

# MAIN STREET IOWA

IOWA  
economic development

## MAIN STREET IS A NETWORK

As a Main Street America® Coordinating Program, Main Street Iowa (MSI) leads a powerful, grassroots network consisting of over 50 communities throughout Iowa and participates with 40 Coordinating Programs representing 1,200 communities across the country committed to creating stronger communities.



**Main Street is a time-tested movement.** Main Street Iowa (MSI) is a leading voice for preservation-based economic development and traditional commercial district revitalization. Working together, local leaders implemented practical strategies that produce fundamental changes in Iowa's main streets for over three decades.



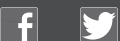
**Main Street in Iowa.** In 1985, the Iowa Legislature adopted Main Street America's Main Street Approach model and established MSI as a program of the IEDA. Today, Main Street is the premier program of the Iowa Downtown Resource Center (IDRC) and is recognized as one of the most successful state programs in the nation.

**Main Street is a process.** The Main Street Approach consists of tightly integrated components making up a common-sense, strategy-driven framework to guide community-based downtown revitalization efforts. Locally developed strategies are implemented through comprehensive work in four broad areas known as the Four Points: Economic Vitality, Organization, Promotion and Design.

**Main Street is impact.** Since MSI's inception, local Main Street districts have experienced significant social, civic, physical and [economic impacts](#) that include:

**Main Street is a resource.** MSI provides a variety of services and training opportunities for designated Main Street programs to build the capacity of the local revitalization effort. During the start-up phase of a Main Street program, MSI invests approximately \$120,000 in technical assistance and training for local programs. Throughout the life of a Main Street program, MSI invests an average of \$15,000 annually.

- Creating more than 5,000 downtown businesses employing an additional 16,000 people.
- Assisting in over 13,000 building improvement projects leveraging over \$2.5 billion dollars in private investment.
- Each Main Street program is locally powered through human resources and has documented over 3.7 million volunteer hours.



## IOWA ECONOMIC DEVELOPMENT AUTHORITY

1963 Bell Ave, Suite 200  
Des Moines, Iowa 50315 USA

515.348.6200

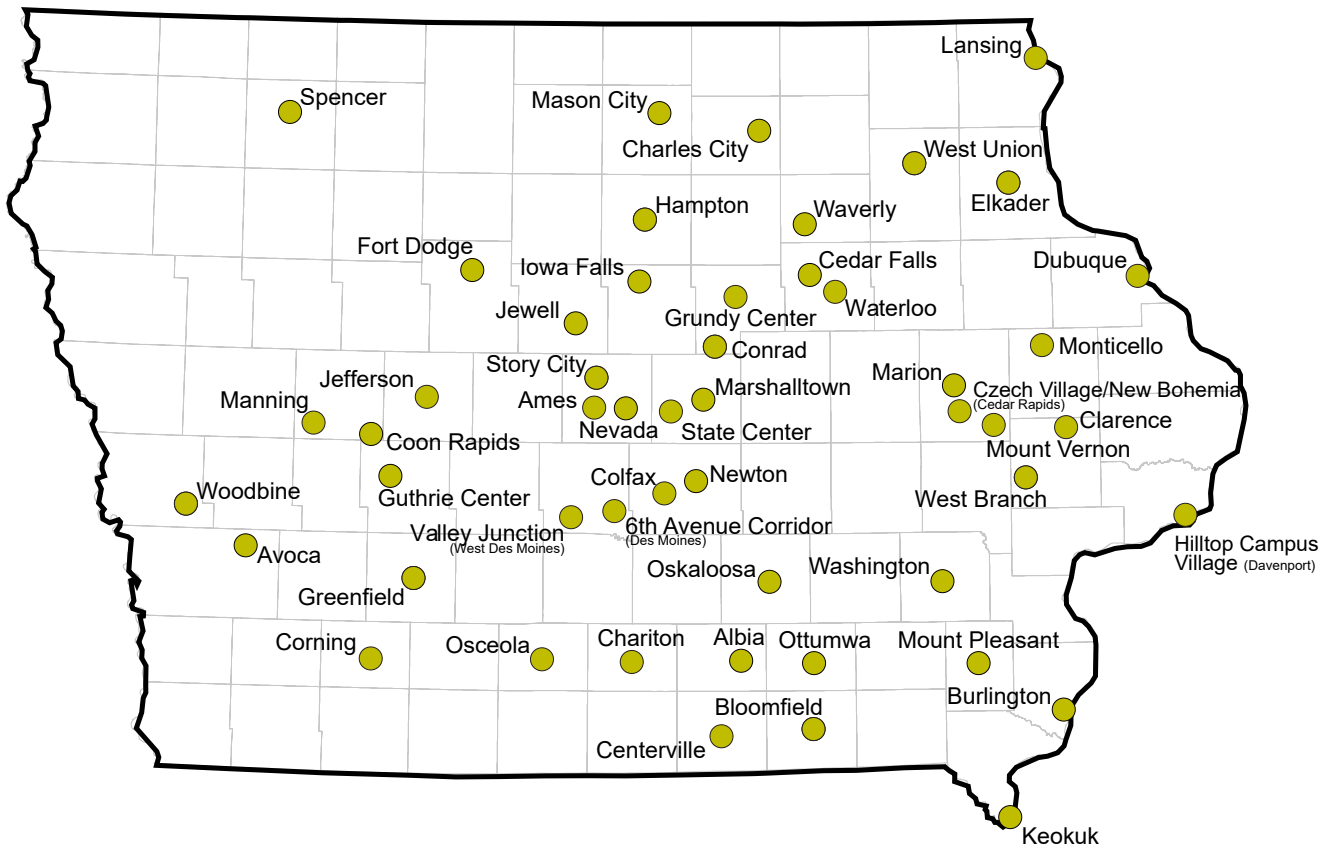
## MAIN STREET IOWA DESIGNATION

*Basic requirements for the Main Street program application and ongoing accreditation processes:*

- BROAD BASE OF PUBLIC SUPPORT for the Main Street district revitalization efforts.
- NON-PROFIT ORGANIZATION focused to the Main Street district revitalization efforts.
- MAIN STREET STAFF dedicated to the Main Street program efforts.
- OPERATING BUDGET to manage the Main Street program.
- CITY FINANCIAL SUPPORT for the operation of the Main Street program.
- LONG TERM COMMITMENT to Main Street district revitalization demonstrated through continuing education requirements, annual National Main Street Accreditation expectations and regular economic impact reporting by each local Main Street program.

*Main Street Iowa traditionally hosts competitive application rounds for new Main Street designated communities every other year.*

## MAIN STREET IOWA COMMUNITIES



Visit Main Street Iowa at [iowaeda.com/main-street-iowa/](http://iowaeda.com/main-street-iowa/)  
or contact Main Street Iowa for more information: [mainstreet@iowaeda.com](mailto:mainstreet@iowaeda.com) or 515.348.6184.