



Jenny Etter  
Marshalltown Central Business District  
Phone Number: 641-844-2001  
Email: [director@marshalltownmainstreet.org](mailto:director@marshalltownmainstreet.org)

## **Main Street Iowa Awards Celebration Honors Outstanding Achievements**

*Award Winning Projects, Entrepreneurs and Volunteers Honored*

Marshalltown received the following state awards and special recognitions: Marshalltown Central Business District was recognized as a \$50 Million Dollar District for their outstanding renovation projects in the downtown district. Erin McGregor and John Payne received the 2018 Leadership Award for their dedication to Main Street Revitalization by Enhancing Economic Development in Marshalltown and the State of Iowa and for the Marshalltown Main Street District.

Main Street Iowa hosted the 32<sup>nd</sup> annual Main Street Iowa Awards celebration on Friday, April 13, 2018 at Hoyt Sherman Place in Des Moines. The program honored the efforts of those who work day in and day out to revitalize Iowa's downtowns – the heart and soul of communities across the state.

Main Street Iowa has annually presented awards honoring outstanding accomplishments, activities and people making a difference in Main Street districts throughout the state. Projects large and small are recognized and serve as outstanding examples of what historic commercial district revitalization is all about.

“The Main Street Iowa program is a powerful catalyst for local revitalization and community investment,” said Governor Reynolds. “As I travel across the state, I see over and over that Main Streeters are passionate, innovative and creative. They’re also committed to making their downtowns - and our state - a stronger, more sustainable place to live, work and raise a family.”

During the event, 13 communities were recognized for reaching significant benchmarks for the private dollar investments made in the purchase and revitalization of properties within their respective commercial districts. Avoca was recognized for reaching the \$1 million-dollar benchmark in the last year and Fort Madison and Manning were honored for \$3 million in local investment. Ames, Greenfield, Marion, Mount Vernon, Washington and Woodbine all attained the \$10 million-dollar benchmark level. Mount Pleasant was recognized for achieving \$20 million in local investment since being designated a local Main Street program in 2002 and Cedar Rapids' Czech Village – New Bohemia, **Marshalltown** and West Des Moines reached the \$50 million-dollar benchmark. The communities of Belle Plaine, Mount Vernon, Washington and Woodbine were recognized for 10 years of participation as designated Main Street Iowa programs.

In 1985, the Iowa Legislature adopted the National Main Street Center's Four Point Approach® to district revitalization by establishing Main Street Iowa within the agency that is now the Iowa Economic Development Authority. Since its inception, the state program and its communities have been



considered examples of excellence in the national effort to revitalize historic commercial districts across the country.

Since 1986, local Main Street programs have made a significant impact on Iowa's economy, resulting in:

- The inception of 4,670 new businesses and a net gain of 14,348 jobs.
- Nearly 12,000 building projects reported, totaling a private investment of over \$1.85 billion dollars.
- More than 3 million hours of human capital equating to over \$72 million dollars in time and talents according to the Independent Sector's estimated value of a volunteer hour.

For more information about Main Street Iowa and how all Iowa communities can access commercial revitalization assistance through the IDRC, visit [iowaeconomicdevelopment.com/MainStreetIowa](http://iowaeconomicdevelopment.com/MainStreetIowa), email [mainstreet@iowaeda.com](mailto:mainstreet@iowaeda.com) or call 515.348.6184.

###