

# 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.

## 2025 ANNUAL REPORT

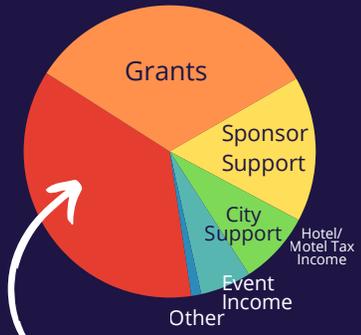


The Main Street way is to inspire and engage the property owners, business owners, leaders, friends and neighbors to create a shared value in the character of the community. **Imagine having people believe their place matters.** That is true community support. That is what Main Street is all about.

### Preserving Our Past. Building Our Future.

Main Street West Branch brings together residents, businesses, and civic leaders to preserve and enhance our historic downtown district. Through the power of collaboration, we're ensuring our cherished downtown continues to thrive for generations to come. **Every supporter, volunteer, and community member plays a vital role in writing the next chapter of our town's story.**

### OUR FUNDING:



**2,041**  
Volunteer Hours  
Recorded in 2025

**40.7K**  
2025 Visitors to our  
Historic Downtown

**\$85,000**  
Grant Funding Awarded  
to Local Businesses in 2025



# Main Street Alive

OUR STRATEGIC EVENTS BRING VIBRANCY TO THE COMMUNITY & DISTRICT

“Events hosted by Main Street attract and engage the community, bring new visitors downtown and support the growth of small businesses like ours. By celebrating West Branch’s unique identity and vibrant downtown, these events reinforce Main Street as a place of hometown pride and a desirable destination.”

-Shannon Penisten  
Owner, White Pumpkin

MAIN STREET REACH

14

Community Events in 2025

19,314

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



## 2025 MAIN STREET WEST BRANCH BOARD OF DIRECTORS



**JESSI SIMON**  
Executive Director



**STACY WATERS**  
President



**JAY COOPER**  
Vice President



**CAROLYN ANDERSON**  
Treasurer



**CHRIS BUSHMAN**  
Secretary



**SCOTT THOMA**  
Board Member



**JOHN FULLER**  
Board Member



**ADRIENNE HOWARD**  
Board Member



**ANNA DIMMER**  
Board Member



**MADISON CONLEY**  
Board Member



**MACY KRALL**  
Board Member



**JOHN HIERSEMAN**  
Board Member



**EMILY SOUKUP**  
Board Member



**JIM HOFFMAN**  
Board Member

# We are Main Street

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



**2025**  
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



**THOMAS SCHWARTZ**  
Hoover Presidential  
Library & Museum



# Why Main Street?

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



## IMPACT SPOTLIGHT



*"The Main Street resources and grants have been life-changing and put my business in fast forward"*

**- TIFFANY FREDERICK  
OWNER OF THE HONEY DEN**

## Project Highlight

MSWB partnered with The Honey Den to transform a bold expansion vision into a clear, funded growth strategy. By leveraging grant opportunities available exclusively to Main Street-accredited programs, collaborating closely with staff, and utilizing services such as design consultations and visual merchandising support, the groundwork for sustainable expansion was set.

That partnership led to a \$25,000 award through Main Street Iowa's Open 4 Business program to support new equipment, expanded inventory, and upgraded tools to scale wholesale and fundraising programs, strengthening profit margins and positioning the local business for long-term success.

MSWB also helped secure a \$100,000 Challenge Grant to complete transformative upgrades to the local storefront in the coming year. These improvements will better accommodate operations while elevating The Honey Den's appeal as a destination candy shop—driving foot traffic, tourism, and continued economic growth in downtown West Branch.

### Social Connection



**1,298,672**

Facebook Views  
@mainstreetwb



**126,230**

Instagram Views  
@mainstreetwestbranch

### Volunteer Connection



**2,003**

Volunteer Hours in 2025



**\$69,684**

Volunteer Value in 2025



**\$1.57M**

Volunteer Value Program to Date

### In the Numbers

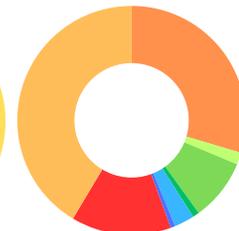


#### Income



- Donations & Fundraisers
- Grants
- Sponsorship
- City Support
- Event Income
- Investments

#### Expenses



- Staff
- Program Operations
- Community Events
- Business Support
- Fundraising Expenses
- Paid Advertising
- Downtown Beautification
- Volunteer Appreciation

# Main Street By the Numbers

2024 COMMUNITY DATA  
WEST BRANCH, IOWA



## Project Highlight

The Rising Tide Initiative was a support program developed and led by Main Street West Branch to help downtown businesses navigate a year of major challenges, including I-80 construction, reduced tourism during the Hoover Museum renovation, and ongoing economic pressures. \$47,000 worth of grant support was secured via Rural Business Development Council and Wells Fargo Foundation to fund a four-pillar approach focused on strategic re-investment, education, collaboration, and marketing.

MSWB awarded \$30,000 directly to local businesses via matching grants to support projects like signage and façade upgrades to improve the downtown experience. Those projects alone created more than \$78,000 in private investment. Grant funds also supported seasonal professional photo and video content highlighting multiple businesses and promoting West Branch as a destination. Participating businesses now use these assets in their own marketing efforts.

These pilot strategies proved successful and are now being integrated into MSWB's ongoing work to strengthen downtown vitality.

REINVESTMENT  
STATS 2025



**\$978,103**

Private Investment in  
Downtown Properties  
in 2025

## OUR MISSION IN ACTION

- Destination Marketing
- Business Networking Events
- Design Assistance
- Challenge Grant Programs
- Business Expansion Grant
- Annual Market Data
- Local Matching Grants
- Driving Traffic via Special Events
- Downtown Beautification
- 1:1 Business Coaching
- New Resident Welcome Kits
- Small Biz Workshops

## COMMUNITY STATS

**Population**  
3,019

**Households**  
1,243

**Median HH Income**  
\$77,298

**Median Age**  
41.1

**Housing Units**  
1,365

Source: ESRI Market Profile, 5 Min. Drive Time

# Beyond Main Street

Preserving our past.  
Enriching our future.



## VOLUNTEER SPOTLIGHT



2025 COMMITTEE

## Hoover's Hometown Days: *An Independent Nonprofit At Last*

As we kicked off 2026, Main Street West Branch supported the successful transition of Hoover's Hometown Days into a stand-alone 501(c)(3), volunteer-led organization, a long-term goal since City funding prompted reorganization in 2023.

This group now serves as the coordinating hub between the many community partners that make the festival possible. While MSWB will continue coordinating downtown vendors and business participation, and others will continue leading activities in their respective areas. Hoover's Hometown Days will focus on bringing these efforts together into one cohesive celebration of West Branch's unique heritage and community spirit.

The vision is for Hoover's Hometown Days to become financially self-sustaining while delivering an experience that blends recreation, education, heritage, and community. The celebration will continue to foster collaboration, inspire volunteerism, and strengthen hometown pride for years to come.

HISTORIC WEST BRANCH  
**HOOVER'S**  
*Hometown Days*

### Social Connection



**528.2K**

Facebook Views  
@hoovershometowndays



**30K**

Instagram Views  
@hoovershometowndays

### Volunteer Connection



**68**

Event Volunteers



**\$11,878**

Donations Raised



**19**

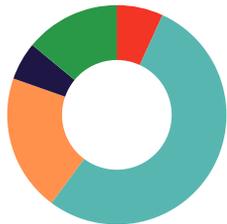
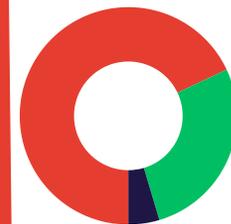
Sponsor Commitments

### In the Numbers



#### Income

#### Expenses



- Sponsorship
- Donations & Fundraising
- Grant Funding
- Kids Activities
- Event Operations
- Live Music
- Marketing
- Hoover-Ball

# What's the Plan?

Main Street is  
results oriented  
with a  
multi-layered  
approach to  
economic  
vitality and  
community  
building



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

- **A Downtown for All Ages** – Strengthening events, business partnerships, and intergenerational activities will help deepen community roots.
- **Boosting Tourism Through Collaboration** – Promoting the National Park, Presidential Museum, and Main Street together will attract more visitors and strengthen the local economy.
- **Growing Main Street's Impact** – Expanding support, funding, and volunteerism will sustain Main Street's role in economic development and community building.

## Main Street Four Point Approach

DESIGN

ECONOMIC VITALITY

ORGANIZATION

PROMOTION

## Action-Oriented Work Plans