

**MARSHALLTOWN MAIN STREET
2009 CITY COUNCIL REPORT**
January 25, 2010



Prepared by: Wanda L. Evans, MCBBD Executive Director

Marshalltown has a laundry list of accomplishments since the program began. Each year projects are established so we can continue to work on MCBBD mission of making Marshalltown a destination for business, shoppers, and visitors.

2009 PROJECTS

Promotion Committee

- Garden Extravaganza and Home Show
- Hispanic Heritage Festival
- Thanks with Franks
- BBQ Rib-Eating Contest
- **(New)** 4th of July Celebration – Partnership with Marshall County
- **(New)** Car Show and Concert
- Market Daze
- **(New)** F.A.R.M Fest Concert – Partnership with Key Club (New)
- **(New)** Salute to Educators
- **(New)** Art Walk – Partnership with Marshall County Arts & Culture Alliance and Central Iowa Art Association
- **(New)** Halloween Concert
- Holiday Stroll

Design Committee

- Flower Berm Plantings
- **(New)** Bike Racks – Partnership with Bike Club
- Hanging Flower Baskets - (Volunteer assistance with putting up baskets)
- Christmas Decorations – (Volunteer assistance with putting up & taking down holiday decorations)
- **(New)** Downtown Parking Signage
- Downtown Clean Up

Downtown Incentive Committee – Façade Grants

- Headliner (Completed)
- Iowa Wholesale (Approved by the Site Plan Review)
- 2 New Businesses

Business Improvement Committee

- **(New)** Downtown Survey

- Building Inventory
- (New) Downtown Parking Issues
- Orpheum Center renovation (Challenge Grant Moines)
- SORCE Partnership
- Business Visitation

Organization Committee

- Keeper Awards – Banquet for MCBF Volunteers
- Communications – (Newsletters, Radio & TV)
- Fund Raisers for community events, streetscape and beautification of downtown projects
- Retail Program – Jim Thompson Main Street Iowa
- Grant Applications – (Received Keep Iowa Beautiful and Alliant Energy Grant)

Main Street Iowa maintains a record of figures that reflect the economic impact on communities that are a part of the Main Street Program. Based on their records, since becoming a Main Street Community in June 2002 through December 2009 downtown Marshalltown has had:

▶ Net gain in business starts	36
▶ Net gain in new jobs	126
▶ Buildings renovated	53
▶ Buildings sold	73
▶ Private \$\$ invested in Downtown Property Acquisition	\$8,997,832
▶ Total Volunteer Hours	36,400
▶ Private \$\$ invested in Rehabilitation	\$13,507,403

Main Street Iowa provides:

- Main Street Iowa architect and design assistance at no charge
- Quarterly Training Workshops
- Annual Design & Business Improvement Visits
- Reference Resource Library available in the Des Moines Main Street office
- Design Façade Technical Assistance
- Business Consultants at no cost or reduced cost
- Training Workshops
- Main Street Loan Programs – for upper story housing and in-fill constructions
- Annual Challenge Grant monies exclusive to Main Street Communities
- Hope 6 Initiative Grant monies for cities under 50,000 for housing rehabilitation & upper story affordable housing

2010 BOARD OF DIRECTORS

OFFICERS

President: Rob Van Horn, Hy-Vee
Vice President: Ellen Bergman, Bergman, CPA Tax & Accounting
Secretary: Susan Malloy, Community Volunteer
Treasurer: Dee Daniels, Farmers Savings Bank
Past President: DyAnne Henry, In Stitches

BOARD MEMBERS

Vic Hellberg	Hellberg's Jewelers
Matt Kennedy	Brown's Shoe Store
Mark Rohde	Independent Insurance
Linda Schroeder	McFarland Clinic
Tina Shapley	Country Insurance
Bob Wenner	Council Person
Norma J. Meade	Moore McKibben Goodman Lorenz & Ellefson
Andy Schwandt	OnMedia

EX-OFFICIO MEMBERS

Gene Beach	Mayor
Dick Hierstein	City Manager
Ken Anderson	Chamber
Shannon Espensheid	CVB Director

COMMITTEE CHAIR PERSON

Organization:	DyAnne Henry
Promotions:	Andy Schwandt
Design:	Susan Malloy
Business Improvement:	Mark Rohde
Downtown Incentive:	Doug Husak

MAIN STREET DIRECTOR

Wanda L. Evans

2010 Members - 88

