

Who is Main Street?



Main Street is a Nationwide, grass roots movement that blends preservation, activation, and coordination to harness the power of **Character-Based Economic Growth.**

West Branch has been a state and nationally accredited Main Street community since 2006.

Our Home. Our History. Our Future.

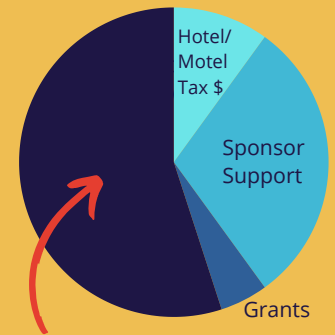


The Main Street way is to inspire and engage the property owners, business owners, leaders, friends and neighbors to create a shared value in the character of the community. **Imagine having people believe their place matters.** That is true community support. That is what Main Street is all about.

It's Simple. It's People loving their Place.

Main Street West Branch is a non-profit volunteer-driven organization working through the combination of public, private, and commercial interests to strengthen our historic Main Street district for the benefit of our community as a whole. **Your support is crucial to this success!**

MSWB BUDGET:



Charitable Donations & Fundraising Events



1,675
Volunteer Hours
Recorded in 2023

7,650
Event Attendees
in 2023

\$294,560
Grant Funding Secured
since 2020



Main Street Alive

OUR STRATEGIC EVENTS BRING VIBRANCY TO THE COMMUNITY & DISTRICT

“Our most profitable days of the year align with Main Street events! The opportunity to engage new customers is so valuable as a small business.”

-Tiffany Frederick
Owner, The Honey Den

MAIN STREET REACH

8

Major Community Events in 2023

7,650

Est. Event Attendees



OUR EVENTS SUPPORT BUSINESS, SHAPE PERCEPTIONS, & MAKE PEOPLE FALL IN LOVE WITH DOWNTOWN



We are Main Street

Our volunteer Board of Directors drives our organization in making meaningful change in our historic downtown district



MAIN STREET
WEST BRANCH
**BOARD OF
DIRECTORS**



**MAIN STREET
WEST BRANCH**



NICKI BRICK
Board President



STEVEN GRACE
VP & Organization Chair



CAROLYN ANDERSON
Treasurer



PAULA ROGERS
Secretary



STACY WATERS
Promotions Chair



JOHN FULLER
Board Member



MANDA FRAUENHOLZ
Board Member



JENNIFER WALKER
Economic Vitality
Co-Chair



JUSTIN STINSON
Board Member



ANTHONY "TJ" CAPPEL
Economic Vitality
Co-Chair



SAM DRELLA
Board Member



SCOTT THOMA
Board Member

We are Main Street

Our Advisory Board includes key community leaders who support the Main Street mission through guidance and collaboration.



MAIN STREET
WEST BRANCH
**ADVISORY
BOARD**



**MAIN STREET
WEST BRANCH**



JESSI SIMON
Main Street
Executive Director



ROGER LAUGHLIN
City of West Branch
Mayor



PETE SWISHER
National Park Service
Superintendent



MUNDI MCCARTY
Hoover Presidential
Foundation



AARON SHINEBLAUM
Hoover Presidential
Library & Museum



What's the Plan?

Main Street is results oriented with a multi-layered approach to economic sustainability



MAIN STREET
WEST BRANCH

Our Vision

West Branch will thrive with an eclectic mix of old and new as a desirable visitor's destination and a place of hometown pride that shows in the vibrant downtown & unique offerings.

Our Mission

To improve the social and economic well being of our community & the historic downtown by:

- Preserving and sharing our history and unique identity.
- Attracting and supporting small businesses.
- Engaging and connecting the community.

Our Top Strategies

Strategy 1- Downtown will be celebrated as a **multigenerational-friendly** hub and heart of the community. Enhancing family-oriented events and activities, strengthening collaborations with local businesses to cater to the needs of family members at all ages, and maintaining our unique heritage will help create and sustain an inviting and inclusive environment for people of all ages to live and work.

Strategy 2- Attract and engage **visitors and tourist**. We aim to establish West Branch as a destination to eat, shop & explore with a focus on increasing traffic to Main Street. This requires consistent collaboration with other local partners including the Hoover campus, school and City.

Big Ideas

- As our community grows it's crucial to create meaningful opportunities for family members of all ages to feel welcome, engaged, contented and entertained in order to build and sustain deep roots in West Branch.
- West Branch has potential to attract more visitors by combining efforts to promote our 3 major attractions: the National Park, the Presidential Museum and the historic Main Street district.
- Main Street West Branch plays a valuable role in economic development and community building. Our organization's operations are expanding and support, funding and volunteerism must also grow.

Main Street Four Point Approach

DESIGN

ECONOMIC VITALITY

ORGANIZATION

PROMOTION

Action-Oriented Work Plans

Why Main Street?

Be a part of the difference. We are the people who make the place better.

IMPACT SPOTLIGHT



"We could not have done this project without the help of Main Street West Branch"

**-- JENNIFER WALKER,
OWNER OF THE SERVING CAFE**



Project Highlight

In 2023 Main Street West Branch helped The Serving Cafe secure major funding via two Main Street Iowa grants. The Challenge Grant provided \$100,000 to assist with the transformation of a long-time vacant building, previously a gas station and auto shop, into a beautiful full-service cafe and coffeeshop to better serve our community and visitors. The Open 4 Business Grant provided an additional \$10,000 to assist with The Serving Cafe's expansion by offsetting expenses related to equipment, inventory and marketing.

This project demonstrates the impact of powerful partnerships and aligns with MSWB's mission. This investment has had a significant economic impact within our district and we were thrilled to partner with the property owners, Jennifer and Todd Walker, to bring this project to life.

Social Connection



76,507
Facebook Reach
@mainstreetwb



+216
NEW Instagram Followers
@mainstreetwestbranch

Volunteer Connection



1,675
Volunteer Hours in 2023



\$53,265
Volunteer Value in 2023

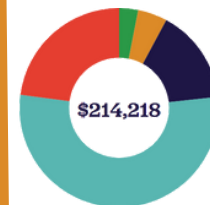


\$1.4M
Volunteer Value Program to Date

In the Numbers

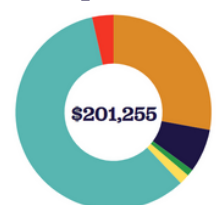


Income



- Grant Funding
- Fundraising Events
- Event Sponsors
- City Support (Hotel/Motel Tax)
- Individual Donations

Expenses



- Grant Projects (Building Restoration, Biz Expansion, Placemaking)
- Program Operations
- Community Events
- Fundraising Expenses
- Business Support
- Downtown Beautification