



MAIN STREET WEST BRANCH

Embracing our Past, Investing in our Future

Accomplishments 2006-2007

- Secured a \$42,000 federal grant for Historic Rehabilitation in our Downtown
- Secured a \$4,000 grant for a new community entrance sign
- Facilitated architectural consultation and services on twelve commercial buildings to aid in current and future rehabilitation and/or redesign
- Brokered an agreement with the National Park Service to make community use of the Village Green easier
- Participated in long-range interpretive planning with the National Park Service to encourage increased tourist traffic from Historic Site to downtown
- Helped to produce five downtown/community-wide festivals
- Grew from 14 to 60 volunteers; utilized over 6,000 volunteer hours in service to the community
- Established permanent office/hired a paid Program Director
- Fostered the sale of three commercial buildings downtown and the opening/continued operations of six new businesses: Champagne's, I-Renew, Ye Old Main Street Sweets, Reid's Beans Coffee Shop, Thrivent Financial for Lutherans, and the West Branch Emporium
- Expanded/Improved the Farmer's Market and Summer Concert Series
- Brought back the hanging baskets; purchased/filled floral urns, and installed attractive and uniform number signs on the downtown business windows
- Produced shopping/dining guide, community business directory and welcome packets for area visitors and newcomers
- Established a small revolving loan fund for local business improvement

- Hosted 2 volunteer-driven clean-up days to address messy public spaces downtown
- Hosted 2 (of what will be quarterly) Educational Programs for the Business Community and facilitated 6 - 1:1 consultations with nationally-recognized business consultant, Margie Johnson
- Developed a marketing plan to encourage tourism both within and outside of the park's borders (including an interstate billboard, print and radio spots)
- Launched Website and Quarterly Newsletter!

Needs 2008

- To implement the marketing plan!
We need money to produce our newsletter, brochures, billboards, and print advertising in local and regional media outlets.
- Streetscaping!
Landscaping/Floral Maintenance
Way-finding signs/Orientation Kiosk
New trash bins and benches
Community Entrance Signs
- Investment in our new Revolving Loan Fund!
Help us provide attractive business recruitment incentives and ongoing assistance for existing businesses.
- Festivals, Concerts, Workshops!
Help us keep our regular festivals strong, improve our summer concert series, and get more people excited about West Branch!

Guiding Principles

Incremental Process
Comprehensive Four Point Approach:
(Business Improvement, Design, Promotion, Organization)
Quality
Public and Private Partnership
Changing Attitudes
Focus on Existing Assets
Self-Help Program
Implementation Oriented