



Economic Development Commission

Wednesday, April 24 at 5:00 p.m.

City Hall and Zoom Conference Call

<https://us02web.zoom.us/j/85321607165?pwd=ZE55N1lXaE4xR0JCSmJCYWIyaGIFUT09>

Meeting Agenda

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes (from March 27, 2024 meeting)
5. New Business
 - a. Main Street Iowa program
 - b. Wayfinding signs update (with new library location)
6. Old Business
 - a. Marketing RFQ
 - b. Grants
 - i. IEDA Catalyst Grant
 - ii. Façade Improvement Grant
 - iii. Voluntary Demolition Program
 - c. Real Estate Update
 - i. Commercial Property update / availability
 - ii. Housing Project Update
 - d. Red Rock Prairie Trail Update, including Friends of the Trail
 - e. JEDCO Update
 - f. EDC (Corporation) Update
7. General Discussion
8. Next Meeting – May 22, 2024 @ 5pm
9. Adjournment

American with Disabilities Act Compliance:

If there is anyone wishing to attend that may require special assistance in being able to participate in this public meeting, please advise City Hall of your needs forty-eight (48) hours prior to the meeting.



Economic Development Commission

Wednesday, March 27 at 5:00 p.m.

City Hall and Zoom Conference Call

Meeting Minutes

1. Called to Order at 5:07pm.
2. Roll Call—Present: Scott DeVries, Kathy Whitaker, Tim Whitaker, Mitch Seiberling, Melody Burkman, Deb Townsend, Jerry Moore, Sue Ponder, Phil Holland, Jeff Davidson.
3. Approval of Agenda—moved and seconded to approve. Passed without objection.
4. Approval of Minutes (from February 28, 2024 meeting)—amended to correct spelling in names, moved and seconded to approve. Passed without objection.
5. New Business—no new business
6. Old Business
 - a. Grants
 - i. IEDA Catalyst Grant—working on finishing up the grant, application must be submitted by April 15 and will need to go to council at April 10 meeting.
 - ii. Façade Improvement Grant—no new interest in the program
 - iii. Voluntary Demolition Program—no discussion
 - b. Real Estate Update
 - i. Commercial Property update / availability—Swann Room will be available starting in June (interested in leasing the building not selling at this time), will reach out to see if Kat is interested in putting it on the JEDCO site.
 - ii. Housing Project Update—nothing to update on next phases of Rolling Prairie, Mitch’s project is just getting started with potential lot concepts, will need to create something and then go to zoning for rezoning.
 - c. Red Rock Prairie Trail Update, including Friends of the Trail—next meeting is March 21; June 22 planning for a Pedal the Prairie ride to start in Monroe, go through Prairie City and out to the Refuge; Oct 12 set as date for the Tour de Pumpkin ride. Hillbilly Bike Ride on Chichaqua trail is June 15.
 - d. JEDCO Update—DEV24 to be held May 15 in Cedar Rapids; Jasper Community Foundation has funds to distribute (due April 30); Small Grant program is open; currently no façade grant projects in the county, may be going to the board to rethink the grant program to spur more interest; biodiesel transport station is still in the works; TPI is waiting on GE contracts to restart; Legacy Plaza project is in full swing, many of the apartments are already committed; Baxter is opening up

primitive campgrounds along the bike trail; IEDA Downtown Forums in June around signage (Wellman, Oelwein, Corning and Pocahontas); Iowa State Extension office has a new pilot program “First Impressions,” billed as a comprehensive tourism and community assessment offered through a partnership between the Iowa Economic Development Authority/Iowa Tourism Office and Iowa State University Extension and Outreach.

- e. EDC (Corporation) Update—no update; question of whether it was possible to have an agent list the property to provide more visibility, could a billboard be put up to advertise the property?
 - f. EDC strategy—Spring Clean up—looking at April 13 – 20 for park cleanup activities (Garden Square, along bike trail, maybe other parks)
 - g. Marketing RFQ – suggestion to have each person rank the companies (with 1 to 5) in the areas of Branding Guidelines, Website, Brochure, Pricing, Professional/Quality, Complete Proposal and Available staff. And a Yes/No option on whether the company has shown City Govt Experience. Total points for scoring is 36 pts. Each person’s scoring is due by April 6th at which time next steps forward will be discussed (are additional questions and follow up needed or can we move forward with the results of the scoring?)
7. General Discussion—no additional discussion
 8. Next Meeting – April 24, 2024 @ 5pm (will have a hard stop at 6:30pm as there is another meeting planned at city hall)
 9. Adjourned at 7:02pm.

	Branding Guidelines	Website	Brochure	Pricing	Professional/ Quality	Complete Proposal	Available staff	City Govt Experience	Total (36 pts)	Rank
American Marketing & Publishing (AMP)	2.3	2.3	1.5	2.8	3	2.3	3	0.8	18	7
Bing Bang	3.5	3.5	2	2.5	3.3	2.8	3.5	0.8	21.9	4
Copywriter DSM	4	3.8	4.5	3	3.5	3.8	2.8	0.8	26.2	2
Creative DSM	3	3	3	3	2.3	3.3	3	0.8	21.4	5
Digital Mules	2.5	2.5	2	1.5	2.3	1.8	1.8	0	14.4	8
LS2 Group	4.5	4	4	4.3	4	3.8	3.5	0.2	28.3	1
Vibe Marketing	2	2	2	1.5	2.8	1.5	1.5	0	13.3	9
deNovo	3.5	3	2.5	2	3.8	3	3.8	0.8	22.4	3
TAG	3.5	2	1.8	3.3	3.8	1.8	3.8	0.8	20.8	6

Budget

- Brand Development and Guidelines: \$7,500
- Brochure Graphic Design: \$2,500
- Website Design and Development: Starting at \$3,750
 - The website design and development cost will be determined after a full scope of work is developed. Currently, there are too many variables to provide an exact estimate to the cost of this deliverable as the work could range from minor tweaks on the current site to an entirely new website build.





3. Cost Proposal

A. Website Refresh

Refreshing content, improving organization of information, user-friendliness, SEO, and other backend items. Editing and proofing of copy and addition of new copy where needed. Two rounds of editing for content included in cost; additional rounds at a charge of \$75 each. New images/photos to be added will need to be provided by the City of Prairie City.

\$10,975 for initial refresh and updates

OPTIONAL: Set up of Google Analytics and monthly maintenance of the website for 1 year to keep website properly working, content up to date, and checking analytics.
\$725/mo, minimum 1 yr contract (\$8700)

B. Brochure

Largest piece: This brochure focuses on all areas of content to showcase the entire package of live/work/play in Prairie City. The target audience is professionals of Economic Development, developers, and new businesses and organizations interested in the area. Both a digital and hard copy will be created; the print will be an 8x8 saddle stitch pamphlet.

\$1600

Medium piece: This brochure will focus on live/play of Prairie City in the content. The target audience will be new residents, the general public, and tourism to Prairie City. Both a digital and hard copy will be created; this will be a bi-fold brochure.

\$800

Small piece: This brochure focuses on facts about Prairie City, phone numbers and government agency contacts, service organizations, and other important information decided on by committee. The purpose of this piece will be for the general public, parade handouts, and sponsorship opportunities. Both a digital and hard copy will be created; this will be a 3.5x8 flat 2-sided card.

\$300

OPTIONAL Magnet: A quick reference with important numbers and agencies for Prairie City. Perfect for current residents, new residents, visitors, etc. Can be either a #2, #3, or #4 size.

\$200

TOTAL: \$2700

With Magnet: \$2900

C. Branding Guidelines

Branding guideline will include various files (pdf, eps, png, jpg) of Prairie City logo for use with print, digital, apparel, etc. with a stand-alone MARK using the graphics from current logo, and both a full horizontal and stacked version of logo. Will also include a stylized tag line (if one is currently in use). Creating a palette of 3-5 PMS colors based on the logo and feel of the website, font set based on current logo and website, and misc branding graphics also included. Will be finalized in a professional-looking, 3 ring binder or spiral bound book, easily organized for identifying along with guideline instructions on use, do's and don'ts (where applicable) and in a pdf format for digital use.

\$2100

TOTAL COST: \$15,775-\$24,675

SCOPE OF WORK & QUOTE

Below are scopes and estimates for your requested projects in your issued RFQ.

Please invite us to your community to meet with your committee, answer questions, and talk about the future of Prairie City! We'd love to visit and help you articulate what is wonderful about your city to those looking for a place to visit or call home.

Estimates for projects

Title/Description	Cost	Unit	Qty	Subtotal
Branding Guidelines	\$3,500.00		1	\$3,500.00

Scope and deliverables:

- Ensure the current logo has all formats needed for all applications, including vector formats for larger scale printing
- Provide versions with a geographic identifier and potential department usage
- Create graphic standards for fonts, brand color palette and secondary color palette
- Provide full branding guideline document with usage guidelines for logo and applications

Web Development	\$27,500.00		1	\$27,500.00
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- Transfer of hosting to secure Pantheon hosting
- Project kick off meeting
- Integration of third-party software, where agreed upon
- Hosting and maintenance of site included in monthly maintenance (see item and info, below)
- Two rounds of changes to sitemap
- Two rounds of changes to home page mockup
- Two rounds of changes to interior page mockup
- One round of changes once final site is sent to client for review
- Content migration, organization, editing of current content
- Site developed to WCAG2.1 Accessibility standards where feasible
- Responsive site that works on all devices and screens
- Full training and documentation on site

- Project imagery to be provided by client unless otherwise contracted (see licensed image section under Assumptions & Agreements

(Additional, copy writing, imagery and video may be contracted separately)

Digital and Print Version of Community Brochure	\$6,000.00		1	\$6,000.00
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Development of copy and layout for the following:

1. Landing page on website dedicated to community attraction
2. Simplified, effective community brochure based on content of webpage, and designed to draw visitors to your website AND Prairie City.

Hosting & Maintenance Plan	\$300.00 /month		1	\$300.00
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Monthly

- Theme/framework software updates (updates keep site secure and new security threats & address technology changes.
 - As required
- Plugin updates
 - As needed and as plug-ins are compatible with WordPress software
- Backups
 - Daily checkpoints
 - Rollback available
- Uptime Monitoring
- Security Checks
- Optimized Performance and CDN
- Support
 - 1 hour of support per month - or 12 hours each year, which may be used at any time. Hours are renewed each year at the anniversary of your site launch
 - Troubleshooting
- Premium Plugin Subscription Fees
- Includes costs of standard and premium licensing for plug-ins related to security, monitoring, and submissions. Should hosting be canceled, licensing will be void.

**Goes into effect at the beginning of soft launch (maintenance hours will not be applied until site completion date (2 weeks after soft launch)*

Grand Total: \$37,000.00

Recurring after website launch: \$300.00 / Month



203 E Jefferson
Prairie City, IA 50228
Phone: 515-994-2649

Memorandum

TO: Mayor and City Council of Prairie City
FROM: Jerry Moore, City Administrator
DATE: February 7, 2024
SUBJ: Mainstreet Iowa Program

Background

I received information from Terri Rosonke regarding the Mainstreet Iowa Program. She provided a brochure addressing brief information about the program and a cumulative impact report of previous city participants addressing number of business starts, expansions, relocation, new jobs created, building projects, buildings sold, total number of private and public dollars invested downtown, and number of volunteer hours.

The purpose for placing this item on the agenda is to gauge City Council's interest in the Main Street Iowa program and determine if there's interest in having City staff explore obtaining additional information about the program and also place the item on the PCEDC agenda to gauge their interest in working with City Staff to learn more about the Mainstreet Iowa Program and potentially submit an application for the Main Street Iowa program.

Action

I recommend that the City Council direct City staff to place the item on the PCEDC agenda to gauge their interest in working with City Staff to obtain more information about Main Street Iowa Program, determine level of interest from business and property owners on the Garden Square and report back to City Council on findings before submitting an application for the Main Street Iowa program.

Main Street Iowa

- Watch the Main Street America [video](#).
- Review the [Iowa Downtown Resource Center](#) and [Main Street Iowa](#) fact sheets.
- Review the Main Street America Approach guidebook (in the folder)
- Important questions to consider (especially local development leaders) as they begin the Main Street investigation process is
 - Does your community want an organization that is focused on your community's downtown?
 - Why does your community want a Main Street program?
 - What are three things that your community would like to accomplish with a Main Street program?
 - What organizations currently exist in the community that support economic and community development (what are their focuses and current activity level)
 - Can the community support another nonprofit?
 - If not, is there an existing organization that would transition to have a primary focus on downtown?

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.



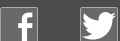
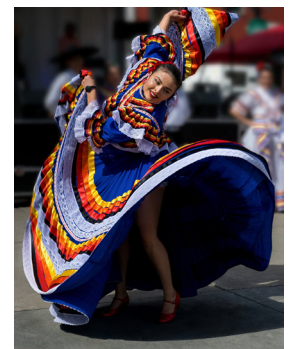
Main Street in Iowa. In 1985, the Iowa Legislature adopted Main Street America's Main Street Approach model and established MSI as a program of the IEDA. Today, Main Street is the premier program of the Iowa Downtown Resource Center (IDRC) and is recognized as one of the most successful state programs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

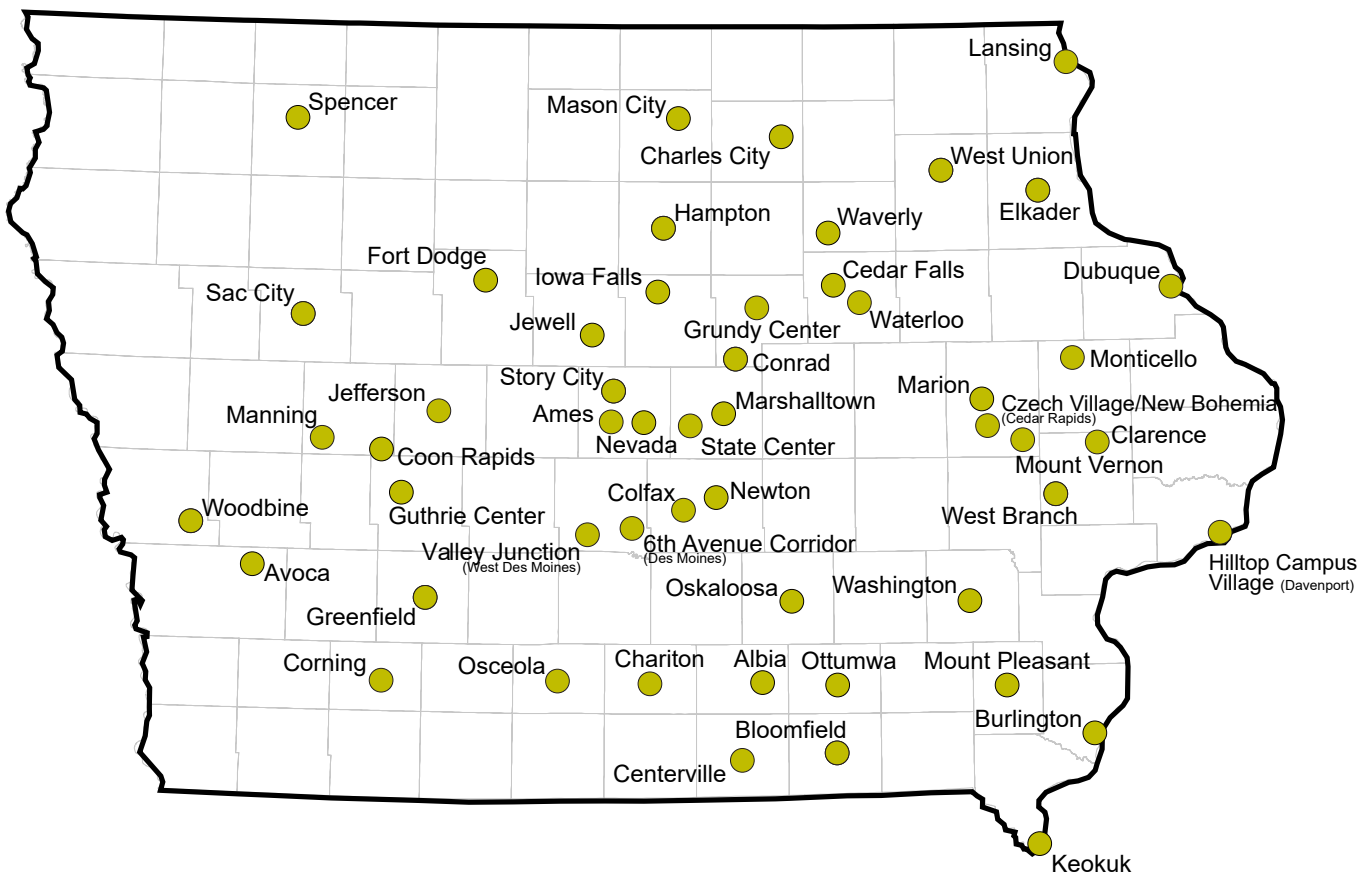
MAIN STREET IOWA DESIGNATION

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/
or contact Main Street Iowa for more information: mainstreet@iowaeda.com or 515.348.6184.

IOWA DOWNTOWN RESOURCE CENTER



A downtown or traditional commercial district represents a community's history and helps define the community. Does your downtown present a unique identity with features and strengths to draw residents, visitors, businesses and commerce? Would you be proud to show your downtown to potential new business prospects or even someone considering a move to your community?

If downtown development or downtown revitalization is not an active segment of your community's economic or community development plans, your efforts may be incomplete.

The Iowa Economic Development Authority's (IEDA) Iowa Downtown Resource Center (IDRC) helps communities learn more about the importance of downtown development and specifically how your community can implement strategies to make downtown more viable.

Community involvement may range from a simple downtown walk around to Main Street Iowa (MSI) program services.

ASSESSING DOWNTOWN

What are your downtown's strengths? Weaknesses? What can you do to make it more attractive to customers? The IDRC offers a variety of services to help communities identify these strengths, weaknesses and solutions.

Downtown Assessment Visit (\$2,500)

The IDRC staff of experienced professionals perform an intense, on-site study of your downtown, including a public presentation and written report that provide short and long-range recommendations to use in your planning efforts.

Downtown Walk Around (\$300)

This visit offers communities an honest first impression of its downtown — helping to identify downtown strengths, challenges and basic revitalization strategies.

Downtown Exchange (No Charge)

This is an excellent opportunity to learn about community perception. Each community will be matched with a similar community. Volunteers from each will make impromptu visits downtown. Visits are followed with a report of honest "first impressions" from and to each participating community.

DOWNTOWN NETWORKING

Iowa Downtown Conference

The Iowa Downtown Conference is the premier statewide annual conference for professionals and volunteers involved with downtown revitalization in Iowa and neighboring states.

Iowa Downtown Forums

The IDRC hosts a series of Downtown Forums across the state annually to provide communities the opportunity to network about downtown ideas, successes and challenges.

Newsletter: *Iowa Downtown Resource*

Published three times per year, the *Iowa Downtown Resource* is the state's downtown revitalization newsletter. To subscribe visit the IDRC website.



Visit the IDRC at iowaeconomicdevelopment.com/idrc
or contact the IDRC for more information: downtown@iowaeda.com or 515.348.6180.



IOWA ECONOMIC DEVELOPMENT AUTHORITY

200 East Grand Avenue
Des Moines, Iowa 50309 USA

515.348.6200

MAIN STREET IOWA

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 have implemented practical strategies producing fundamental changes in Iowa's main streets for over three decades.

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Main Street is Impact. Since MSI's inception, local Main Street districts have experienced significant impacts that include

- Creating nearly 5,000 downtown businesses employing an additional 15,000 people.
- Assisting in over 12,000 building improvement projects that have leveraged nearly \$2 billion dollars in private investment.
- Each Main Street program is locally powered through human resources and has documented over 3 million volunteer hours.

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.

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INVESTIGATING MAIN STREET

It is important that a community understands the MSI program and its requirements prior to application. Communities typically invest one to two years learning about the program and its process. The following steps are suggested for a community investigating MSI:

- Review MSI and Main Street America websites to access basic program information and materials.
- Contact MSI for additional information pertaining to the program, application cycle, process, etc.
- Convene a core group of local downtown stakeholders, community leaders, city representatives and development groups to discuss a desired focus on downtown revitalization.
- Invite MSI to your community to discuss the program requirements and other downtown revitalization strategies.
- Discuss the MSI program and opportunities with downtown business and property owners.
- Visit designated MSI communities to explore other downtown districts and talk to local leaders about MSI experiences.
- Reconvene core group to discuss the outcomes and lessons learned from those visits. A consensus should be gained before moving forward.
- Host a town meeting to discuss MSI program and its benefits/expectations, and gain consensus to move forward with the MSI application process.
- Stay in touch with MSI throughout the process.

The Main Street Iowa program may not be right for all communities at any given time. Use each step as a decision point to move forward or determine alternative downtown revitalization strategies or opportunities available through the IDRC, IEDA or private sector partners.

Visit Main Street Iowa at iowaeconomicdevelopment.com/MainStreetIowa
or contact the IDRC for more information: mainstreet@iowaeda.com or 515.348.6184.

JB08022019

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[mainstreetiowa](https://twitter.com/mainstreetiowa)

Report Criteria: Start Date: 01/01/1986, End Date: 06/30/2023

Community / Neighborhood and year designated	Population	Business Starts/Relo. / Expansion	Net New Jobs	Building Projects*	Buildings Sold	Private Investment in Downtown	Public Investment in Downtown	Volunteer Hours
Past Participants		1,017	2,558	2,165	834	\$ 93,897,751	\$ 105,320	614,080
Dubuque (1985)	59,667	533	3,408	2,007	869	\$ 883,619,729	\$ 13,158,451	231,784
Burlington (1986)	23,982	338	733	745	294	\$ 109,658,641	\$ 5,701,741	101,593
Keokuk (1986)	9,900	244	952	568	282	\$ 73,931,719	\$ 60,750	79,396
Oskaloosa (1986)	11,558	180	442	277	121	\$ 36,015,853	\$ 509,651	83,347
Cedar Falls (1987)	40,713	224	1,034	972	179	\$ 147,914,614	\$ 10,048,364	118,606
Spencer (1987)	11,325	208	762	516	103	\$ 39,435,932	\$ 1,999,150	42,129
West Des Moines (1987)	68,723	286	890	494	112	\$ 85,273,184	\$ 6,820,263	177,255
Waverly (1989)	10,394	122	353	567	103	\$ 47,122,179	\$ 12,250,012	94,747
Corning (1990)	1,564	112	100	363	96	\$ 15,443,658	\$ 143,217	147,932
Iowa Falls (1990)	5,106	91	200	266	147	\$ 23,094,896	\$ 160,000	55,662
Conrad (1991)	1,093	37	91	159	62	\$ 11,930,744	\$ 16,800	84,751
Elkader (1991)	1,209	87	144	183	58	\$ 11,158,385	\$ 40,000	131,417
Hampton (1991)	4,337	61	95	226	94	\$ 10,739,301	\$ 70,859	62,085
Bloomfield (1995)	2,682	118	205	292	110	\$ 16,661,252	\$ 1,500	83,306
Greenfield (1995)	2,062	55	90	140	53	\$ 13,691,851	\$ 4,509,500	113,668
Le Mars (1995)	10,571	81	152	105	135	\$ 28,632,054	\$ 728,971	38,111
Charles City (1996)	7,396	56	-176	309	65	\$ 89,782,593	\$ 4,916,024	186,093
Sac City (1996)	2,063	23	62	40	43	\$ 3,031,844	\$ 71,585	77,480
Waterloo (1996)	67,314	240	626	317	121	\$ 142,815,208	\$ 4,835,000	94,810
Osceola (1997)	5,415	47	4	113	68	\$ 13,676,444	\$ 230,000	50,084
State Center (2000)	1,391	35	50	109	55	\$ 14,185,557	\$ 0	104,656
Story City (2000)	3,352	39	90	46	49	\$ 13,061,280	\$ 7,500	62,260
Marshalltown (2002)	27,591	73	334	118	181	\$ 88,511,220	\$ 5,169,934	67,964
Mount Pleasant (2002)	9,274	75	210	150	61	\$ 23,913,730	\$ 1,700,000	62,636
Mason City (2004)	27,338	103	323	147	70	\$ 70,151,735	\$ 18,348,151	69,714
Ottumwa (2006)	25,529	74	307	276	87	\$ 31,454,138	\$ 3,428,548	47,638
West Branch (2006)	2,509	45	89	75	26	\$ 6,332,939	\$ 1,460	43,566
West Union (2006)	2,490	26	58	74	17	\$ 11,473,950	\$ 0	41,337
Belle Plaine (2008)	2,330	36	36	56	40	\$ 4,803,631	\$ 31,405	25,672
Mount Vernon (2008)	4,527	61	70	301	34	\$ 16,753,189	\$ 1,713,298	69,700
Washington (2008)	7,352	54	125	111	84	\$ 23,383,111	\$ 6,512,500	23,880
Woodbine (2008)	1,625	45	98	75	29	\$ 12,950,797	\$ 112,800	51,745
Ames (2009)	66,427	51	159	80	33	\$ 35,883,879	\$ 200,021	41,490
Cedar Rapids (2009)	137,710	165	660	106	48	\$ 97,949,502	\$ 1,310,049	32,217
Colfax (2009)	2,255	27	43	117	29	\$ 9,235,708	\$ 1,742,137	32,928
Davenport (2009)	101,724	92	246	380	171	\$ 136,325,539	\$ 7,280,592	32,029
Des Moines (2009)	214,133	10	64	27	40	\$ 40,157,402	\$ 6,582,500	22,726
Manning (2009)	1,455	18	-81	117	39	\$ 8,168,086	\$ 2,650,360	41,467
Chariton (2012)	4,193	32	105	62	28	\$ 12,134,241	\$ 135,000	54,601
Jefferson (2012)	4,182	41	92	106	49	\$ 12,763,271	\$ 3,679,723	47,289
Lansing (2012)	968	23	26	41	32	\$ 6,345,160	\$ 107,000	36,959
Marion (2013)	41,535	25	164	79	47	\$ 48,542,985	\$ 23,350,000	12,014
Avoca (2014)	1,683	11	-2	34	14	\$ 3,471,550	\$ 100,000	12,725
Guthrie Center (2014)	1,593	14	36	28	15	\$ 6,482,890	\$ 0	14,799
Newton (2014)	15,760	22	59	52	21	\$ 13,334,241	\$ 7,269,439	12,344
Centerville (2015)	5,412	10	44	34	46	\$ 10,699,875	\$ 351,004	22,418
Grundy Center (2015)	2,796	8	26	31	16	\$ 2,558,380	\$ 1,679,228	14,446
Clarence (2017)	1,039	5	10	48	11	\$ 1,653,826	\$ 4,151	7,642
Fort Dodge (2017)	24,871	32	100	79	49	\$ 15,609,595	\$ 9,286,087	17,317
Coon Rapids (2019)	1,300	3	10	19	17	\$ 931,419	\$ 67,500	10,858
Jewell (2019)	1,216	4	34	17	9	\$ 926,200	\$ 50	6,399
Nevada (2019)	6,925	9	36	11	8	\$ 1,510,700	\$ 10,500	8,517
Albia (2022)	3,721	4	18	11	3	\$ 813,071	\$ 79,300	2,668
CUMULATIVE PROGRAM TOTALS:		5,432	16,364	13,841	5,407	\$ 2,680,000,629	\$ 814,741,852	3,822,956

*Totals include Rehabilitation of Existing Buildings and New Construction

These statistics are used to show the economic impact monitored in Iowa Main Street commercial districts. Success of the Main Street program cannot be measured by numbers alone. Cumulative figures are condensed from reports submitted by each local Main Street Program. Each commercial district's size of project area and priorities vary.