



TWO NEW MAIN STREET IOWA PROGRAMS ANNOUNCED

Becoming a designated Main Street Iowa program is no easy task. A community must navigate through an intense application process that targets a focus on the downtown district, drives a local commitment to economic development in the context of historic preservation, engages the community in a self-reflection process, and challenges local stakeholders to invest their time, talents and resources in new and exciting ways.

At the 2017 Iowa Downtown Conference, IEDA Director, Debi Durham, announced the two newest Main Street Iowa communities. Clarence (974) and Fort Dodge (24,594) now join the ranks of 52 existing Main Street Iowa designated programs.

While the path to this significant designation has been challenging, the real work begins now. A week after announcement, Main Street Iowa staff began intensive partnerships and technical services in each community. These visits range from public relations to program training and action planning and market analysis processes.

Main Street Iowa is proud to extend its partnership to the communities of Fort Dodge and Clarence. For more information, access the announcement news release at iowaeconomicdevelopment.com.



OPEN 4 BUSINESS 2017

The Iowa Economic Development Authority (IEDA) hosted the Main Street Iowa Open 4 Business State Contest on August 1, 2017, in Sioux City. The event, held in conjunction with the Iowa Downtown Conference showcased five businesses from across Iowa. Over 30 businesses entered the competition in May and competed through video and Skype interviews for a chance to advance to the state competition.

Debi Durham, IEDA director, served as the emcee for the event as businesses made their business pitch for a chance to win up to \$20,000 to execute their business plans. The five contestants included Eric Lee, The Som in Burlington, the Brown family, Brown's Century Theater in Le Mars, Chris Moore, The Bijou Theater in Mount Vernon, Joan and Grant Fairchild, Gravy Home Goods, Jewell, and Todd Waite and Ross Clark, Roux's Kitchen, Woodbine. Each semi-finalist winner was awarded \$8,000.

Each business submitted an application and video outlining their business plan and had 15 minutes to pitch their business idea to the panel of judges before a live audience. Judges for the event included Nancy Dunkel, Main Street Advisory Board member, Rand Fisher, Iowa Area Development Group, Vada Grantham, Director of Entrepreneurship at DMACC, Sandy Ehrig, Iowa Farm Bureau Federation, and Lisa Shimkat, State Director of the Iowa Small Business Development Center.

... OPEN 4 BUSINESS





OPEN 4 BUSINESS

Roux's Kitchen from Woodbine was selected as the 2017 Winner and received an additional \$20,000. First runner-up was Brown's Century Theater from Le Mars and second runner-up was Gravy Home Goods in Jewell. They received \$10,000 and \$5,000 respectively for their business expansion efforts.

This is the third year of the Open 4 Business contest, which is open to businesses located in the 54 Main Street Iowa districts across the state. The grants are administered through IEDA's Iowa Downtown Resource Center and Main Street Iowa programs. The funding will assist with business expansion projects for each of the businesses.

"Main Street Open 4 Business enables entrepreneurs in downtown districts to think big about their business expansion opportunities," said Michael Wagler, Main Street Iowa State Coordinator. "The innovation and leadership these businesses demonstrate reinforces each local Main Street's efforts to enhance their local commercial districts."

The Challenge Grant program is funded through an appropriation from the Iowa Legislature. Since the first appropriation in 2002, approximately \$6 million in state and federal funds has leveraged over \$37 million in private reinvestment in 115 projects in 43 Main Street Iowa commercial districts across the state.

For more information about the Main Street Iowa Open 4 Business Grant program, contact Robin Bostrom, business specialist, Main Street Iowa, at 515.348.6176 or robin.bostrom@iowaeda.com.



A GEM NESTLED UNDER A PARKING RAMP

Nestled under a parking ramp behind Main Street in Ottumwa sits the Canteen Lunch in the Alley. Though a modest, 840 square-foot restaurant, it boasts the best loose meat sandwich in Iowa, according to a recent USA Today 10Best Readers' Choice poll.

The Canteen's legacy began when it first opened in another location in 1927, but moved to its current address of 112 East Second Street in 1936. In 2000, the city formulated efforts to build a parking garage at the Canteen's location, offering to purchase the building or move it to another site, but the owners and the Canteen's fans alike insisted it remain as is. In the end, the city was able to build the ramp around the historic landmark, which adds to the uniqueness of the locale.

Retaining most of its original look, the restaurant's iconic 16 stool horseshoe counter remains filled to capacity most times of the day. Inside the counter is a flurry of activity from the employees, who are continuously stirring the beef in the metal steamer, assembling the sandwiches, and wrapping them in wax paper. It's the kind of place where you can acquire dinner and a show—all at once.

With the main menu limited to a Canteen (with or without cheese), hot dog, or an egg sandwich, most diners are met with the question "what would you want on it" with the assumption you are ready to dive in to some loose-meat. The menu also includes delicious shakes and malts big enough to share, root beer floats, and a large assortment of homemade pies made down the street at Wild Flour Bakery.

When visitors step inside the Canteen Lunch in the Alley for the first time, it may invoke a sense of déjà vu. The Canteen actually served as the inspiration piece for the Lanford Lunch Box in the 90s television sitcom *Roseanne*. *Roseanne* Barr's husband at the time, actor Tom Arnold, was a native of Ottumwa and would visit the lunch spot when in the area, further adding to its fame.

Today, the Canteen serves on average 600 customers a day from all around the world and will even ship the famous sandwiches to your home. Next time you're in Iowa, don't miss the opportunity to step back in time and taste a bit of Ottumwa history at the Canteen Lunch in the Alley.



MODEL COMMUNITIES

Many innovative, forward-thinking approaches to community development are happening across Iowa. Through experiential learning and sharing of case studies, many of these model practices are transferable to Iowa communities. To support and promote the transfer of these model practices, the Iowa Economic Development Authority (IEDA) launched a Model Communities Program.

The mission of the Model Communities Program is to partner with Iowa communities to share community development best practices. IEDA announced the following inaugural Model Communities, and the model best practice the community and IEDA are working to promote across Iowa.

BURLINGTON: BUILDING FAÇADE IMPROVEMENTS

Downtown Burlington has a wealth of historic architecture. Nearly the entire downtown is listed on the National Register of Historic Places. Years of disinvestment and remuddling gave the street a rundown appearance.



The city of Burlington improved 15 facades and storefronts in a three-block area. At the same time as the façade project, Downtown Partners, Inc. established a blade sign grant program used by many businesses and worked with the city on revamping the encroachment policy to encourage sidewalk café seating. Burlington is placing added emphasis on abating downtown property nuisances like peeling paint or broken windows to encourage property upkeep and protect investment.

... MODEL COMMUNITIES



MODEL COMMUNITIES

ELKADER:

21ST CENTURY DOWNTOWN RETAIL

Main Street Elkader is home to an exceptional variety of upscale shopping for a rural Iowa town. From boutiques with fashionable clothing and accessories, to vintage and repurposed treasures, to supplies for your next home improvement project, visitors will find a little bit of everything at more than 20 independently owned downtown retail businesses.

Today, downtown retailers host several retail promotional events. A small group of original retailers collaborated to begin many of these events, and additional participation by new businesses has really helped establish them as regular retail events - drawing large numbers of out-of-town visitors.

Retail support efforts include a revolving loan fund, awards program recognizing and celebrating new businesses, communication with and technical assistance for businesses, and funding to promote Elkader as a retail destination.

STORM LAKE:

STORMWATER MANAGEMENT

Several external factors influenced Storm Lake's shift in thinking towards stormwater management. Four presidentially declared disasters, due to flooding, occurred within the span of seven years. Flooding caused over \$51 million in personal and public property damages. The MS4 (Municipal Separate Stormwater Sewer System) designation from the Clean Water Act jumpstarted changes in managing and regulating the flow of pollutants and sediment into the lake. In addition, the city has experienced tremendous growth the past 10 years, which can create more non-pervious surfaces and issues linked to water management. From these factors, and others, stormwater management and flood mitigation quickly rocketed to the top of Storm Lake's priority list.

Storm Lake's priorities and goals included improving water quality through the integration and management of stormwater, wastewater and water supply using green infrastructure. In April 2015, the city completed a Green Infrastructure Plan.

To date, Storm Lake has leveraged over \$30 million of both federal and state funds for project implementation.



MODEL COMMUNITIES

WOODBINE: HOUSING

In the early 2000s, Woodbine's largest employer, Woodbine Manufacturing, planned to expand and add employees. Community leaders recognized the need to improve the housing inventory to support industrial growth and stabilize leaking school enrollments. A city housing study was commissioned and used to form an Improvement Plan. At that time, most of Woodbine's housing stock was comprised of single-family homes built before 1940. A plan that included varying price points and housing types to meet income levels and other demographics was a priority and included, downtown upper-story housing, senior housing, new duplexes and triplexes, a high school construction trades program and housing rehabilitation assistance.

During the next year, readers will have many opportunities to learn more about these communities and these model practices. More information about the model efforts are available on the Iowa Downtown Resource Center website.



ARE YOU IN THE LOOP?

Driving the state of Iowa is one of the best parts of my job. I look forward to my favorite restaurants, businesses, historic buildings and more. I see all size communities, each with a diverse set of assets and challenges. I know some communities well; it occurs to me that I know these cities because I hear from them. They call or email our staff, and they show up at every information session we provide for technical assistance & grant programs or networking opportunities. They know our programs inside and out. I believe there is a direct correlation between this energetic enthusiasm by Iowa's communities to seek information and the success and participation they experience locally. They are truly in the loop.



Do you live in one of these towns that go out of the way to seek help and learn new concepts and ideas? If not, I would challenge you to talk locally about what else you can do to surround your community with people that can help. Identify whose role this should be. Is it city and county staff, a local Main Street or downtown director, the chamber of commerce, a local development organization?

... ARE YOU IN THE LOOP

ARE YOU IN THE LOOP?

The Iowa Downtown Resource Center staff works primarily to assist communities with downtown development issues, but there are other groups with different but important community development expertise. In addition to Iowa Economic Development Authority's (IEDA) assistance with business development, tourism, volunteer service and more, acquaint yourself with the staff from the Iowa Department of Cultural Affairs/State Historical Society of Iowa, Keep Iowa Beautiful, Small Business Administration, Small Business Development Centers, the Iowa Healthiest State Initiative, USDA Rural Development, Iowa Area Development Group, Iowa Farm Bureau - Renew Rural Iowa, and several others, many of which are our partners. What can you do to stay in the downtown development loop? Here are a few ideas:

- Check out the IEDA website including the Iowa Downtown Resource Center's information and read our newsletter (The Downtown Resource).
- Attend one of our annual Downtown Forums to network with neighboring communities.
- Attend the Iowa Downtown Conference and the Preserve Iowa Summit (two fantastic conferences.)
- Invite the Iowa Downtown Resource Center to your community to talk about our programs including the Main Street Iowa Program.
- Take advantage of one of our services, such as the Downtown Assessment Visit, Downtown Walk Around or the Downtown Exchange. All are great ways to assess your downtown's issues and collect opinions from experts and/or peer communities.
- Develop a small group of communities in your region that meets periodically to talk about successes and challenges.
- Become involved in the national movement by joining Main Street America. Members receive valuable information, discounted conferences, etc.
- Gather key players in your community quarterly to share opportunities and exchange information on cool projects.

For information on any of the Iowa Downtown Resource Centers services, contact Jim Engle at 515.348.6180.

RAGEN COTE

Ragen Cote is truly a person making a tremendous difference in downtown Sioux City. Her journey began in Dubuque, Iowa where she was surrounded by extended family on both sides of the river. After 12 years, Ragen moved to Sioux City due to her father's job. Outside of trips to see family and college, she has lived in Iowa her entire life.

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RAGEN COTE

Ragen is attracted to environments where you can be surrounded by the hustle and bustle, yet still sit at a café and feel peacefully alone as it all flies by in front of you. It's the energy of these places that make Ragen feel at ease. "Someday I may choose to live in a 'big city', but there is just as much energy and life in the 'little city', which is why I stay where I am. Sioux City has amazing potential, and the energy that comes with a big city lifestyle, so I don't think of it as 'little,'" stated Ragen.

She feels that downtowns are the heart of every city and town, giving residents and guests a taste of the community's identity. As Downtown Partners Sioux City Executive Director, her passion for her job stems from the idea that there is a means or a system in place that works through change as it happens in a city; we can initiate the change to help make it the best it can be. One of Ragen's favorites is being able to listen to different ideas and stories from the people who experience Sioux City's downtown and then piece together the projects and conversations necessary to make it happen.

Ragen started her position in 2010 and notes that there are so many elements that have contributed to growth in downtown Sioux City. She shared, "The people and perceptions are shifting into making this community the best place it can be, and that comradery is stronger than any one project. The Hard Rock Hotel & Casino developed from one of our historic buildings in 2014 and its success is undeniable. This also played a significant role in the number of people coming to experience downtown shops and restaurants, causing a surge in revitalization. Our residential market also began expanding into downtown, which lead into beautification and amenity projects being formed." The LaunchPad Children's Museum opened in 2016, which is not only generating a more enjoyable visitor experience, but a very family friendly environment.

When asked what she does for fun, Ragen told us, "It's funny how much this job blends into most aspects of my life, so if downtown had a golf course, I'd be here a little too often! I spend most of my time with my family, playing golf and have become quite the seasoning guru in the kitchen apparently, LOL."

Rightfully Ragen is proud of what Sioux City has done and who she has become throughout the successes and challenges that come with defining a downtown environment. She "loves the pace, consistency and whirlwinds ensuing each day. In a world where generations are changing jobs every five to seven years, sometimes sooner, I've made it past that point and have no regrets. I love what I do."

To find out more, visit www.downtownsiouxcity.com, on Facebook at Downtown Partners - Sioux City, on Twitter @DowntownSCLowa, or contact Ragen directly at 712.252.0014 or ragencote@downtownsiouxcity.com.



HARLAN WALKAROUND RETROSPECT

In June of 2015, at the request of the Design Committee of the Friends of Downtown Harlan, Darlene Strachan and Jim Thompson completed a “walkaround” of the downtown community. Jim & Darlene, of the Iowa Economic Development Authority (IEDA), drove and walked the streets of downtown Harlan looking for ways to improve the visual appeal of Harlan’s shopping area. After a day of walking and observing, a meeting was held to discuss the findings.

Because of the meeting and suggestions, several businesses installed blade signs and additional window signs. Friends of Downtown hired someone to control weeds in the cracks of the sidewalks. The city applied for and was awarded a Community Block Grant to help a limited number of downtown property owners accomplish and pay for improvements to the fronts of buildings. Local groups continue to research ways to improve access to and flow around Harlan’s square. The hope is to slow traffic and simplify the one-way street design while adding additional diagonal parking around the inside of the square. Harlan’s local utility plans to install new light poles between downtown and Hwy 44; the poles would match the poles currently around the square. They will line 6th and 7th Streets, the in- and out-corridors to downtown. Once complete, the goal is to hang banners on the new light poles that will sing the praises of Harlan and its historic downtown area. Since Harlan’s downtown can be a little difficult to find for someone who is unfamiliar with the area, the banners will also serve to “mark the trail” to downtown.

Thanks to the many volunteer hours donated by the Friends of Downtown, additional improvements have been installed. A color LED lighting system outlines the tops of the buildings around the square, and a sound system covers the entire square, provides music and allows for announcements.

Harlan appreciates the recommendations and suggestions and enthusiastically endorse the “walkaround” program from IEDA. Those who see an area day after day can become blind to its faults; sometimes it takes a fresh look from new eyes to point out the obvious.



DOWNTOWN INITIATIVES AT WORK — BURLINGTON

Over 400 residents from three states had the opportunity to see unique residential space in downtown Burlington during a special “Upstairs Downtown” tour. Not only did they see unfinished basement space, they were able to see the remodeling that is currently happening and the finished units of loft-style condos.

The following article, written by Tanner Cole with The Hawk Eye, accurately describes what people experienced on this tour.

A steady crowd filled a large entryway at the Tama building on a Sunday in downtown Burlington. At the front of the crowd, a man carrying hard hats urged visitors to take one. Visitors lowered them onto their heads, tightening the hard hats amid laughter, while some people took selfies.

Every few moments, a tour guide rushed to the front of the line to gather a group of visitors. Off they went, over sheets of plywood and through a large door. They climbed down a bare-bones staircase to the basement level, eventually arriving at a large, empty room with decaying columns and walls covered in burn marks. The Tama building is a historic fixture of downtown Burlington, but it has sat unused since a fire gutted a first-floor restaurant in 2010.

Visitors were given a glimpse of the building’s redevelopment during Greater Burlington Partnership’s Upstairs Downtown tour. The tour also included McConnell Lofts and Schramm’s Corner, but the Tama building was the main attraction.

Terry Davis of Fort Madison volunteered as a tour guide for the event. Walking through what used to be a restaurant, he discussed a primary reason many people took the tour. “They don’t make buildings like this anymore,” he said. The first floor is slated for a restaurant or, as workers hinted, possibly a microbrewery. Davis walked his tour groups through the burned interior, showing an old-fashioned walk-in safe slated to become a wine cellar. He then took his groups upstairs.

The building’s owners and redevelopers, Kevin Kunkelman and Doug Wells, have 48 apartments planned in the complex’s upper levels. The apartments, a mix of one-, two- and three-bedroom spaces, look out onto familiar Burlington sights, as well as a tucked away internal courtyard created by gutting an existing structure. Some of the apartments will be low-income housing, while others with better views will have higher rents. One-bedroom apartments are advertised starting at \$590 per month, with \$670 for two bedrooms and \$760 for three. The first tenants are expected to move in this August.

... BURLINGTON



BURLINGTON

For visitors, the work ahead looked daunting, and envisioning future apartments took some imagination. Kitchen cabinets were marked by hanging wires. Some windows were drawn onto walls, with “window” scrawled in the middle and a maze of wood beams separated rooms. Nothing looks finished yet, but it doesn’t look like the remains of a fire. Davis said a tremendous amount of work already has been done. The developers told the Burlington City Council in 2015 they spent \$60,000 to remove debris.

And while unfinished, the renovation still was enough to impress. Maureen Walsh, 61, of Mount Pleasant said the building looked “pretty spectacular.” “Downtown Burlington has been sleeping for a while,” Walsh said. “It’s time to wake up.” Then, she realized she was getting left behind from her tour group, and hurried on. “I’ve got to look at the two-bedroom,” she said.

Steps are being taken to preserve the building’s historic status. Ornate fireplaces stand in some rooms, waiting for utility hookups. Parking concerns are sure to grow as the building nears completion. They’ve arranged to allow tenants access to a lot on North Fourth Street for a \$50 rate. Many on the tour weren’t looking for a new home, but were curious about the remodel. “I love these old buildings and how they’re being repurposed,” said Sarah Vetter of West Burlington. “It’s incredible going from all the fire damage to that.”



VEGETABLES TO JOIN FLOWERS IN MAIN STREET GARDENS

Every year the Main Street Cultural District (MSCD) partners with Country Landscapes and the city of Ames to bring spring to life in downtown Ames with flowers and plants. But, this year the spring planting includes something new: vegetables.

“We want our downtown residents to have access to fresh vegetables,” said Cindy Hicks, MSCD Executive Director. “There are many advantages to living in an apartment downtown, but having a vegetable garden usually isn’t one of them.”

This year two beds were selected to be community vegetable garden spaces. One bed is located on the west end of the street, near Bank of the West, while another is located on the east end of the street, on the northeast corner of Douglas and Main. In April, a group of students from Nevada High School cleared both beds and replaced the soil. The planting, which took place May 19, was made possible by receipt of the Hy-Vee One-Step Garden Grant.

Ross Grunwald, store director of Hy-Vee Pharmacy at Main and Clark, says he is excited his company is investing in healthy eating options for downtown residents.

“At Hy-Vee, we take pride in giving back to the communities we serve and helping citizens in our trade area,” said Grunwald. “I am glad to partner in a way to make customers healthier and happier through a community garden. “

The MSCD hopes to expand the vegetable garden areas to more beds next year and incorporate trellises and multi-level garden boxes.

“Over time, we want to build this community vegetable garden up to include areas on every block,” said Hicks. “The two gardens this year will give us an idea of how it can work, serving as a learning experience.”

Any vegetables not picked by downtown residents will be harvested and donated to Food at First.



DOWNTOWN REVITALIZATION FUND

The Iowa Economic Development Authority's (IEDA) Downtown Revitalization Fund is a resource available to communities looking to improve and revitalize downtown commercial centers. The Downtown Revitalization Fund is a component of the state of Iowa's Community Development Block Grant (CDBG) fund.

Created in 2011, the program provides funds to communities for façade improvements to downtown commercial buildings. The program is designed to serve as a catalyst for broader downtown improvements. Often, the building façade improvements funded through the program will spur additional downtown improvements.

As part of the planning and development of a CDBG Downtown Revitalization Fund project, communities identify a target area in the downtown area where improvements are needed. Once identified, communities contact building owners to assess interest in participating in the program; Downtown Revitalization projects should include eight or more façades. The community, or a consultant working with the community, will assess the condition of the buildings to determine eligibility for CDBG assistance as buildings must be in fair or poor condition to be eligible. The planning process also includes working with an architect to develop an initial scope of work and cost estimates so a project budget can be developed.

The maximum amount of funding a community may apply for is based upon population. Communities with populations over 1,000 may apply for up to \$500,000. Communities with populations between 300 and 999 may apply for up to \$300,000. Communities under 300 may apply for up to \$1,000 per capita. Downtown Revitalization funds are typically paired with local funds and contributions from building owners to complete proposed façade improvements.

The competitive funding program accepts applications on an annual basis for the Downtown Revitalization Fund. Applications are due in January, and award decisions are announced in the spring.

Communities interested in learning more about the program may contact Ed Basch with IEDA at 515.348.6208 or email ed.basch@iowaeda.com. IEDA staff often make visits to communities that plan to apply Downtown Revitalization funds to meet with city staff and building owners to answer questions about the planning process and program requirements.

Look for Downtown Revitalization Fund success stories beginning in the next issue of The Downtown Resource!



UP ON THE ROOFTOP — JEFFERSON ART

The Tower View Team (TVT) is under the umbrella of Jefferson Matters: Main Street. Their goal is to bring art to the rooftops of buildings that can be viewed from the Mahanay Memorial Carillon Tower. The 50-year-old tower sits prominently on the square and is the icon for the community. An elevator ride takes visitors to the observation deck at 128 ft. with a spectacular view of the community and countryside. This unique structure was awarded a Vision Iowa grant to enhance from the current 14 bells to a four-octave carillon by the 2017 Bell Tower Festival. Daily live concerts are planned.



How did rooftop art transpire? From this vantage point, the rooftops of the downtown buildings have always been in full view. Debra McGinn envisioned art in this surprising place and gathered like-minded friends together to discuss the possibilities. This group called the Tower View Team started working on other artistic endeavors such as Sally's Alley, yarn-bombed trees and bicycles and painted public pianos. The goal of art of the rooftops was still in mind as the TVT made contacts with building owners.

The first installation was in June of 2015 when local artist Stephanie Hammond named her artistic doodling "Renewed Dreams." Her work was imprinted by local Ogren's Graphics on sheets of thin aluminum and adhered to the roof of her parent's building, Skeeter Creek Art & Antiques. The second installation came in June of 2016 when another local artist Nicole Bennett-Tuel designed and painted her own rooftop with a stunning black & white piece christened "Wild Woman on the Roof."



The TVT gained confidence to tackle the next art installation on their own. TVT member Shelly Berger proposed quilt squares in bright colors, and the group decided on four patterns fitting of Greene County - whirling windmill, railroad crossing, card trick and antique tile. They secured a rooftop and received a community foundation grant to purchase the aluminum to paint the quilts themselves. After hours of planning and painting, volunteers carried the large sheets to the rooftop of Homestead and adhered them in a specific pattern. As the Mahanay Memorial Carillon Tower opened for this 2017 season, visitors are viewing this new rooftop art entitled, "Patches of Greene."

This is only the beginning of rooftop art for the Tower View Team as there are many more roofs and just as many ideas. Jefferson Matters: Main Street welcomes visitors to see this public art in a surprising place!

MAIN STREET AMERICA REVITALIZATION PROFESSIONAL GRADUATES

Congratulations to Breann Bye (6th Avenue Corridor, Des Moines), Derek Lumsden (Osceola Chamber-Main Street) and Sarah Thompson (Hamilton Hometowns). These Iowans were three of the nine graduates of the Main Street America Institute, the National Main Street Center's professional development training program. This is the first group to complete the educational requirements and receive the highest credential achievable, therefore becoming a Main Street America Revitalization Professional (MSARP).



Anyone interested in gaining a deeper understanding of preservation-based community transformation and leadership development is eligible to participate. Courses include a mixture of online webinars, classroom settings and tests. Learn more about the Institute at www.mainstreet.org/msai.

To learn more about the Main Street Iowa program, contact Michael Wagler, 515.348.6184 or michael.wagler@iowaeda.com.

IOWA DOWNTOWN CONFERENCE

Over 200 downtown advocates gathered in Sioux City for the Iowa Downtown Resource Center's 31st Annual Iowa Downtown Conference. This year's conference included 27 breakout sessions, four keynote speakers, six high-quality tours and a full day of training on how to create downtown housing.



RESOURCE CONNECTIONS

Iowa Downtown Resource Center iowaeconomicdevelopment.com/idrc

Learn about the importance of downtown development and how to use tools for downtown viability.

Iowa Economic Development Authority iowaeconomicdevelopment.com

Works to strengthen economic and community vitality by building partnerships and leveraging resources to make Iowa the choice for people and business.

Larned A. Waterman Iowa Nonprofit Resource Center inrc.law.uiowa.edu

A center to help Iowa's charitable nonprofit organizations become more effective in building their communities.

Main Street America mainstreet.org

The national movement helping revitalize older and historic commercial districts for more than 35 years.

Main Street Iowa iowaeconomicdevelopment.com/MainStreetIowa

Iowa's program to work with selected communities to revitalize historic commercial districts.

National Park Service www.nps.gov/search/?affiliate=nps&query=preservation+briefs

Guidance on preserving, rehabilitating and restoring historic buildings.

National Trust for Historic Preservation savingplaces.org

The trust protects and celebrates America's diverse history.

State Historic Preservation Office (Iowa) iowaculture.gov/history/preservation

Information ranging from archaeology to getting a site listed on the National Register of Historic Places.

Travel Iowa traveliowa.com

Trip ideas. Things to do. Places to stay. Events calendar. Travel by region. Travel guide and map.

Volunteer Iowa volunteeriowa.org

Resources for organizations and communities to engage Iowans in addressing pressing community challenges.

For more information about the Iowa Downtown Resource Center and the services offered, contact Jim Engle, 515.348.6180 or james.engle@iowaeda.com.

RESTAURANT WEEK



Iowa is a delicious state. From mom-and-pop cafés to white-tableclothed eateries, restaurants in Iowa's Main Street communities feature the very best of quality, variety and unique flavors.

To raise awareness of locally owned restaurants in Iowa's Main Street communities and increase visitation to culinary establishments in Main Street Iowa districts, Main Street Iowa is pleased to announce the first-ever, statewide Restaurant Week!

Across the country, Restaurant Week has become a popular and recognizable event that capitalizes on the foodie and locavore movements. Usually conducted as a metro-wide program in urban communities, the promotion is typically a special price for a three-course meal offered by all restaurants in the city.

Main Street Iowa communities are working collectively on a statewide Restaurant Week with a bit of a different spin. Main Street Iowa Restaurant Week is a collection of activities featuring local eateries, occurring in Main Street Iowa's 54 designated districts during a ten-day period. Main Street Iowa is pleased to support the culinary industry with this promotion to help grow and sustain the downtown economy.

The week will actually be ten days: September 15 - 24, 2017 (one full week, plus the weekends). Rather than a one-size-fits-all event, Restaurant Week in Main Street downtowns and neighborhood districts may be a tasting event, a "long table" or progressive dinner party, a promotion featuring unique menu items or locally grown produce, a coupon for a discount or even a wine/beer pairing with chocolate event. Stay tuned to Iowa Economic Development Authority's social media channels for details coming soon.

If you like to eat tasty food (and who doesn't?), plan to try a restaurant in a Main Street community during Restaurant Week!

