



SETTING THE **STANDARD**

2019-2020 BOARD MEMBERS

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PRESIDENT'S LETTER

The Mount Vernon-Lisbon Community Development Group (CDG), a Main Street Iowa organization, and its charitable arm, the Mount Vernon-Lisbon Community Charitable Development Group (CCDG) have received statewide and national attention in 2019.

This past year the CDG received the prestigious "Spirit of Main Street" recognition award at the 2019 Main Street Iowa Awards ceremony in Des Moines, becoming only the seventh Main Street organization in the state to ever receive this honor. The Governor and Lieutenant Governor were both on hand to congratulate 27 MV-L volunteers.

In March, four representatives from CDG attended the national Main Street Now Conference in Seattle and shared their knowledge by presenting a workshop titled "When the Smithsonian Comes to Town." In May, representatives from all 55 Main Street Iowa Communities came to a conference in Mount Vernon and learned Economic Development lessons from MV-L business owners and program volunteers. And finally, in December, CDG representatives won a \$500 prize in the National Shop Small Saturday Neighborhood Champion Innovation Contest and as such were featured in a national blog about best practices.

It is clear to me that other communities around the country are looking to us to set the standard in small-town revitalization. Thank you for all your help in getting us noticed locally, regionally and nationally. We are proud to continue to spearhead projects that make the larger community stop and take notice of the good work being done in Mount Vernon and Lisbon. Go us!

More information about CDG or CCDG is available at www.visitmvl.com. You can also like us on facebook.com/visitmvl; follow us on Twitter @visitmvl_ia; or phone Director Joe Jennison at 319.210.9935.

Myrt Bowers, President

**MOUNT VERNON-LISBON COMMUNITY DEVELOPMENT GROUP
MOUNT VERNON-LISBON COMMUNITY CHARITABLE DEVELOPMENT GROUP**

We are pleased to recognize these businesses and individuals for their support in 2019.

Donations acknowledged below include \$41,631.44 raised specifically for Mount Vernon's Buresh Family Community Wellness Center, monies that were transferred to the City of Mount Vernon for this specific purpose. All other monies received benefitted CDG and CCDG projects and programs.

Chief Supporter (\$60,000+)

City of Mount Vernon

Major Supporter (\$8,000+)

Joan Wallace Burge
Mount Vernon Bank & Trust
Wellso Family Foundation

Leading Supporter (\$4,000+)

Thomas and Kathleen Aller
City of Lisbon
Downtown Dental
Hills Bank

Visionary Supporter (\$2,500+)

Cornell College
Dave and Johanna Kutcher
Neal's Water Conditioning

Pacesetter (\$1,000+)

Jim and Julie Baty
Benchmark Inc.
Bridge Community Bank
Rick and Trude Elliott (Dance Arts Iowa, Elliott Uptown Fitness, First Street Community Center, Mount Vernon Construction)
Tim and Kim Fall
Koppenhaver & Associates
Floyde and Machele Pelkey
Allyson and Jason Rushford
Stoner Farms

Partner (\$500+)

Christian and Mariah Andrews
Bauman & Co. Inc.
Myrt and Bill Bowers
Jonathan Brand & Rachelle LaBarge
Lezli J. Luneckas Broomhall
Budget Blinds of Eastern Iowa
Dakota Red Corporation
Jim Engelbrecht
Gary's Foods
Hands in Harmony
Heather Riniker Daycare
Lemonade and Bake Sale Fundraiser
Rich and Deb Herrmann
Hertz Farm Management
Iowa Physical Therapy
Lynch Ford Chevrolet
Mount Vernon Area Arts Council
Mount Vernon Family Dentistry
Nick and Allison Nissen
Loren and Renee Nydegger
Pearson & Associates, PC
Brandon and Tammy Pitlik
John and Thelma Rife
Sargent & Fortmann, LLP
U.S. Nameplate

Believer (\$240+)

ACME Electric
Blooming Acres
Fred Burke
Chameleon's
Ann Currie
Jim and Mary Evans
Ed Fordyce
Frey Pet Hospital, Ryan and Angie Steen
Dick and Deb George
Meridith Hoffman
The Law Offices of Kay Johansen
Kluver Chiropractic
John and Mary Jane McWilliams
Mount Vernon Eye Clinic
Mount Vernon Insurance
One Mission Fundraising
Adam and Jan Pyatt
Craig and Catherine Quehl-Engel
Right Frame of Mind
Sue and Loren Ripke
Roger and Marilyn Schnittjer
Scorz
Silver Spider
Craig and Jean Smith

Stewart Baxter Funeral and Memorial Services
Yock's Landing



Supporter (\$120+)

ABCM Corporation
(Rehabilitation Center of Lisbon and Hallmark Care Center & Cherry Ridge Assisted Living)
Ability Physical Therapy
Barnyard Screenprinting LLC
Nancy Bolt
Bon Appetit



Guy Booth, Attorney at Law
Coldwell Banker – Lee's Town & Country Realty
Elizabeth DeBoom
Glenn and Mary Beth Freeman
Les and Katrina Garner
Glyn Mawr Vineyard & Winery
Hanson Ceramics
Indulgence Salon
Kae Apothecary
Caroline and James Kelly
Kernoustie Golf Club
Kroul Farms
Betty Larkey
Lilfest
Lion's Club
The Locksmith Salon
M&K Dust Control Inc.
Barbara Moore
Mount Vernon Uptown Properties
Mount Vernon Heritage Days
Mount Vernon Investment Center
Palisades Café
Palisades Family Dental
The Perfect Blend and First Brick Arts
Polly Ann's Vintage Market
Room 222
Scarlett Boutique
Sing-A-Long Bar & Grill

The Sweet Factory
Tork Auto
U.S. Cellular EchoVision
Vintage 1891
Jay and Arlie Willems
Nicolette and Todd Woodburn

Friend (\$50+)

Sherry Atzen
Greg and Mary Lou Batenhorst
Mike and Lynn Bergman
Michael and Linda Bigley
Mark Binsfield
Jason and Brittany Booth
Thomas and Bonnie Bootsmiller
Dean and Sheila Borg
Leigh Ann Bradbury
John and Stephanie Brehm
Brick House Yoga Studio LLC
Susan Brust
Janet Budack
Chris and Jane Carlson
Casey K Photos
Casey's General Stores
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Joy and Sara Gaarde
Darrin and JoAnn Gage
Michael Gates

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Jamie and Jennykaye Hampton
Amy and Patrick Haney
Chad and Annie Hawker
Diane and David Hawthorn
Helios Stitches N Stuff
Ann Heuton
Ed and Sharon Hill
Hotz Agency
Howes Law Firm, Jase Jensen
Ann Hufford
Barb and Wayne Ihde
Ink Expressions
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Deedrie and Andrew LaFollette
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Lumpia Shanghai
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Megan and Roman Meyers
Courtney and William Micheel
Ruth and Steve Miller
Joy and Weston Mitchell
Mike and Mandy Moellering
Andrew and Reagan Morf
Darrel and Middie Morf
Mount Vernon Ace Hardware
Mount Vernon Chiropractic
Joe and Melissa Nelson
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Sonia and Tom Redmond
Laura and David Rega

Katherine and Michael Rice
Dick and Kate Rose
Scott Rose
Dave and Donna Rotschafer
Arlen and Cheryl Russell
Dave and Heidi Ryan
Skillet Cafe
Margaret Stevens
Don and Judy Stine
Dan and Catherine Stoner
Patrick and Heather Strauch
Julie Sue Thomas
Mary Thomsen
Dave Van Meter
Kelley and Jerry Wells
John Kelsey Wellso
Jo Wilch
Warreena Winkowski
Winningoal
Zeb and Michelle Zaruba

Additional Supporters

Steve and Paula Adams
Alice's Wonderland
All Music All Art
John and Barb Bardsley
Ben & Flo's
Big's BBQ Brewing
Dan and Denise Brannaman
Brent Brase
Cocoa Bellissimo
Denny and Janet Dietrich
East End Art
Kay Graber
The Green Door
Heart Consort Music
Lee Hilliker
Ken and Lisa Hinrichs

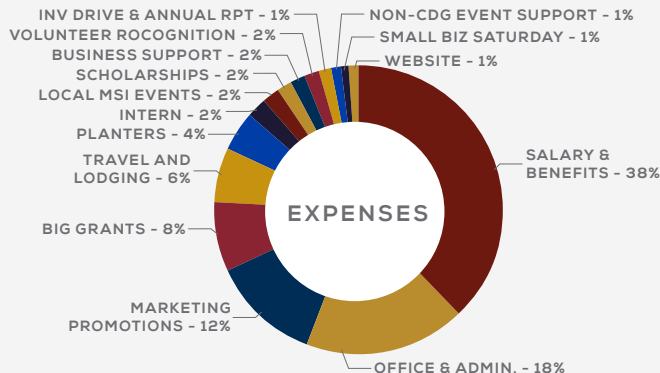
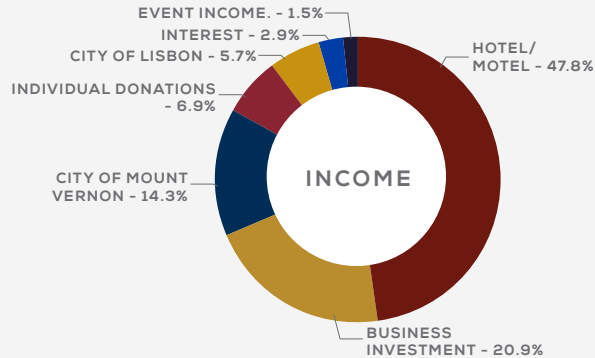
Danielle Kern
Kindred Spirits Gift Shop
Kimberly Konkowski
Wendy Krall
Walter and Patricia Laetare
Donald and Mary Levsen
Hugh Lifson
Lincoln Wine Bar
Lori Ann's Candies
Janice Kay Majors
Rocky Malloy and Melissa Baker
Olin United Methodist Women
Nathan Pilcher
Roch and Sherene Player
Megan and Ben Pospisil

Purple Door Healing
Ryan and Nicole Rentschler
Barbara and Michael Russell
Rust & Dust Salvage
Cory and Lindy Ryant
Kimberly Schwiebert
Paul and Deb Tuerler
Vintage 1891
Wake Up Iowa Coffee
Sandrine Wallace
Greg and Stephanie West
Jim and Amy White
Kevin and Becky Whitman
Whitey's
Lori Winder
Glenn and Kim Wolfe



Interested in securing the future of Mount Vernon-Lisbon's Quality of Life projects? Consider the Mount Vernon-Lisbon Community Charitable Development Group (CCDG) in your estate planning.

2019 FINANCIALS



The mission of the CDG is to develop and promote our business environment, including but not limited to our Main Street District, and enhance the quality of life in the communities we serve.

The mission of the CCDG is to advance the economic, cultural, artistic and recreational vitality of the Mount Vernon and Lisbon communities and to support the activities of the CDG in projects that enhance the quality of life in our communities.

The Mount Vernon-Lisbon Community Development Group uses the Main Street four-point approach of standing committees:

Business Improvement Committee focuses on strengthening local businesses, supporting short- and long-term economic growth, and revitalizing the business districts.

Design Committee is involved with the physical aspects of the communities including signage, lighting, streetscapes, historic preservation and the formation of a comprehensive look and feel in our downtown districts.

Organization Committee focuses on communications, fundraising and volunteer recruitment.

Promotion Committee focuses on organizing community events, and retail development. Many events and promotions are complementary, and all advance the mission of Main Street and the CDG.

2019 ACCOMPLISHMENTS



Received \$500 grant (and national attention) for our annual Shop Small Saturday event.



Continued our very popular **Entrepreneuza** events with new events for 2019, including the standing room only event on Water Quality in partnership with the University of Iowa.

Worked with Mike and Rebecca Owen to facilitate Mount Vernon's 5th Open 4 Business Contest, **winning \$18,000** for the Owen's small business Blooming Acres.



Planned and executed an Economic Development workshop in Mount Vernon attended by 76 Main Street professionals across the state, and included historic downtown tours led by costumed interpreters.

2019 ACCOMPLISHMENTS

Facilitated a Main Street Iowa-led inventory of the 12-block area that is the Mount Vernon Main Street District. The inventory included the following statistics for 2019:

In the 12-block area that is the Mount Vernon Main Street District, there are 50 commercial buildings, 25 houses, three apartment buildings, three city-owned buildings, two churches, two church support buildings, one business incubator and one post office.

BUILDINGS/JOBS **RETAIL/SERVICE MIX (%)**

Total Buildings:	87	
Total Businesses:	70	
Retail:	34	(48%)
Service:	26	(37%)
Rest/Bar:	10	(14%)

Total Jobs:	397
Full-time:	135
Part-time:	262

Main Street Residents: **130**
 Taxable value: **\$12,922,200**
 Private money invested in rehabilitation (*since 2008*):
\$9,910,080
 Volunteer hours documented (*since 2008*): **59,050**



Partnered with fundraising team the A-Go-Go's to create a now-CDG event, the **Uptown Theatre Honors**.

Awarded the prestigious "**Spirit of Main Street**" Award from the Governor and Lieutenant Governor for overall excellence for our Main Street program.



Worked with the CDG BI Committee and the City of Lisbon to plan and execute **Lisbon's 2nd Annual BE Lisbon contest**, Lisbon's small business expansion project that resulted in a **\$5,000 business grant** to new business Casey K Photos.



Partnered with Cornell College for two new successful projects: **Brunch Buddies** where Cornell students are paired up with local community members and families for the year; and **Meet Your Community Day**, a Saturday event where 350 new students were introduced to downtown in the morning, and then volunteered for various nonprofits in the afternoon.



2020 INITIATIVES



Work with the Promotion Committee to research, fund and **install a City Cam** in Uptown Mount Vernon by May 2020.



Work with Mike and Val Smith and Josh and Olivia Randall to make the most of the recent \$25,000 Main Street Iowa Challenge grant for the **facade renovation** of the building at 124 1st St. SW, Mount Vernon.

Work with the City to implement the **creation of a Pocket Park** as part of the Streetscape project in the South Alley between Scarlett Boutique and Mount Vernon Confections.

Begin creation of a **preservation plan** for the Visitor Center in partnership with the City of Mount Vernon and the Mount Vernon Historic Preservation Commission.

Work with the DOT and the Cities of Mount Vernon and Lisbon to create an informational meeting on signage as it relates to the bypass, which may include discussion of **welcome signage**.

Work with Main Street Iowa and the CDG BI Committee to implement a new **Marketing Analysis survey** in Calendar Year 2020.

Apply for **Main Street's Great American Main Street Award (GAMSA)** during the summer of 2020.

Plan and implement a **CDG fundraiser** in 2020 that could potentially become an annual event.



OFFICES LOCATED AT THE MOUNT VERNON VISITOR'S CENTER

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