

2018-2019 BOARD MEMBERS

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 Rich Herrmann VICE PRESIDENT, BI COMMITTEE VICE CHAIR
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 Kate Rose PAST PRESIDENT,
 ORGANIZATION COMMITTEE VICE CHAIR

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 Casey Krall DESIGN COMMITTEE CHAIR
 Connie Meier BI COMMITTEE VICE CHAIR
 James Richards DESIGN COMMITTEE VICE CHAIR

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 Amy Haney ORGANIZATION COMMITTEE, CHAIR
 Deb Herrmann BOOKKEEPER
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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 had a great 2018.

This past year Mount Vernon became the first community in Iowa to host the Smithsonian's "Home Town Teams: How Sports Shape America," and throughout the year CCDG took the lead in a fundraising project to support the Buresh Family Community Wellness Center. Working with the City of Mount Vernon's volunteer committee, the CCDG has amassed more than \$1.5 million dollars in donations for the upcoming Wellness Center, the most money this organization has ever raised.

Many people have stopped me and asked me how this little organization was able to do so much with so little. The answer is simple: dedicated volunteers, supportive city governments, an active business community, engaged school districts, a highly ranked private college and an outright refusal to give up. This little organization was struggling to keep its lights on just a few years ago, and today we are leading a small-town renaissance, and others around the state and the nation are beginning to take notice.

Although much of our good work is easily seen by way of our festivals and events such as Magical Night, Chalk the Walk, Chili Cook-Off and the Nitty Gritty Antiques Festival, so much more of our good work goes unnoticed by many in the very communities we serve. For instance, in the past year, we have worked very closely with the owners of businesses such as the Bijou Theater, The Fantastic Escape, Fuel Art & Espresso and Glyn Mawr Winery to secure major grants totaling \$173,000+ for those businesses and buildings. This year seven other businesses in both Mount Vernon and Lisbon split an additional \$10,000 in BIG Grants for various exterior projects.

We are proud to serve the fine communities of Mount Vernon and Lisbon!

More information about CDG or CCDG is available at www.visitmvl.com. You can also like us on [facebook.com/visitmvl](https://www.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 2018. Go Team!

Note: Donations acknowledged below include \$1,512,434.35 raised specifically for Mount Vernon's Buresh Family Community Wellness Center. All other monies received benefit CDG and CCDG projects and programs.

MVP (\$1,000,000+)

Ernie Buresh

Regional Champion (\$250,000+)

Dave Van Metre

District Champion (\$65,000+)

City of Mount Vernon

Conference Champion (\$20,000+)

United Fire Group

All Star (\$10,000+)

Ed Fordyce

Dick and Deb George

Hills Bank & Trust Company

David Hoagland

Jerry and Donna Kaalberg

Ben and Megan Pospisil

John and Thelma Rife

Union Pacific Railroad

Foundation

Major Supporter (\$4,500+)

Linda Broulette

Hahn Howard Post No. 480

Linn County

Wellso Family Foundation

Visionary Supporter (\$2,500+)

Tom and Kathleen Aller

Bridge Community Bank

Eric and Leann Briesemeister

Cornell College

Downtown Dental,

Dr. Dawn Gaffney

Fred Burke

Barbara J. Clarke

Mike and Lori Cranston Family

William and Ruth Deskin

Marie and Steve DeVries

Gary's Foods

Mike and Sue Gates

Julie and Scott Goldberg

Rick and Trude Elliott

(Dance Arts Iowa, Elliott

Uptown Fitness, First Street

Community Center)

John Harp

Hertz Farm Management

Koppenhaver & Associates

Dave and Johanna Kutcher

Pacesetter (\$1,000+)

Alliant Energy Employee Match

Jason and Brittany Booth

Dean and Sheila Borg

Myrt and Bill Bowers

Andrew and Gretchen

Buchmeyer

William and Wendy Burkle

Fred Burke

Barbara J. Clarke

Mike and Lori Cranston Family

William and Ruth Deskin

Marie and Steve DeVries

Gary's Foods

Mike and Sue Gates

Julie and Scott Goldberg

Rick and Trude Elliott

(Dance Arts Iowa, Elliott

Uptown Fitness, First Street

Community Center)

John Harp

Hertz Farm Management

Koppenhaver & Associates

Meridith Hoffman, Realtor,

Iowa Realty

Ann Hufford

Iowa Physical Therapy

Ronald and Amy Jackson

Ann Koppenhaver and

Mike O'Brien

Timothy and Diane LeGore

Troy and Tracey Louwagie

Luneckas Family

Robert Meeker and

Marsha Accord

Erin and Andrew Moeller

Babs Moore

Paul and Jennifer Morf

Chris and Dina Mottinger

Mount Vernon-Lisbon Sun,

Woodward Communications

Todd Niehaus

Trevor and Jocelyn Parks

Randy and Sarah Rife Patten

Floyde and Machele Pelkey

Scott Peterson and

Susan Alexander

Ryan and Nichole Rentschler

Dave and Heidi Ryan

Mike and Shirley Ryan

Dr. Amy Scallan,

Palisades Family Dental

Terry and Sandy Sill

Ava Stamp

Hans and Jessica Steine

Matthew and Teresa Stewart

Kent and Aimee Streicher

Kory and Conni Swart

Patricia and Rory Wiebel Family

Kirk and Jenna

Wischmeyer Family

Steve and Mary Young

Partner (\$500+)

Abbe Creek Ag

Acme Electric

Benevity Community

Impact Fund

Erik Booth

Jonathan Brand and

Rachelle LaBarge

Budget Blinds of Eastern Iowa

Chameleon's

Sara Clough

Ann Currie

Dakota Red Corporation

Justin and Cara Dix

EchoVision

Elite Stone Fabrication

Craig and Catherine

Quehl-Engel

Jim and Mary Evans

Fuel

Randi and Kara Grafft

Hallmark Care Center and

Cherry Ridge Assisted Living

Joe Jennison

Jane and Chris Carlson

Marty Christensen

Mary and Keith Denton

Joe and Mary Dieker

Denis and Jean Duppong

Fordyce Painting

Glyn Mawr Vineyard & Winery

Doug Hanson,

Hanson Ceramics

Rich Herrmann Photography

Sharon and Ed Hill

Kenneth and Lisa Hinrichs

Paul and Laura Iversen

James and Jessica Jensen

Kae Apothecary

Richard Kohl

Lilfest

Believer (\$240+)

Mark Anton

Ben and Brittany Brannaman

Braun Intertec

Lezli Broomhall

Chameleon's

Sara Clough

Ann Currie

Dakota Red Corporation

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Paul and Laura Iversen

James and Jessica Jensen

Kae Apothecary

Richard Kohl

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2018 ACCOMPLISHMENTS

Awarded **\$10,000 in BIG (Business Improvement Grants)** to small businesses for signage, windows, awnings and other repairs. Those businesses include Kae Apothecary, Mount Vernon Creates, Southeast Linn Community Center, the Squiers Studio, Vintage 1891 and Yock's Landing. Casey and Luke Krall also received some funding to update the former Budget Blinds building in downtown Lisbon.

Created a new event series, titled **Entrepreneuza!** that brought building owners and entrepreneurs together to discuss the future of the business mix in both Mount Vernon and Lisbon.

Worked with representatives from Main Street Iowa to bring the high-profile travelling **Smithsonian exhibit "Home Town Teams: How Sports Shape America"** to Mount Vernon-Lisbon in 2018. The exhibit brought an estimated 4,000 people to town and created a template for other communities across the state and country.



Worked with the Broulik family to secure a **\$75,000 grant for the ongoing renovation** of the building at 103 1st St. NW. The project has resulted in the discovery of a hidden mural, which will now be a major part of the building's interior décor, and the completed Uptown building will be home to two businesses: The Local, and Glyn Mawr Winery.



Worked closely with the MV Police Department and the City of Mount Vernon Public Works, to **plan, organize and execute 14 festivals and events**, including Magical Night 2018, the first time in the history of Magical Night that the streets were blocked off. We also worked with the Mount Vernon Community School District to secure a shuttle from the schools lots up to the Main Street Festival grounds for this event.



2018 ACCOMPLISHMENTS

Worked very closely with the City of Mount Vernon's volunteer Corridor Bypass Planning Committee to **create a viable Corridor Bypass Plan** and then rolled out said plan to the Mount Vernon and Lisbon business communities in two different public meetings.

Worked with the City's Community Wellness Center committee to **raise \$1.5 million+ in funding for the upcoming Buresh Family Wellness Center.**



Worked with the CDG BI Committee and the City of Lisbon to plan and execute Lisbon's BE Lisbon, **Lisbon's small business expansion project** that resulted in a **\$5,000 business grant** to The Fantastic Escape.

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 2018:

BUILDINGS/JOBS	RETAIL/SERVICE MIX (%)
Total Buildings: 85	
Total Businesses: 71	
Retail: 35	(49%)
Service: 27	(27%)
Rest/Bar: 9	(12%)
Total Jobs: 418	
Full-time: 138	
Part-time: 280	

Main Street Residents: 142
 Taxable value: **\$12,155,500**
 Private money invested in rehabilitation (since 2008): **\$9,782,476**
 Volunteer hours documented (since 2008): **54,226**



2019 INITIATIVES

Work with the City of Mount Vernon to **begin implementation** of the planned **Streetscape** beginning with the South Alley between Scarlett Boutique and Mount Vernon Confections. CDG's Design Committee will lead these discussions to create a Pocket Park out of the current alley.

Plan and execute, with the help and support of Main Street Iowa, a **Main Street Iowa conference** scheduled for mid-May in Mount Vernon that will include workshops and breakout sessions on the topic of Economic Vitality.

Work with Main Street Iowa and the Smithsonian to develop and **prepare a workshop** titled "When the Smithsonian Comes to Town" for the **National Main Street Conference** in Seattle, sharing lessons learned with the 1,200+ Main Street Communities across the United States.

Work with owners/operators of the Bijou Theater to make the most of the recent **\$75,000 Challenge Grant** awarded to CDG on behalf of the **Bijou to complete their 2nd Screen** and

addition to the Bijou's current space in Uptown Mount Vernon.

Carry over the work begun with partnerships with Cornell College and the Mount Vernon Community School District on **Magical Night to offer shuttle services to festival-goers** on both Chalk the Walk and the Nitty Gritty Antiques Festival.

Work with Cornell College, University of Iowa, University of Northern Iowa and/or Kirkwood Community College to secure a **part-time paid summer intern** to help with event planning and execution during the very busy months of May through August 2019.

Continue work begun with the City of Lisbon to **further both communities Economic Development goals** and objectives which may include another BE Lisbon Grant project.

Begin work on **updating the interior and exterior of the Visitor Center** to include WiFi, exterior painting, tuckpointing, a roof assessment and other upgrades.

OFFICES LOCATED AT THE MOUNT VERNON VISITOR'S CENTER

Joe Jennison, Director | 311 First St. NW | P.O. Box 31 | Mount Vernon, Iowa 52314
 (319) 210-9935 | director@visitmvl.com | www.visitmvl.com



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HITTING IT OUT OF THE PARK!