

Main Street Elkader

Nationally Accredited Main Street Community
Cultural & Entertainment District

FY 2022 Highlights

Jan. 2022 - Dec. 2022

\$127,412
Private Building
Investment



\$270,000
Downtown
Housing Grant
Award



1,160
Volunteer
Hours



11
Events
Hosted



9
Business
Coaching and
Design Sessions

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 Rural Housing Readiness Assessment Grant for housing development and planning assistance
- Celebrated the opening or transfer of ownership for 14 businesses in the downtown district
- Assisted with the local application process which led to the award of a \$270,000 Downtown Housing Grant awarded by Iowa Economic Development Authority and Iowa Finance Authority
- Hosted a visit from Governor Reynolds to highlight the needs and successes of rural Iowa and to showcase the Downtown Housing Grant project that was awarded by Iowa Economic Development Authority
- Reinstated the After 5 business gatherings to encourage collaboration and networking

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
- Finished metal banners for downtown through partnership with Central Community School BEST program
- 21 hanging flower baskets adorned downtown from late May to late October
- Received a Main Street Volunteer of the Year Award presented by Governor Reynolds for the flower watering efforts

PROMOTIONS | Services focus 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, events that stimulate downtown economic growth, and aid in the marketing and image work for Main Street Elkader.

- Hosted 11 events including Light Up the Night Street Celebration, Rhythm on the River, 5K Turkey Trot, Harvest Festival, Main Street, Ice Cream Social, a new winter greenery workshop and more!
- Hosted the 8th annual Art in the Park Festival. Reporting downtown business saw a 50% increase in sales during festival
- Funded the Light Up the Night Project through generous community donations and hosted a kick-off street celebration

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
- Established an endowment fund with Community Foundation of Greater Dubuque

Total Impact Since 1991

\$9,715,585 Private Investment into District | **142** jobs created downtown | **130,268** Volunteer Hours



Main Street Elkader

FY2023 Top Priorities

	Economic Vitality	Design	Promotion	Organization
Community Partnerships	Actively support City of Elkader and Main Street Iowa marketing initiative to increase foot traffic downtown	Connecting local building owners to free design assistance services and connecting building owners with resources to preserve their buildings	Hosting 11+ events that encourage connection of the community to downtown businesses	Partner with Volunteer12 to create a streamlined resource where the community can easily get involved with volunteering
City Partnerships	Partner with City to complete Rural Housing Readiness Assessment program to address housing needs in Elkader	Present updated Design Guidelines to City for formal adoption	Create marketing materials for our platforms that grow tourism to Elkader	Ensure organization meets new Accreditation Standards to retain National and State level accreditation
Education	Gain input from businesses to grow and improve After 5 networking opportunities	Review Design Guidelines and share these with business owners in a welcome packet	Grow awareness about services offered by Main Street Elkader through our online platforms	Share key date with stakeholders through a quarterly newsletter and annual reports

“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.”