

Main Street Elkader

Nationally Accredited Main Street Community
Cultural & Entertainment District

FY2021 Highlights

Jan. 2021 - Dec. 2021



1,160
Volunteer
Hours



14
Business
Start-Ups or
New Owners



\$127,412
Private Building
Investment



\$100,000
Challenge Grant
Awarded



ECONOMIC VITALITY | Services focused on strengthening and broadening the economic base of the Main Street district. Improving the overall business climate within a designated Main Street district enhances the community's existing economic assets while diversifying its economic base. Economic Vitality covers a broad base of economic development topics ranging from business development, business retention, business recruitment, market analysis, housing development and much more.

- Awarded \$100,000 through Main Street Iowa Challenge Grant for Glesne Building project
- Celebrated the opening or transfer of ownership for 13 businesses in the downtown district
- Created a grant funding document that is shared monthly with all local businesses to increase awareness of funding opportunities for expansion, beautification, and rehabilitation projects
- Hosted a visit from Debi Durhman, Director at Iowa Economic Development Authority and Iowa Finance Authority, to highlight the needs and successes of rural Iowa

DESIGN | Services focused on enhancing the physical elements of downtown while capitalizing on the unique assets that set the district apart. Using preservation-based strategies, Main Street encourages building reuse through appropriate rehabilitation and maintenance and provides education to help communities protect and manage their historic resources. The Design Committee assists with historic preservation education, downtown beautification efforts and building rehabilitation guidelines.

- Provided design consulting services and design review for downtown development projects
- Assisted the City in completing phase one of the wayfinding signage project
- Began partnership with Central Community School to create metal signs for downtown
- Adorned 21 hanging flower baskets downtown from late May to late October
- Completed the final mural in phase one of Art in the Alley through a partnership with Central Community BEST students

PROMOTIONS | Services focused on positioning the Main Street district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. The Promotions Committee organizes community based events, hosts events that stimulate downtown economic growth, and aids in the marketing and image work for Main Street Elkader.

- Hosted 10 events including Rhythm on the River, 5K Turkey Trot, Harvest Festival, Main Street Ice Cream Social, a new winter greenery workshop and more!
- Hosted the 7th annual Art in the Park Festival. Reporting downtown business saw a 50% increase in sales during the days of the festival.
- Funded the Light Up the Night Project through generous community donations

ORGANIZATION | Services focused on building strong, broad-based support in the form of human and financial resources and involving both the public and private sectors with a stake in the downtown revitalization initiative. The grassroots, volunteer driven initiative is dependent upon stakeholder involvement, leadership development and empowerment, therefore, primary focuses are fundraising, volunteer development and communications.

- Reaccredited by Main Street Iowa and the National Main Street Center
- Reaccredited our Cultural Entertainment District
- Formed partnership with Volunteer12 and working to create a plan to grow community volunteer base

Total Impact Since 1991

\$5,278,255 Private Investment into District | 140 jobs created downtown | 129,570 Volunteer Hours

Main Street Elkader

FY2022 Top Priorities



| | Economic Vitality | Design | Promotion | Organization |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Education | Host a Business Owners Meeting for networking and/or training | Begin Phase Two of Art in the Alley with the inclusion different focal points (i.e. graphics of people and history) | Grow awareness about the work and services offered by Main Street Elkader through our social media platforms and print platforms | Share key data with stakeholders through our newsletter, investment drive, and annual reports |
| Community Partnerships | Partner with the Promotions Committee to encourage businesses to stay open late one night a month | Complete the downtown Metal Banner partnership project with Central Community Schools | Host a kick-off event in partnership with local businesses for the first night of the Light Up the Night grant project | Partner with Volunteer12 to create a streamlined resource where the community can easily get involved with volunteering |
| City Partnerships | Partner with the City to recruit hotel developers and investors and to create a business and new business recruit packet | Complete phase two of the wayfinding signage project in partnership with the City | Send out a quarterly newsletter highlighting projects, events, resources, and businesses to inform our City, State, and National partners | Ensure that Elkader meets the new Accreditation Standards to remain an accredited state and national Main Street community. |
| Community Improvement | Complete a housing inventory and identify partnership to expand our housing developments | Organize a downtown alley clean-up day and begin phase two of Art in the Alley | Examining our current events to see how we can add greater impact to the downtown economy | Fund and establish an endowment fund with the goal to provide a funding source for projects (i.e. housing, facades) |

“The Mission of the Main Street Elkader Non-Profit Organization is dedicated to the development of and the ongoing support of a vibrant downtown through economic development, historic preservation and educational programs with the benefits reaching out to the entire community.”