



Marshalltown CBD Board of Directors and Committee Application

Name: _____

Phone Number: _____ E-mail: _____

Business/Employer: _____ Position: _____

Are you a property owner in the Central Business District? Yes No

I am interested in serving on the: Board of Directors Committee

If you would like to serve on a committee, which committee (see descriptions below):

Promotion | Design | Organization | Economic Restructuring

Please briefly explain why you would like to be a Marshalltown CBD volunteer:

Please list your involvement with other community activities or groups : _____

Marshalltown CBD Committee Descriptions

Economic Vitality: This team is responsible for improving the economic performance of the district. Its responsibilities include helping existing businesses better meet the needs of customers and expand their sales, developing and attracting new businesses, ensuring that adequate capital is available to support business and property development, and creating and managing tools and incentives to encourage and support business and property development.

Design: This team is responsible for implementing all the aspects that involve physical and visual components, including building rehabilitation, infill development, public spaces, signs, window displays, logos, transportation, and parking.

Promotion: This team is responsible for marketing the district to area residents, district workers, visitors, investors, and others. Responsibilities including planning and implementing three specific types of promotional programming: Special events and festivals, Business and retail promotional activities, Image-building activities.

Organization: This team oversees internal program functions and keeps stakeholders and the community informed and engaged. The team raises money for activities and administration, devises a communications strategy, budgets and manages program finances, and recruits and retains volunteers.

Please complete and return to:
Marshalltown Central Business District
16 East Main Street
Suite 280
Marshalltown, IA 50158
or
director@marshalltownmainstreet.org