



WEST UNION
MAIN STREET



Main Street In Motion

The Main Street West Union Newsletter

April / May 2014

Volume 6 Issue 1

Special Points of Interest:

- Façade Master Plan
- Divas & Dining
- Calendar of Events
- Construction Photos

Inside this issue:

Economic Impacts	2
Energy Grant Program	2
Calendar of Events	2
Divas & Dining	3
Playin' on the Plaza	3
Construction Photos	4



West Union hits \$2 million Benchmark!

The City of West Union will be honored at the 2014 Main Street Iowa Awards on May 2nd for reaching the \$2 million dollar benchmark in private dollars invested in redevelopment efforts within the downtown Main Street district. Through a contract agreement with the State of Iowa, our local Main Street program is required to submit monthly reports to the state on activity taking place with the community. These reports include buildings sold or torn down, new jobs created as well as lost jobs, new housing, and any type of improvements made to buildings ranging from new signage or painting to full building renovations. This benchmark is significant because it records private dollars spent not grant dollars. This shows a great commitment to the revitalization of our community from numerous private business owners since 2007! Congratulations to the City of West Union and to all of those building owners who have invested in making their building better in both small and large ways!

Façade Master Plan Project

Many of you have asked what is going on behind all those construction tents downtown? We know you are anxious to see the new look that 10 downtown buildings will have as part of the Façade Master Plan project. This program is assisting with improvements to the outside façade of these buildings. Improvements include restoring storefronts to a more historic look like what you now see at the Concept Hearing Aid Center, and a soon to be revealed storefront in the former Garvin Hardware building. New windows and doors have replaced boarded up windows giving new life to several buildings including the former bus barn building. As the weather warms up, we will see new paint and tuck-pointing taking place. We appreciate your patience and extra effort to navigate around construction equipment and the piles of snow that have been here for most of the winter. We are on the home stretch to giving our downtown a great facelift!



The Economic Impact of Downtown Renovation

It seems like there has been construction taking place around West Union for a long time now, and many of us have grown tired of the piles of construction materials, blocked off parking areas, and having to walk around construction zones. How does all this mess really benefit our community? There are actually some economic benefits that you don't really see that are helping our economy right now.

- * Out of town construction crews have been staying in our hotel which means revenue for that business as well as tax revenue for the City through the hotel/motel tax. 100% of the hotel/motel tax is reinvested in the community for recreation programs and economic development activities.
- * Many of the construction workers eat in our restaurants, purchase gas and other items in the convenience stores, and buy supplies from the grocery and hardware stores. This also contributes to the local option sales tax which helps pay off the note on our Aquatic Center, provides property tax relief, and funds for street improvements.
- * All of this construction has brought several groups here to see the progress and to learn more about the programs being used here in West Union. Just since January 1st, we have provided 4 tours for different groups, all of whom have had lunch locally which supports local business and sales tax revenue once again.
- * One new business—Concept Hearing Aid Center—has opened in one of the renovated spaces which creates additional foot traffic and revenue. They also provide a much needed service for local residents.
- * The Town House Café will reopen this summer providing another dining option and replacing jobs lost after the fire.
- * When a new business opens they need insurance, banking services, utilities, and office supplies to name just a few. Each dollar spent here in the community will turn over six times creating even more impact!
- * Improvements to buildings that have been vacant will mean increased property tax revenue for both the City and the County as buildings see an increase in their assessed value. This also means additional revenue for our schools.

Energy Efficient Grant Program Provides Assistance

Since 2009, the Main Street West Union program has administered the Energy Efficient Grant Program which has provided assistance to small business owners in West Union who made energy efficient improvements to their business. The program allows for rebates on qualified purchases and was funded by USDA, the Iowa Economic Development Authority, and Main Street West Union. Several business owners took advantage of the program including:

- * First National Bank, Garvin Hardware, & German Mutual Insurance for lighting upgrades
- * Anytime Fitness for new lighting, insulation, windows and doors
- * Old Mill Floral for a new floral cooler, insulation, windows, and doors
- * TAP'T Out for a more energy efficient beverage cooler & fryer
- * Moonlight Stitching Studio for new windows
- * West Union Dental Clinic for a new furnace and lighting upgrades
- * Heying Firms, Baumler Implement, & Pizza Palace for lighting upgrades
- * West Union Chamber of Commerce for lighting, insulation, new windows
- * TeKippe Engineering for insulation, new windows & doors,
- * Numerous businesses for geothermal conversions

Mark Your Calendars



April 3

Promotions/Organization Committee Meeting

April 8

MSWU Board Meeting

April 10

Divas & Dining

April 11-12

Divas Retail Event

April 14

Reservations due for State Main Street Awards Celebration

April 15

MSWU Design Committee Meeting

April 20

Happy Easter

May 2

State Main Street Awards

May 11

Happy Mother's Day!

May 13

MSWU Board Meeting

**For more information on these events,
contact the Main Street Office
563-422-8655**

Save the Date

"Divas on the Dock"

Divas & Dining 2014
April 10, 2014
Echo Valley Banquet Center
Doors open at 5:00 p.m.

Get Your Tickets NOW!!

\$16 at the MSWU or Chamber Office

- * Boutique table-top shopping'
- * Spring Fashion Show
- * FREE Swag Bags to the first 100 ladies through the door
- * Includes appetizer bar, meal, and door prizes!

Don't miss out on this Spring Break for the Divas of West Union!

Purchase your tickets before April 4th for a chance to win a Beach Gift Basket!!



Playin' on the Plaza
2014



It won't be long before the weather will warm up and we will be enjoying another season of live music on the Civic Plaza stage in downtown West Union! Dust off your lawn chair and get ready to spend Thursday nights listening to great musical entertainment starting on July 10th at 6:00 p.m. We already have some great talent booked including local favorites "Kindred Minds" and "Done Doin' Laundry". We hope to add some Farmer's Market vendors to the event this year—if you have an interest in being a vendor or know of someone who would like to be a vendor, please let the Main Street office know. Sponsorship opportunities are also available to offset the cost of each week's performers. If you would like to make a contribution, please contact the Main Street West Union office for a sponsorship packet. We appreciate your support!



WEST UNION
MAIN STREET

115 1/2 North Vine Street • West Union, IA 52175

Downtown Construction Photos



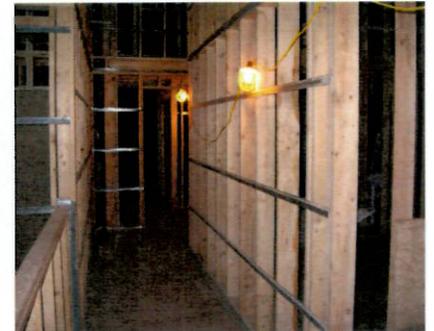
Bank Block Building Before



Bank Block Building After



New 1st floor bathroom walls



New 2nd floor hallway—ready for Sheetrock!

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
- Tyler Hemry, Secretary
- Karla Organist Treasurer
- Robin Bostrom, Executive Director
- Jon Biederman
- Jane Blumhagen
- Patti Heuton
- Erin Heins Tieskeotter
- Nancy Dunt
- Amie Johansen
- John Pleggenkuhle
- Deb Theis
- Dick Woodard



New windows installed on the 2nd floor of the former Bus Barn above.

If you are interested in learning more about renting any of the new apartments in this building, please contact the MSWU office at 422-8655.