



# Cultivating Community

The mission of the Avoca Main Street is to sustain our downtown district as the economic, cultural, and social center of our community by utilizing the four point approach of Main Street America.

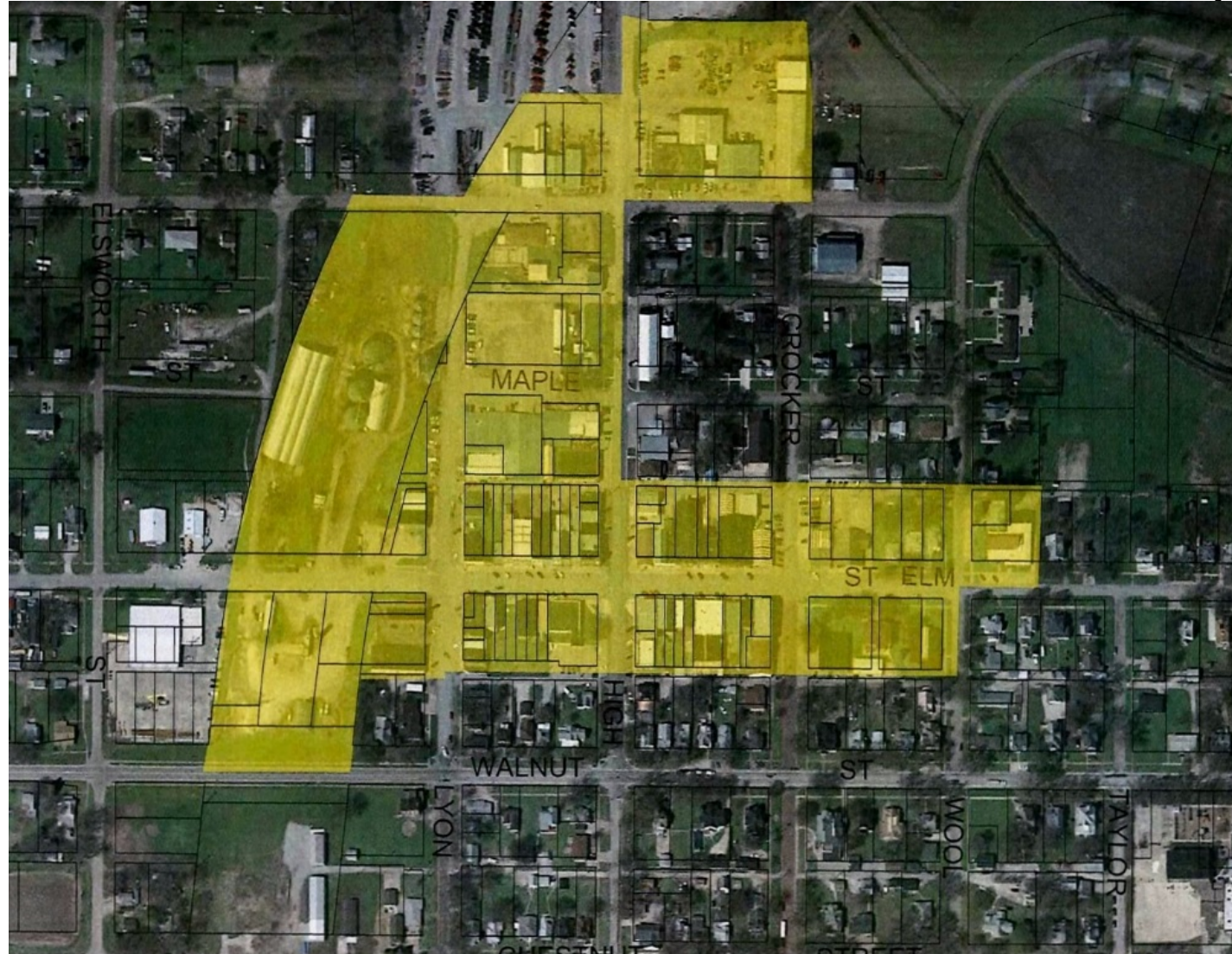
The vision is to grow and enhance the quality of life and promote historical preservation in our downtown district, ensuring a healthy, inviting, and vibrant future for our community.



## **The Main Street Approach**

The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization.

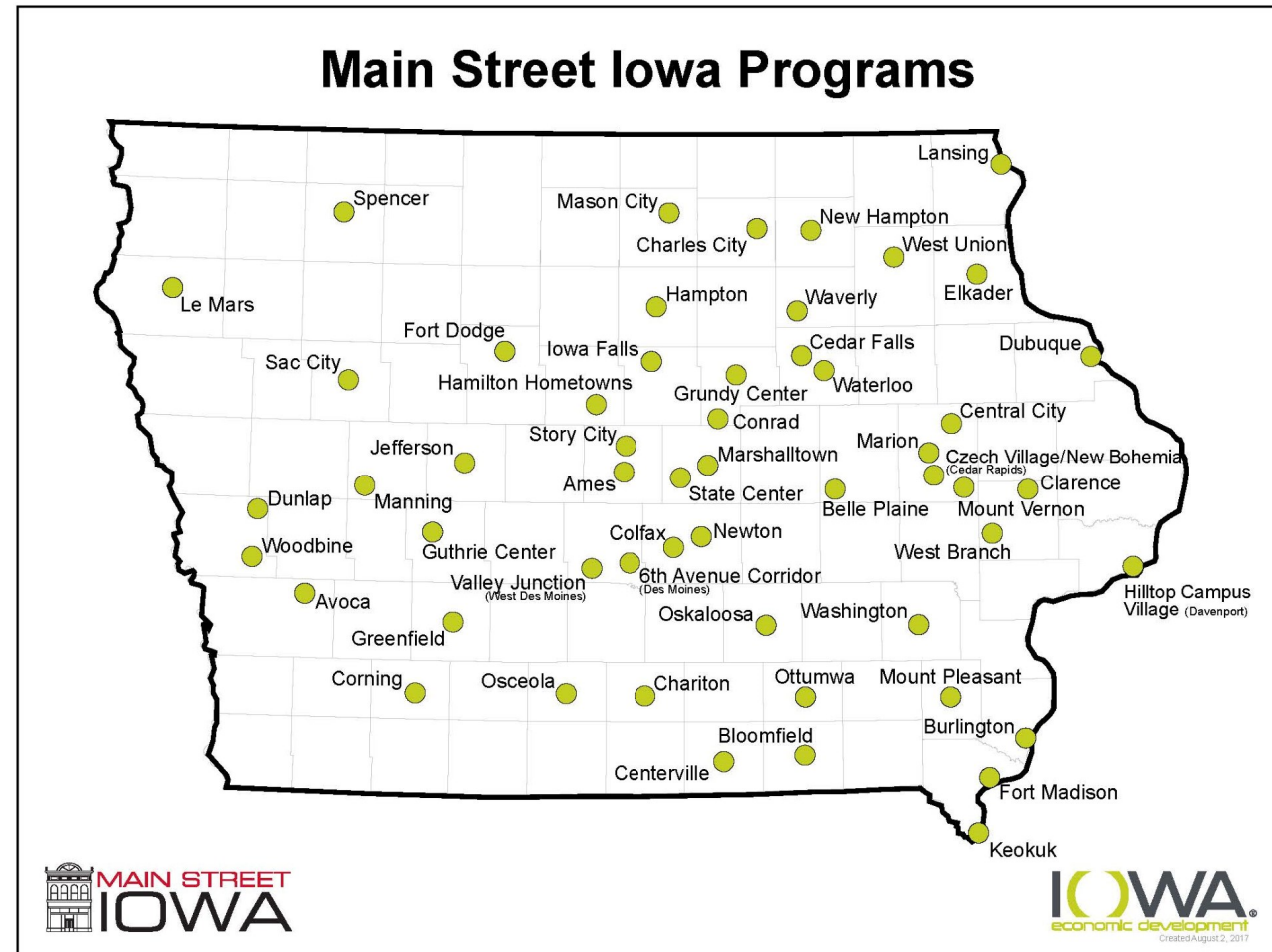
# Avoca Main Street District Map



# Main Street Iowa's Economic Impact

Net gain of business starts, expansions & relocations	4,745
Net gain in new jobs	14,566
Building rehabilitations or renovations	11,881
Private \$ invested in building rehabilitations & renovations	\$1,371,183,531
Buildings sold	4,348
Private \$ invested in property acquisitions	\$541,186,320
Total private \$ invested in district buildings	\$1,634,118,428
Total volunteer hours contributed	3,202,859

*Figures from 1986 to present*







WE HELP COMMUNITIES ACHIEVE  
**HISTORIC PRESERVATION**  
WITH HIGH ECONOMIC IMPACT

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on the unique identity, assets and character of their historic commercial district.

## Main Street Fundamentals

- The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.
- A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.
- A revitalization program's work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.



Became an official Main Street Iowa Community in 2014.

- Twelve new business have opened in the district (two more in 2019 expected)
- Sixteen building projects have been completed
- \$613,500 private dollars invested in business projects
- Six buildings have been sold from the district
- \$589,000 private dollars invested in building acquisition in the district
- 8,500 volunteer hours dedicated to the program



# The Four-Point Approach

staff-led, volunteer-driven

**Organization Committee** stimulates partners, resources, and opportunities

**Promotion Committee** develops markets and customers

**Design Committee** cultivates spaces and places

**Economic Restructuring Committee** supports businesses and entrepreneurs



## The Four Points

*Economic Vitality* -- This element involves diversifying the commercial district economy by identifying potential market niches, finding new uses for vacant or underused spaces and improving business practices.

*Design* -- Utilizing appropriate design concepts, the visual quality of the commercial district (buildings, signs, window displays, landscaping, and environment) is enhanced.

*Organization* -- Each community has many groups of people who are interested in and are willing to work toward the goal of a revitalized commercial district. The organizational element brings together the public sector, private groups and individual citizens, with coordination by a paid program manager, to work more effectively in the commercial district.

*Promotion* -- By promoting the downtown in a positive manner, a community can begin to focus on the commercial district as a source of community pride, social activity and economic development potential.



# Organization Committee

## Fundraising events

Golf Tournament

St. Patrick's Day

## Investment Drive

City Mailer

One-on-one investor approaches

## Grant and Foundation Requests

Special Events

Operational Support



# Promotion Committee

Fundraising Events & District Events Planning

Avoca Main Street Farmers Market

Avoca Main Street Longest Table

Event & Program Promotion

Main Street Weekly

City Newsletter



# Design Committee

## Historic Preservation Guidelines

Research and promote building histories

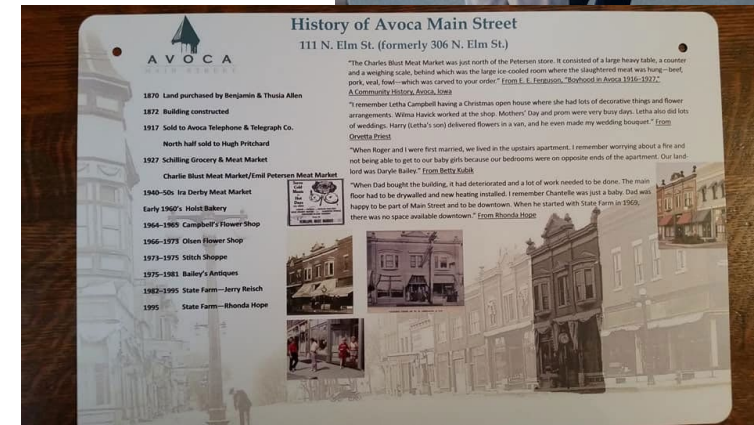
Inform and approve façade design decisions

## District Aesthetics

Sponsor cleanup efforts

Business window décor technical assistance

Promote walkability

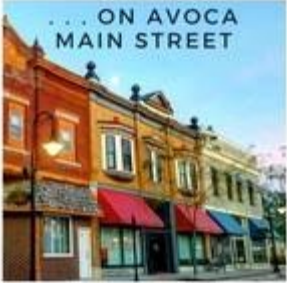


\$10,000 START-UP  
GRANTS AVAILABLE

PICTURE YOUR  
BUSINESS ...



... ON AVOCA  
MAIN STREET



**APPLY  
NOW!**

[mainstreet@cityofavoca.com](mailto:mainstreet@cityofavoca.com)  
712.307.0172

## Economic Restructuring Committee

### Attract New Businesses

- Market Research
- Entrepreneur Incentives
- Ribbon-cutting & Promotion

### Maintain Healthy Existing Businesses

- Promotion
- Technical Assistance
- Expansion Grants
- Information-sharing

**YOUR BUSINESS MAKES MAIN STREET BETTER**



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**HEY GANG, LET'S ALL AGREE TO MEET HERE  
EVERY WEDNESDAY EVEN WHEN WE'RE OLD, OK?**



**BINGO AT THE AVOCA  
LEGION HALL TONIGHT!**



# POSITIVE MESSAGING

- No one moves to your town out of pity
- Myth of “Brain Drain,” rural populations gaining in 30-49 year olds
- People move where they want to live and work where they have to
- Engage residents socially and economically to keep a strong population and strong business district

# Finding YOUR Community Strategy

Focus on a specific customer segment or industry, product, or service segment, such as:

- Workers and Residents
- Elder Friendly and Aging-in-Place
- Family-Friendly
- Agriculture Center
- Arts (performing and visual)
- College Town
- Convenience Goods and Services
- Entertainment and Nightlife
- Knowledge Economy

# You Get What You Incent

- New Build Housing
- New Start-Up Businesses
- Sustaining Businesses
- Historic Renovation of Properties