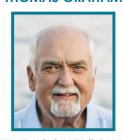
NORMA DENLINGER



THOMAS GRAHAM



JAMES PFOHL



STEVE "GOMER" SMITH

MAIN STREET HEROES

BURLINGTON



BONNIE BALDWIN



PAT JACKSON

CEDAR FALLS



BARBARA BROWN

CONRAD



CLIFF WILSON

OTTUMWA



BARB HECKART

STORY CITY



JIM PHILLIPS

WEST BRANCH



PHYLLIS JEAN SONDERGARD

MAIN STREET CUMULATIVE ECONOMIC IMPACT

15,170

NET GAIN NEW JOBS
IN MAIN STREET DISTRICTS



2.07 BILLION DOLLARS INVESTED IN DOWNTOWN BUILDING PROJECTS

3,441,460

DOCUMENTED VOLUNTEER HOURS DEDICATED TO MAIN STREET DISTRICT REVITALIZATION



12,474
BUILDING
IMPROVEMENT
PROJECTS IN
MAIN STREET
DISTRICTS

IOWA'S MAIN STREET COMMUNITIES
HAVE REALIZED A NET GAIN OF OVER

4,943

NEW BUSINESSES SINCE THE INCEPTION OF THE PROGRAM



SAVE&DATE

FOR THE IOWA DOWNTOWN CONFERENCE

The only statewide annual conference for professionals and volunteers involved in historic commercial district revitalization in Iowa.

The Iowa Downtown Conference will be held July 28-29, 2020 in Iowa City!

The lowa Downtown Conference will include plenary sessions with motivational keynote speakers and educational breakout sessions focusing on downtown revitalization, field sessions, tours, an exhibit hall and a number of networking activities.

iowaeconomicdevelopment.com/downtownconference







MAIN STREET IOWA ADVISORY COUNCIL

Advisory Council Members listed in **bold** fulfilled their terms as of 12/31/2019. Thank you for your commitment to serving Main Street Iowa Communities. We appreciate your many years of service

CHRIS BOWERS
LINDA CROOKHAM-HANSEN
CARY DARRAH
NANCY DUNKEL
PATRICK DUNN
JIM JACOBSEN
DAWN MEYER
JIM ENGLE
LARRY PUMP
SAM ERICKSON
CLYDE EVANS
CLYDE EVANS
CLYDE EVANS
TACHER
JIM JACOBSEN
LARRY PUMP
TERRY STARK

IOWA DOWNTOWN RESOURCE CENTER STAFF

ROBIN BOSTROM
JIM ENGLE
MAIA FIALA JESSEN
MARIAH KOCH
CAROL LILLY

DARLENE STRACHAN JIM THOMPSON MICHAEL WAGLER SUSAN WATSON