



WEST UNION MAIN STREET



Main Street In Motion

The Main Street West Union Newsletter

December 2012 Volume 6 Issue 5

Special Points of Interest:

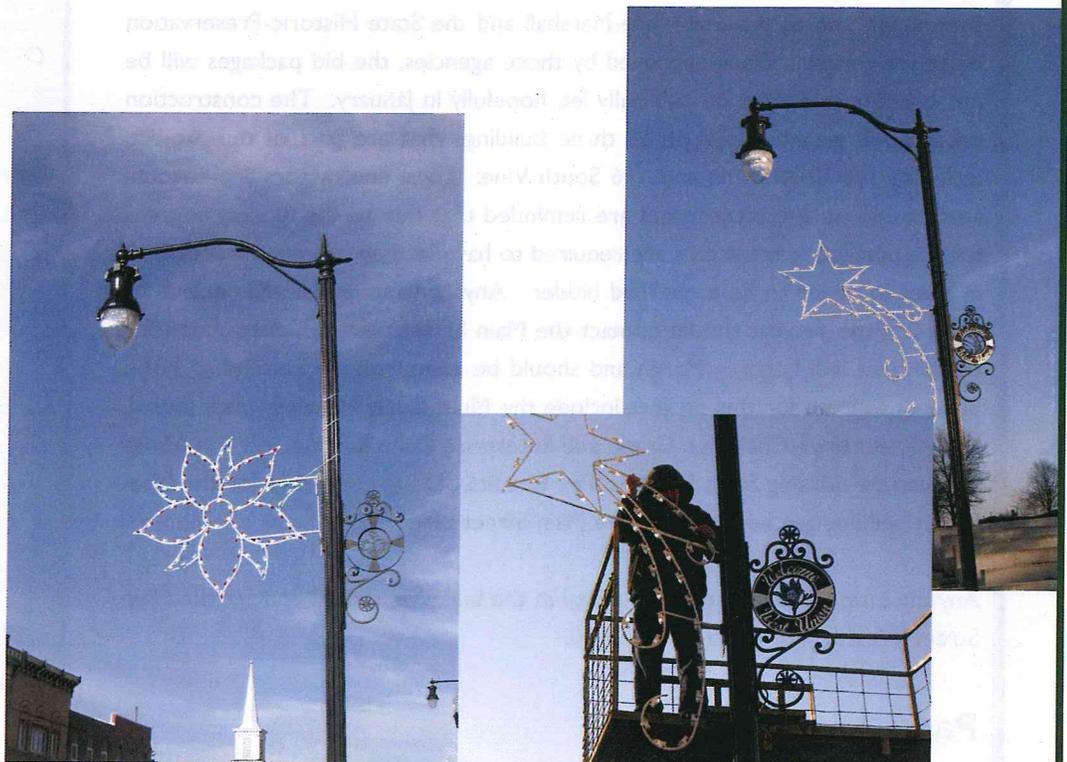
- Façade Program
- Multi-Family Housing Project Update
- Film Companies In WU
- Calendar of Events

Inside this issue:

Façade Master Plan	2
Calendar of Events	2
Multi-Family Housing Project Update	2
Pledge Drive Update	3
National Attention for	3
New Chamber parking	4

NEW HOLIDAY LIGHTS

Downtown West Union has a new look this holiday season—not only from the new sidewalks and streets but from the new holiday lights installed right before Thanksgiving! With the installation of the new light poles as part of the streetscape project, the former holiday lights needed to be replaced as they were in poor condition and would no longer fit on the light poles. They have been replaced with new LED lights that provide a fresh, new look! Main Street West Union’s Design Committee assisted the city with selecting the new lights and also wrote a grant for the City of West Union to secure funding for the new lighting project. Old Mill Floral also joined in the effort by serving a meal during their Grand Opening celebration back in October raising \$1431 in donations toward the project! A special thanks to the West Union Street Department staff for installing the lights in November, providing a very welcoming holiday atmosphere. New lights were also installed in the Moore’s Foods parking lot at Lilac Plaza.



FAÇADE MASTER PLAN PROJECT UPDATE

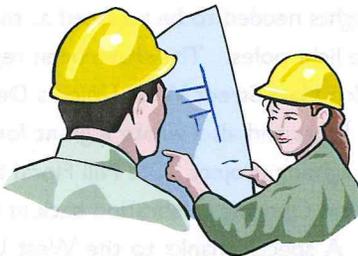
Twenty downtown buildings will soon be getting a facelift as they participate in the Façade Master Plan Project. The City of West Union received \$500,000 in Community Development Block Grant funding to assist the building owners with improvements to their facades. The program has been used in many other Iowa communities including the cities of Fayette and Elkader. Building owners provide a minimum of 25% of the project costs for their planned renovations and will sign a temporary easement with the City of West Union.

Garnder Architecture from Strawberry Point was chosen to provide the design work for the project and began meeting with building owners on November 6th & 7th. Building owners have the final say in what will be done to their building with a emphasis on historically accurate renovations. Projects range from simple painting projects to removing steel and repairing original masonry. The construction portion of the project must be publically bid and local contractors are encouraged to participate. The bidding is anticipated to take place in early 2013 with construction beginning in April 2013. All work is set to be completed by December 2013.

Main Street West Union is the sub-recipient on this grant award and is assisting the City of West Union with project coordination, grant reporting, and communication efforts.

MULTI-FAMILY HOUSING PROJECT UPDATE

Another downtown renovation project involving 3 downtown buildings continues to move forward. The Multi-Family Housing project is working to renovate and add 11 new housing units into 3 under-utilized buildings on South Vine Street. Design work continues for the project which includes a total building remodel of the Main Street West Union building located at 131 South Vine St. The former bus barn will have 5 new apartments on the 2nd floor and new commercial space on the 1st floor. Design and project drawings have been submitted to the State Fire Marshall and the State Historic Preservation office for review. Once approved by those agencies, the bid packages will be put together and must be publically let, hopefully in January. The construction project will include work on all three buildings that are part of the project, including 100 South Vine and 116 South Vine. Local contractors are encouraged to bid on the project and are reminded that due to the funding sources for the project, contractors are required to have lead abatement certifications in place in order to be a qualified bidder. Any contractor who has questions regarding the project should contact the Main Street office. Construction for this project will begin in March and should be completed by December 2013. Funding sources for this project include the Multi-family Housing grant award, Main Street Iowa Challenge Grant, and Enterprise Zone funding. All 3 buildings will also be utilizing State Historic Tax Credits. Design drawings for the Main Street building can be viewed at the Main Street office.



Anyone interested in apartment rental in the buildings should contact the Main Street West Union office at 422-3070.



Mark Your
Calendars

December 1

Santa's Store & Cookie Walk at
Zion Lutheran Church

December 4

MSIA Professional Development
Training in State Center
Multi-family Housing Meeting

December 5

Organization Committee Meeting

December 11

MSWU Board Meeting

December 18

Design Committee Meeting
MSWU Holiday Party

December 25

Merry Christmas!
MSWU office CLOSED

For more information on these events,
contact the Main Street
Office, 422-3070.

PLEDGE DRIVE UPDATE:

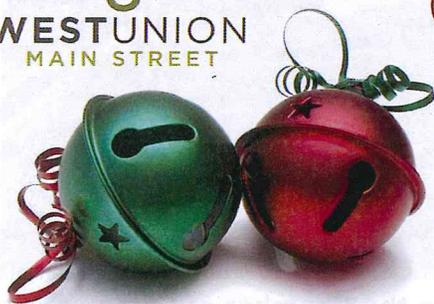
The Main Street West Union Organization Committee would like to thank everyone who submitted a 3-year pledge to our organization! Our annual pledge drive supports the revitalization efforts that our local Main Street program works on to benefit ALL of West Union. While we do have a focus on the downtown district, we support efforts all over our community including fun events held in local parks, grant rebates for building improvements, and assistance in business start-up, remodeling, and marketing. Your financial support of the Main Street program supports those efforts all year long! If you have not yet made a pledge or would like more information, please contact the office at 422-3070. Thank you!!

WEST UNION RECEIVES MORE NATIONAL RECOGNITION

Main Street West Union has begun work on a couple of projects that will put our community in the national spotlight in 2013. Earlier this fall, we were notified that West Union had been chosen to be featured on a new television show, "In View—with Larry King". This new 1/2 hour show will feature interesting projects from across the country hosted by late night icon Larry King. A television crew was in West Union on November 1 to interview local residents and officials from the Iowa Economic Development Authority on the Green Pilot project and to shoot footage of the project and the community. While we do not yet know when the show will air or on which network, we do know that it is an opportunity to showcase not only our community but the State of Iowa to a national audience. We are very excited that the state chose West Union to be featured on the show.

The Green Pilot Project will also be featured in an article in the January issue of Delta Airlines *Delta Sky* publication. The January issue will feature several green projects from across the state of Iowa, including our Green Pilot Project. So if you happen to be traveling on a Delta flight in the near future, be sure to check out the article!

Work has also begun on a 30-minute documentary film about the Green Pilot Project that will hopefully air on Iowa Public Television and other media sources. Main Street West Union received funding from the Iowa Energy Center at ISU to create the film which tells the story of the pilot project nearing completion here in West Union. Full Spectrum Productions from Des Moines was chosen to create the film and has already begun shooting here. The film will include the history of the community and the journey of becoming a pilot community for the State of Iowa. It will feature interviews with local leaders, community volunteers, and business owners about the energy efficient measures taking place as well as the streetscape reconstruction project. The project also includes a day-long workshop to share best practices and lessons learned throughout the Green Pilot project. The film should be complete by June 30, 2013. Funding for the project was provided by the Iowa Energy Center, IEDA, and Main Street West Union. Parts of the film will also be used as a recruitment tool for new business and industry for West Union.



Jingle and Jive!

**Board members, volunteers and friends
(otherwise known as potential volunteers!)**

**Please join the Promotions Committee
on December 18th, 6:00 p.m. at
Tap't Out for some holiday cheer!
RSVP to Amie @ 422-3908 by Dec. 14th**

SAVE THE DATE!!

HOT BEEF FOR KIDS

Featuring delicious Hot Beef
sandwiches from Gus & the Town House

Sunday, January 13, 2013

11:00—1:00

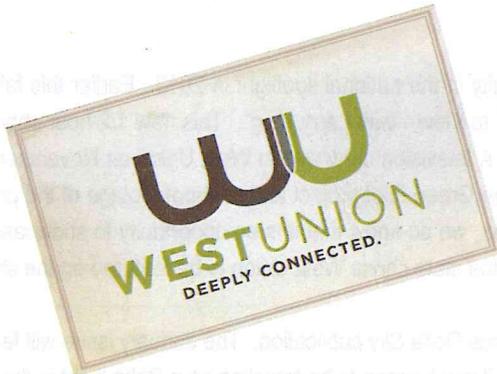
Location: TBA

Main Street West Union is joining forces with Kaleidoscope Kids Childcare Center to raise funds for their new facility. Enjoy a great hot beef sandwich & pie and support a wonderful facility to benefit the future of West Union. Tickets on sale at the MSWU office after Dec. 1st.



WESTUNION MAIN STREET

101 North Vine Street • West Union, IA 52175



Main Street West Union Mission Statement

The mission of Main Street West Union is to preserve and enhance the vitality of our downtown through the education and encouragement of all citizens to work together to promote our community as a vibrant place to shop, work and live.

Main Street West Union Board Members

Derek Heins, President
Greg Ptacek, Vice President
Erin Heins, Secretary
Carolyn Havenstrite, Treasurer
Robin Bostrom, Executive Director
Jon Biederman
Lori Daniels
Nancy Dunt
Gail Hackman
Tyler Hemry
Amie Johansen
Ron Saboe
Sean Singewald
Deb Willhite



Congratulations to the Chamber of Commerce on their new porous paved parking area located behind their building! Main Street WU is proud to have helped secure a Main Street Challenge grant for their building project. Stop by and check it out! Thanks to Cline Construction for their help with the project, especially the pole removal!