

Annual Report FY 2020-21

October 2020 to September 2021

**Volunteer-Driven, Non-Profit
501(c)(4) established in 1994**

**Official Main Street Iowa
community since 1996**

151 Volunteers
last year

1,520 Volunteer
Hours
2020-21



Total Volunteer Hours
since 1994 ... ranks 2nd
among 54 Main Street
Iowa communities

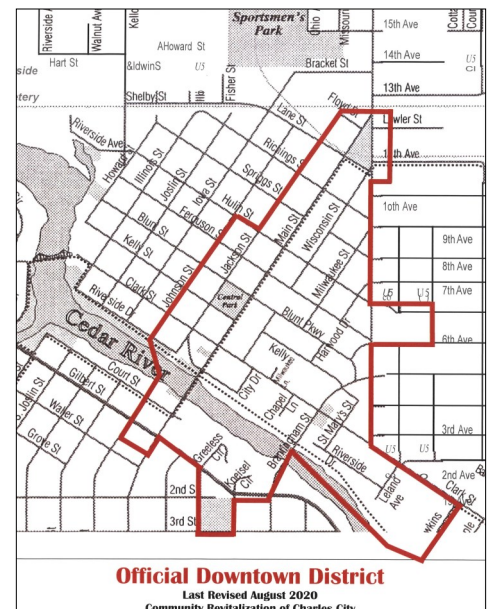
MAIN STREET CHARLES CITY MISSION STATEMENT

Main Street Charles City is an organization supported by local investors and volunteers who strive to enhance the downtown district to make it the place to be.

NEW in 2020-21:

- Program name change from Community Revitalization to Main Street Charles City for better identification
- New program logo developed for branding/marketing
- New joint website with Chamber with more resources
- Added new public seating tables downtown.
- Offered Pop-Up Drive In Movie Night
- Santa Comes to Town horse & wagon rides
- Assisted with new Central Park holiday light display and lighting of downtown business windows
- Handicap accessible entrance signs offered to businesses
- Return of Party in the Park summer series

- 5 Façade Improvement Grants** (\$34,751.93)
- 4 Cultural & Entertainment District Grants** (\$30,625.63)
- 2 Technology Assistance Grants** (\$500)
- 1 Main Street Challenge Grant application** (not awarded)



STAFF

Mark Wicks,
Executive Director



Joanna Thompson,
Events Coordinator



Brenna Lacy,
Executive Assistant



2021-22 BOARD OF DIRECTORS

Kip Hartwell,
Board Chair
Tami Vetter,
Vice-Chair
Elaine Shelton-Bruton,
Past Chair
Nikki Knowlton,
Treasurer

Arcon Concepcion
Shelley Zweibohmer
Jessie Sindlinger
Pat Ohlerking
Matt Bradley
Ryan Vetter

Program Accomplishments in 2020-21

PROMTION/EVENTS

Spookwalk returns to traditional format with COVID safety measures
Assist with holiday lighting downtown and in Central Park
Return of Party in the Park summer series with 3 events

Pop-Up Drive In Movie Night
Ride with Santa (horse and wagon)
Letters to Santa (responses)

DESIGN / BEAUTIFICATION EFFORTS

Summer and winter Main Street flower pots
Watering Bike Volunteers
Street Banners
Holiday Decorations
Added public table seating downtown
Community Gardens
Professional Design Visits

Parking Lot Planters
Adopt-A-Lot program
Volunteer Work Days
WonderFall business decorating contest
Façade Improvement Grant Reviews
Edible Arboretum
Downtown Bike Rack/Bench Inventory

BUSINESS ASSISTANCE

Open For Business grant opportunity
Updated Downtown Business/Building Inventory
Public ESRI Report Presentation
Vacant Building Ordinance Discussion

Main Street Challenge Grant application
Checked on local businesses to see how they were doing
Housing Assistance Push
ShopIowa.com education/promotion

Assisted City in researching first floor residential use in commercial buildings
Identified need for Handicap Accessible Entrance signage and purchased signs and window clings

OUTREACH

Investment Campaigns
ThanksForGiving Cards
Community Volunteer Recognition Event
Volunter T-Shirt Project

Board and volunteer recruitment
Volunteer Appreciation Coupons
Fireworks Fundraising/Collection Cans

COMMISSIONS

Administered and facilitated 8 Historic Preservation Commission meetings and attended Preserve Iowa Conference – maintained Certified Local Government status and submitted annual report
Administered and facilitated 6 Broadband Commission meetings
Administered and facilitated 3 Cultural & Entertainment District meetings

MISC

Organized and administered Downtown Farmers Market
Organized Firecracker 5 Run fundraiser for Trail
Representation at 15 City Council meetings or workshops
Participated in 14 webinars, 4 online forums and 4 conferences
Assisted with Town of Colors mural task force
Attended required Main Street Iowa Workshops
Provided 9 Community Tours/Recruitment for Major Employers

National Main Street Accreditation
Iowa Great Places Annual Report
5 public programs or presentations
5 City Notes newspaper columns
Attended National Main Street Conference
Assisted with Charles City Flag Committee
297 Downtown Building Projects since 1994

