



Main Street In Motion

The Main Street West Union Newsletter

June 2012 Volume 6 Issue 2

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Golf Tournament is June 30th

The 2nd annual Main Street West Union Fundraising Golf Tournament is scheduled for Saturday, June 30th with a 9:00 a.m. shotgun start at the West Union Country Club. The 3-person best shot, 8 inch cup event will raise funds for the local program along with a day of golfing fun. There will be other special events, cash prizes and door prizes awarded to local golfers registered in the tournament. The \$25 fee includes green fees and lunch. Special events will be held on several holes throughout the day. Hole sponsors are still needed for a few holes and can be secured by contacting the Main Street office. Sponsorship fee is \$100. Sponsorship forms and team registration forms are available on the West Union website under the Main Street tab or at the Main Street West Union office. We hope that you will join us for this fun tournament this year!



Downtown Building Tours



Check out the remodeling projects recently completed, in progress, or about to begin in five historic downtown buildings on Sunday, July 1, 2012. MSWU's Promotions Committee is hosting a Downtown Building Tour to get you up close and personal with some of the rehab projects taking place in downtown West Union. Tickets are \$5 in advance—\$7.50 at the door and will allow participants to learn about what is happening at several different stages of progress. See what these buildings look like now and learn about the transformation about to begin. The event kicks off with an Opening Reception at TAP" T Out Stein n Dine at 2:00 p.m. Light refreshments will be provided. Purchase your ticket at the Main Street office or call 422-3070 for more information.

DESIGN COMMITTEE UPDATE:

The Design Committee was awarded a \$3,210 grant award from the Fayette County Community Foundation in May. This award will be used to purchase a power distribution box for use during community celebrations and festivals. The unit will be portable to allow of electrical needs through the community and at special events. The committee is also working with the City of West Union to assist in raising funds for new holiday lights for the downtown district. The committee is currently researching available options and pricing to replace the old, outdated lighting as it will no longer fit on the new upgraded light poles.



The committee is also excited to see many of the amenities for the streetscape project being put into place downtown. The committee assisted with the metal light pole banner designs, the trash containers, and the bike racks constructed by the North Fayette IT class. Special thanks to the West Union streets department for their assistance in installing these items downtown.



Bike racks designed & built
by NF students

PROMOTIONS COMMITTEE UPDATE:

The Promotions Committee has been busy planning some fun activities for this summer! The first event will be a Downtown Building Tour on July 1st to showcase the many remodeling projects taking place in downtown historic buildings. Advance tickets for the tour are on sale now at the Chamber/Main Street office for \$5 (\$7.50 on the day of the event) and include tours of five projects, along with light refreshments. Participants will see the completed renovations of Moonlight Stitching Studio and Sisters Retreat and the West Union Chamber building as well as projects in progress or just beginning at the former Rexall Drug building, the Bank Block building, and the former bus barn building. Tours begin at 2:00 p.m. with an Opening Reception at TAP'T Out Stein n Dine.

The new summer concert series "Playin' on the Plaza" will kick off on July 11th and continue on Wednesday evenings through August 29th. The FREE concerts will be held at the West Union Rec Center and will move to the downtown Civic Plaza on the Court House Square once construction is completed. The first concert will feature Iowa singer/song writer Chad Elliott. All concerts will begin at 5:30 p.m. A special local talent night will be held on August 1st. Any local performer interested in participating should contact Amie Johansen or Robin Bostrom for more information.



Mark Your Calendars...

JUNE

- June 12—MSWU Board meeting
- June 21—Promotions Committee meeting
- June 25—Business Improvement Committee meeting
- June 26—Design Committee Meeting
- June 30—MSWU Golf Tournament at WU Country Club

July

- July 1—Downtown Building Tours
- July 4—Celebration at WU Rec Center
- July 10—MSWU Board meeting
- July 11—Playin' on the Plaza Concert—Chad Elliott Organization Committee Meeting
- July 17—Design Committee Meeting
- July 18—Playin' on the Plaza Concert—Done Doin' Laundry
- July 31—Business Improvement Committee meeting

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

Congratulations to the City of West Union on receiving \$500,000 in CDBG funding for the Façade Master Plan application recently submitted for 21 downtown building façade improvements! MSWU was named as a sub-recipient in this application and will be assisting in the program.

ORGANIZATION UPDATE:

The Main Street West Union Organization Committee is in the midst of its annual pledge drive which supports the many positive activities undertaken to promote economic vitality and historic preservation in our community. As a 501c3 non-profit organization, the funds raised through our pledge drive are very important to maintain the level of revitalization work our group has been able to achieve thus far. Since being chosen as a Green Pilot community in 2008, West Union has and continues to receive many economic benefits. Numerous grant programs and technical assistance visits have been secured by Main Street West Union to benefit the community including:

- * 45 FREE building design consultations for downtown building owners
- * Energy Efficient Grant programs offering \$75,000 in rebates for energy efficient upgrades
- * \$175,000 grant to renovate and preserve the Chamber building
- * Civic Plaza building grant for construction of the plaza and numerous streetscape items including benches and light pole banner
- * New West Union Welcome signs on Highway 18 east and Highway 150 south
- * Multi-family housing grant award to rehab 3 downtown buildings
- * Wrote the Façade Master Plan grant which recently awarded \$500,000 to West Union for 21 building façade improvements
- * \$50,000 Challenge Grant for renovation of the first floor of the former bus barn building on South Vine Street

As you can see, Main Street West Union has made significant investment into the community since it began in 2006. As a non-profit organization, MSWU leverages their funding to directly benefit West Union. Operating on an annual budget of \$37,000, for every \$1 spent by Main Street in the last 5 years, \$45 comes back to benefit the community.

We wish to continue providing support for West Union, but we need your investment to help us continue that work. We hope that you will make an investment with a 3-year pledge or donation of any amount. Thanks for your continued support.

BUSINESS IMPROVEMENT UPDATE:

The Business Improvement Committee has been meeting and reviewing opportunities to market the community of West Union while also improving the business climate locally. They have been taking a look at "Shop Local" campaigns to find a good fit for use here in West Union. These campaigns serve as an educational tool so that customers know how their dollars spent locally benefit their community. For example, did you know that for every \$100 spent in independently owned stores, \$68 dollars returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, \$43 stays here. Spend it online and nothing comes home. The best way to improve the local economy is to shop locally!

The BI committee is also reviewing the recent market analysis study to look for opportunities to recruit new business to the area. With the work set to begin on the Façade Master Plan grant program as well as renovation projects in several downtown buildings, there will be new commercial spots available. Taking a look at survey figures will help provide direction on what type of businesses are needed and could survive based on current expenditures of local residents. The group will be reviewing the current promotional DVD created 2 years ago as well as other printed marketing materials that can be used to recruit new business and industry to the area. The committee also updates the information binders that are placed in area motels so visitors know what goods and services are available. There were also new upgrades to the West Union website provided by Main Street. This included updating the content management system to allow for better navigation on the site including news feeds and video feeds. Visitors can now subscribe to receive updates on events especially related to the Green Pilot Project..



DOE GRANT FUNDING:

Summer is a great time to improve the energy efficiency of your building before the chilly fall weather takes hold. Be sure to check out the Department of Energy Grant program to see how you could save up to \$10,000 for making energy efficiency improvements. Not only will you save on the equipment you install, you'll also save \$\$\$ on your electric bill! Get more info at the Main Street office or on the website.



WESTUNION
MAIN STREET

101 North Vine Street • West Union, IA 52175



«Name»

«Mailing Address»

«City State for Mailing»

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
Troy Schott, Vice President
Erin Heins, Secretary
Carolyn Havenstrite, Treasurer
Robin Bostrom, Executive Director
Jon Biederman
Lori Daniels
Nancy Dunt
Gail Hackman
Sue North
Ron Saboe
Sean Singewald
Deb Willhite



Mystery Building

Can you guess where this building is, and what is located there now?

The answer is hidden somewhere in this issue!