

2016 Annual Report



Open 4 Business

President's Letter:

Open 4 Business

The Mount Vernon-Lisbon Community Development Group (CDG) has won the regional Open 4 Business Grant contest two years in a row. This grant offers state money for new business startups or expansions in Main Street Districts across Iowa. Two local businesses (The Perfect Blend in 2015 and One Mission Fundraising in 2016) won a total of \$27,000, which makes Mount Vernon the largest recipient for this particular grant in Iowa, and the only community in Iowa to receive this regional grant two years in a row.

Only 23 out of 52 Iowa Main Street Communities competed for this grant, and half of those communities found only one business in their community interested and willing to apply for this grant. In 2016, Mount Vernon had six businesses apply, meaning that there are five other small businesses in our Main Street District that are looking to enhance or expand their businesses.

Yes, you, your friends and neighbors create, refine, enhance and produce projects, events and festivals that bring 50,000+ visitors to Mount Vernon and Lisbon every year but more than that, your volunteer hours and financial donations are also helping to grow the business climate in your own communities.

Join us in 2017 and beyond and become a part of an organization that supports and encourages Mount Vernon and Lisbon to both be open for, and open to small business, and Shop Small every day!

Kate Rose,

President, Mount Vernon-Lisbon Community Development Group



CDG President Kate Rose (right) with CDG Vice President Bridget O'Connor.

Made in USA

We are pleased to recognize these businesses and individuals for their support in 2016

Chief Supporter (\$60,000+)

Major Supporter (\$4,500+)

Hills Bank & Trust
City of Lisbon
Linn County

Visionary (\$2,500+)

Cornell College
Mount Vernon Bank & Trust

Pacesetter (\$1,000+)

Rick and Trude Elliott (Dance Arts
Iowa, Elliott Uptown Fitness,
Mount Vernon Construction)
Gary's Foods
Meridith Hoffman Iowa Realty
Sauter Baty Bloomquist Inc.
Wellso Family Foundation

Partner (\$500+)

Fred J. Burke
Hertz Farm Management
Iowa Physical Therapy
Koppenhaver & Associates
Lynch Ford Chevrolet
Mount Vernon-Lisbon Sun
Neal's Water Conditioning
Odyssey Theatre
Paha Properties
Sleep Inn & Suites

Believer (\$240+)

Bauman & Company
Bridge Community Bank
Ann Currie
Dakota Red Corporation
(Hawkeye Ready-Mix, King's
Material Inc. and Midland
Concrete Products)
EchoVision
Craig and
Catherine Quehl-Engle
Ed Fordyce
Fuel

Hallmark Care Center &
Cherry Ridge Assisted Living
Hands in Harmony
Jennifer James
Kay Johansen & David Osterberg
Lisbon Insurance Agency
Maya
Mount Vernon Ace Hardware
Mount Vernon Eye Clinic
Mount Vernon Family Dentistry
Mount Vernon Insurance
One Mission Fundraising
Pearson & Associates
P&K Midwest
Rehab Center of Lisbon
John and Thelma Rife
Right Frame of Mind
Sargent & Fortmann, LLP
Silver Spider
Skillet Cafe
Stewart Baxter Funeral and
Memorial Services

Supporter (\$120+)

Ability Physical Therapy
Barnyard Screenprinting
Big Creek Emporium
Blooming Acres
Guy Booth, Attorney at Law
Jonathan Brand and
Rachelle LaBarge
Chameleon's Pub & Grub
Coldwell Banker Lee's Town &
Country
Downtown Dental
East End Art
First Presbyterian Church of
Mount Vernon
Glenn and Mary Beth Freeman
Lisa and Doug Greif
Doug Hanson, Hanson Ceramics
Rich Herrmann Photography
Joe Jennison
Kernoustie Golf Club
Frank and Geri Kintzle
Kluver Chiropractic

Richard Kohl
LilFest, Nancy Emrich-Freeman
M&K Dust Control
Connie Meier
Mount Vernon Investment Center
Mount Vernon Veterinary Clinic
Nolz Chiropractic
Palisades Dental, Dr. Amy Scallon
Pavelka's Point Meats
The Perfect Blend Shortbread
Company
Sue and Loren Ripke
Dick and Kate Rose
Jan and Ed Sauter
Scarlett Boutique
Scorz
Roger and Marilyn Schnittjer
Margaret Stevens
John Kelsey Wellso
Woodside Studio

Friend (\$50+)

Sarah and Mark Benesh
Mike and Lynn Bergman
Susan Brust
Janet Budack
Marty Christensen
Dan and Sheila Deininger
William and Ruth Deskin
Marie and Steve DeVries
Joe and Mary Dieker
Denny and Janet Dietrich
Carol and Denver Dillard
Elite Stone Fabrications
Mary and James Evans
Ro Foege
Katrina and Les Garner
Kay and Cot Graber
Ed and Sharon Hill
Dr. Jerry and Donna Kaalberg
Tim and Sara Kelley
Donald Koppenhaver
Michael and Susette Kortemeyer
Chris and Brenda Langenberg
The Locksmith Salon

Weston and Joy Mitchell
Mallie Farms
Pam Mott
Mount Vernon Confections
Carl and Beryl O'Connor
Scott Peterson and
Susan Alexander
Rickard Sign & Design
Sonia and Tom Redmond
Dave and Laura Rega
Adrian and Berta Ringold
Dave and Donna Rotschafer
Rolling Hills Yoga and Wellness
Paul and Deb Tuerler
The Twig and Fairy Room
Jerry and Kelley Wells
Jo Wilch
Winninggoal, LLC

Additional Supporters

Steve and Paula Adams
John Bardsley
Brittany and Jason Booth
Dean and Sheila Borg
Canton Studios
Chris and Jane Carlson
First Brick Arts
Lee Hilliker
Jennifer and Clint Stanerson
Greg and Stephanie West
Steve and Mary Young



CDG at the MSI Awards in Des Moines accepting the Community Entrepreneurship Award.

2016-17 Board Members

Kate Rose
Bridget O'Connor
Margaret Stevens
Connie Meier
Brenda Langenberg

President
Vice President, Promotions Committee Vice Chair
Past President, Business Improvement Chair
Treasurer, Business Improvement Vice Chair
Secretary, Organization Committee Vice Chair

Joe Dieker
Rich Herrmann
Anthony Holt
Beryl O'Connor
Stephanie West

Design Committee Chair
Business Improvement Committee Vice Chair
Business Improvement Committee Vice Chair
Promotions Committee Chair
Organization Committee Chair

Liaisons

John Bardsley
Scott Rose

City of Lisbon
City of Mount Vernon

Volunteer Staff

Deb Herrmann

Volunteer Bookkeeper



Mount Vernon Clean Up Day, 2016

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

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 Community Development.

Organization Committee focuses on communications, visibility, fundraising and volunteer recruitment.

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

Design Committee is involved with the physical aspects of the community including: signage, lighting, streetscapes, historic preservation, and forming a comprehensive look and feel in our downtown district.



10th Anniversary Chili Cookoff, 2016

2016 Accomplishments

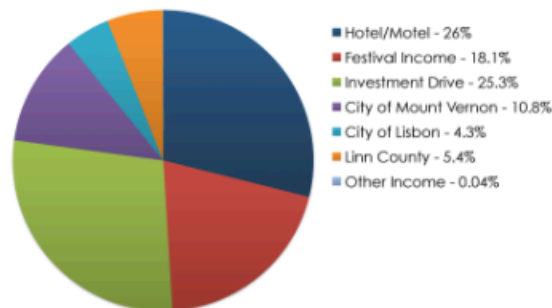
Facilitated a Main Street Iowa-led inventory of the 12-block area that is the Mount Vernon Main Street District. The inventory included the following statistics for 2016:

Retail Businesses:	36	Part-time jobs:	260	Total Buildings:	85
Service Businesses:	36	Full-time jobs:	158		
	72		418		

Private money invested in building rehabilitation (since 2008):	\$8,106,440
Volunteer hours documented (since 2008):	43,682

- Completed the restoration of the historic façade of the Uptown Video Village building with support of a Main Street Iowa Challenge Grant facilitated by CDG.
- Worked with artist and volunteer Tim Kelley to raise awareness of our growing "Animenagerie," a series of eight animatronic window displays in Uptown Mount Vernon that are on display throughout Hometown Holidays.
- Facilitated a \$19,000 business expansion grant for One Mission Fundraising as part of the Main Street Iowa Open 4 Business contest.
- Won a Main Street Iowa Award for the First Street Community Center for Rick and Trude Elliott resulting in a trip to Des Moines and an award presentation from the Governor.
- Facilitated 14 festivals and events in 2016 including a very successful 10th anniversary Chili Cookoff, our first Zero-Waste event. All told, CDG festivals welcomed more than 50,000 visitors to Mount Vernon and Lisbon.
- Created the largest and best-attended Shop Small Saturday in Mount Vernon-Lisbon history. The popular event included hundreds of shoppers, live music and several giveaways.
- Unveiled the new and improved visitmvl.com website that includes better mobile device access, an improved calendar of events, easier navigation and a modern interface.

Income



Expenses



Local business owner Sherry Brayton on Shop Small Saturday, 2016.

2017 Initiatives

- Work with Main Street Iowa to bring Smithsonian Museum on Main Street exhibit to Mount Vernon in 2018.
- Work with CDG Organization Committee and local business One Mission to create a new fundraiser including an online campaign in April of 2017.
- Work with Main Street Iowa to develop and expand our communities based on data received through the 2014 Market Analysis Project.
- Work with the current Antiques Extravaganza Committee to develop and market a new festival in the same July 4 time frame to be called the Nitty Gritty Antique Festival.
- Work with volunteer Casey O'Connor to develop and execute a third event in the Websites for Small Business Owners series devoted to Search Engine Optimization (SEO).
- Work with building owners and entrepreneurs to develop existing small spaces such as back rooms and basements into functioning small starter businesses.
- Complete the work of the current signage committee to develop wayfinding and branding throughout the Main Street District, with special consideration of the upcoming Highway 30 bypass.
- Continue to work with the Animatronics Committee to expand and develop at least one more animatronics display every year.
- Leverage the work of the 10th anniversary Chili Cookoff team to continue to research and implement, with the help of the Cities of Mount Vernon and Lisbon, other Zero-Waste events.
- Work with local gallery owners and artists to develop the current Art Walk in November into a larger CDG event that is inclusive of all businesses.



Chili Cookoff Zero-Waste Team, 2016



Members of the Animatronics Committee, 2016

Offices located at the Mount Vernon Visitor's Center:

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