

# MAIN STREET ELKADER

## YEAR IN REVIEW

### — 2025 —

#### SUNDAY STREETZ HIT SOUTH MAIN!

With a goal of bringing new energy and additional activity to South Main Street as well as encourage businesses to be open on Sundays for our visitors, **Sunday Streetz** was born! It was a successful afternoon of food, music, shopping/dining local, and community.



#### CELEBRATE ELKADER ANNUAL EVENT ESTABLISHED

Together with the City of Elkader and Elkader Area Chamber, we kicked off the year with a **rebranded and re-energized community annual event** to celebrate the community achievements of the past year, award businesses & individuals for their accomplishments, and highlight the goals for the upcoming year.



#### CITY OF ELKADER & EV COMMITTEE SECURE NEW HOUSING LOTS

Thanks to the **generous donation** from Alan & Georgana Johnson, the City of Elkader and Main Street Elkader's Economic Vitality Committee launched a formal RFP in late 2025 for **11 residential lots** available in the Breezy Summit development providing **new housing opportunities** for Elkader



#### MORE HANGING BASKETS FOR DOWNTOWN!

Our beautification crew, part of our Design Committee, **added 10 new hanging baskets** to our Main Street District, primarily on South Main Street and Mulberry Street.



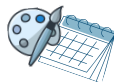
#### ELKADER RECEIVES OPEN 4 BUSINESS GRANT FROM MSI

A big congrats to Mark Collins and Drone Xperts on their **\$15,000 grant winnings** for new drone technology, serving the Elkader area!



#### ART IN THE PARK LAUNCHES NEW DATES FOR 2026!

Save the date for **October 3-4, 2026** as our annual Art in the Park Fine Arts Festival has decided to move their weekend show to the first weekend in October.



#### THE WATERING CREW'S WHEELS GET A FACELIFT

The Design Committee's volunteer watering crew (who takes care of the watering of downtown hanging baskets and MSE/City plants) were rewarded with a **new, custom wrap** on their watering mobile!



#### ELKADER RECEIVES CHALLENGE GRANT FROM MSI

A **\$100,000 Challenge Grant** from Main Street Iowa and the Iowa Economic Development Authority was awarded to Elkader! The awarded funding will go toward rehabilitating the building next to Schera's at 107 S. Main Street, owned by Frédérique Boudouani & Brian Bruening.



#### HOLIDAY LIGHT SHOW SUCCESS IN YEAR #2!

The 2nd annual Elkader Holiday Light Show, in partnership with the Elkader Area Chamber, was another huge success! With a new brand and social media presence, the event had with **38 total participants**, welcomed over **3,800 total visitors**, and received coverage from KCRG-TV as well as social & digital media sources.



#MEETMEINELKADER

"As we head into 2026, I'm excited to continue to work with our investors, volunteers, district businesses, and fuel Main Street Elkader's next chapter."

— *Maggie Sommers*

*Main Street Elkader Director  
& City of Elkader Economic  
Development Director*

## JOIN US IN 2026!

Support our efforts as an **investor**.

Investors can be businesses in or outside of the downtown area, advocates for Elkader and the future of our community, citizens or past community members, fans of Elkader and more!

**Learn more + donate online!**



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