

What's Happening on Main Street?

MAIN STREET MANNING



Volume 2, Issue 2

A Main Street Community Since 2009

March 2012

PROGRAM DIRECTOR'S REPORT

By Colleen Nelson

Awards & Acronyms!

Each year, Main Street Iowa recognizes outstanding local Main Street projects, activities and volunteers at an Awards Ceremony. This year, that event will take place on Friday, May 4th in the 4th floor ballroom of the newly renovated Veterans Auditorium in Des Moines and Main Street Manning will be there! Although winners are not notified in advance, we think our chances are good as we submitted six very competitive nominations. There are a number of categories under each of the four committees (Organization, Design, Business Improvement and Promotion) plus four possible nominations under Overall Program. We were allowed to submit only one nomination per category and that was perhaps our biggest challenge - choosing from the many successes of this past year! We are optimistic and looking forward to the event. If you would like to attend and share in the excitement, contact the Main Street office for more information.

As I worked on this issue of our quarterly newsletter, I was struck with the number of new acronyms that have become part of my everyday language! The Main Street Program falls under the **IEDA** umbrella....which stands for **Iowa Economic Development Authority**. Before my position here, I knew this organization as **IDED**, which stood for **Iowa Department of Economic Development** - pronounced I-DEAD - as opposed to I-ALIVE! My point is that EVERY industry employs these shortened (sometimes) identifiers and most of us are guilty of using them in everyday conversation, assuming that our audience has a built in acronym translator. I know, however, that this is not the case. People often quit listening when too much of what they are hearing includes a bunch of abbreviations that mean nothing to them. SO, in this issue, I promise to define each and every alphabet string. I hope this will help you more fully understand our progress and appreciate the many sources responsible for our success.
EXCEPTION: MSM = MAIN STREET MANNING and I will use this acronym liberally!



Your MSM Board & Staff (from L to R): DeEtte Grabill, Harvey Dales, Pam Kusel, Lois Croghan, Greg Sextro, Hannah Willison, Rachel Nulle, Dawn Rohe, Karmen Grabill, Colleen Nelson, Joni Warner & Ron Reischl. (John and Scott Opperman were absent for this photo.)

CDBG for DOWNTOWN REVITALIZATION (Community Development Block Grant)

By now, most of you have heard at least *something* about this exciting opportunity for our Main Street district. Last fall, the City submitted a pre-application for this money to fund our FMP (façade master plan). Literally hundreds of man-hours (largely volunteer) were applied to this process and Main Street Manning worked very closely with the City to gather all of the required information, etc. These efforts were rewarded in February when the City was invited to submit a full application for this funding....in short, **MANNING MADE THE CUT!**

The committee immediately began the process of completing this next step. Members of this dedicated group include; Dawn Rohe, Ron Reischl, Jason Hoffman, Harvey Dales, Kirk Huehn, Julie Bauer, DeEtte Grabill and Region XII Representative, Karina Ward. Despite a late April deadline, this group determined that an early submission might result in earlier notification, so on March 21st, the completed application was hand delivered.

What does this mean for Manning? It means that we could realize an award of \$500,000 to restore and renovate the facades of a number of buildings on our Main Street! This three-phase process could involve as many as 30 buildings, depending on actual costs and construction could begin late next fall. Keep your fingers crossed and we'll keep you posted.

Board Members & Staff

- ◆ Colleen Nelson, Director
- ◆ Ron Reischl, President
- ◆ John Opperman, VP
- ◆ Lois Croghan, Secretary
- ◆ Dawn Rohe, Treasurer
- ◆ DeEtte Grabill, Chair Design Committee
- ◆ Harvey Dales, Chair Organization Committee
- ◆ Pam Kusel, Chair Promotion Committee
- ◆ Joni Warner
- ◆ Greg Sextro

Student Members

- ◆ Karmen Grabill
- ◆ Rachel Nulle
- ◆ Scott Opperman
- ◆ Hannah Willison

MISSION STATEMENT

The mission of Main Street Manning is to preserve and revitalize our historic town and to stimulate business, residential and recreational growth through the coordinated efforts of volunteers, private business, and local government for the benefit of present and future generations.

For additional information or if you are interested in joining a committee or volunteering in any capacity, please call the Main Street Manning Office at 655-6246 or email mainstmann@mmctsu.com or contact any board member.

Main Street Manning is on Facebook! Please "like" us then follow and comment on our activities.

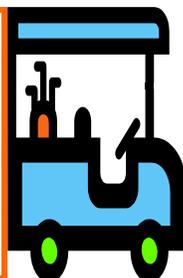
SAVE THE DATE

SATURDAY ~ JUNE 2

3RD ANNUAL CHAMBER/MSM GOLF CLASSIC

M&M GOLF COURSE

ANSWER: LimO & CasinO!



UPDATES & DATES TO SAVE

HUD CHALLENGE GRANT (Housing and Urban Development)

Our January newsletter included information regarding our application for a \$50,000 Challenge Grant. We are excited to report that Main Street Manning was awarded the funds at a ceremony held in Des Moines on January 28th. One of nine Main Street Communities to receive funding, Manning will use the monies to help Greg and Sandra Sextro renovate the second story of the building they own at 307 Main Street. Adding affordable, second story living space to our downtown district will be realized in part with the addition of this apartment.

The Sextros are pictured here with Governor Branstad and Main Street Manning Board President, Ron Reischl.



ORGANIZATION COMMITTEE

As suggested by the Main Street Four-Point Approach®, in addition to helping the board with planning the annual fund drive (currently underway), the Organization Committee is responsible for planning fund raising events to supplement the budget. For the past two years, the Chamber of Commerce/MSM Manning Golf Tournament has successfully accomplished that goal! Jean Behrens, Dawn Lorenzen, and Laurie Stein from our Organization Committee have joined Chamber representatives, Denise Doyel, Jodi Hiatt, Jan Lorenzen and Teresa Vonnahme to work on the 2012 event, scheduled for Saturday, June 2nd. Please mark your calendar and plan to **PLAY.....or VOLUNTEER** to help and be a part of what promises to be a great day for both golfers and “gallery”!

RIDDLE: What two Q words could be used to describe this year's Grand Raffle Prize? (find the answer behind the golf cart on the front page)

DESIGN COMMITTEE

Soll's Service, Inc. is the latest local business to take advantage of MSM's local façade grant. This grant provides matching funds, up to \$2,000, for renovation of the front of buildings in our Main Street district. In addition to the new windows and exterior door, the Solls have nearly completed an extensive remodel of the interior. Word on the street is that we can look forward to an Open House event in the near future.

By the time you read this, our Main Street Planters will have been emptied of their winter array and be ready to receive their Spring planting. These next few months will find our Design Committee up to their elbows in dirt...and enjoying every minute!

WE'RE ON A ROLL MSM Investor Appreciation Friday ~ April 13th 7:00 - 9:00 A.M. MSM Office

If you are currently supporting Main Street Manning or are interested in doing so, we'd like to say “thank you”. Please join us for this informal, come and go event. We will be serving **ROLLS** and coffee and will be available to answer questions about all things Main Street!



PROMOTION / RETAIL COMMITTEE

As the Promotion Committee made plans for 2012, the group agreed to focus on expanding and enhancing the successful events of 2011 rather than add new activities to Manning's busy community calendar.

Those successful events were identified as the following: SPRING OPEN HOUSE, FARMER'S MARKET, HALLOWEEN SOCIAL, and HOLIDAY PROMOTIONS. Each of these activities was well received by both Manning residents and visitors and the committee will work to make them even more appealing and inviting.

The group is well into planning and implementing the *Spring Open House*, scheduled for Friday, April 13th. In addition to our retailers, they encourage our service providers to participate and to use the opportunity to showcase their business. Feel free to call Colleen at the Main Street office for information and ideas to help with this promotion.

The Holiday promotion will have a slightly different format this year, with events scheduled for the weekends before and after Weihnachtsfest. The traditional Holiday Open House will be held earlier than usual, on Nov. 16 & 17. Santa will be in town on Dec. 1st when shoppers will be invited to “wrap up” their Christmas shopping in Manning.

Spring Open House Friday ~ April 13th

Main Street Manning and the Manning Chamber of Commerce will host the 3rd annual Spring Open House on Friday, April 13th, bringing a festive atmosphere to Main Street. Shoppers will have six chances to win \$50 simply by having their card stamped by six participating businesses.

Prize Cards must be picked up and returned to the Main Street Office that day, April 13th, and winners will be drawn the following Monday, on April 16th.

More than 25 businesses will take part and many will offer treats, discounts, and have drawings for prizes, in house. Make plans to participate in what has become a very popular rite of Spring!