

Mount
Vernon  **Lisbon**
COMMUNITY DEVELOPMENT GROUP
A MAIN STREET IOWA ORGANIZATION

ANNUAL REPORT | **2021**



GETTING BACK **TO BUSINESS**

2021-2022 BOARD MEMBERS

Rich Herrmann	PRESIDENT, ECONOMIC VITALITY (EV) COMMITTEE VICE CHAIR
Brenda Langenberg	VICE PRESIDENT, ORGANIZATION COMMITTEE, VICE CHAIR
Mark Binsfield	SECRETARY, ORGANIZATION COMMITTEE VICE CHAIR
John Brehm	TREASURER, DESIGN COMMITTEE VICE CHAIR
Andrzej Blacharski	DESIGN COMMITTEE VICE CHAIR
Barb Ihde	ECONOMIC VITALITY COMMITTEE CHAIR
Lisa Lansing	MARKETING/PROMOTIONS COMMITTEE CHAIR
Lisa White	MARKETING/PROMOTIONS COMMITTEE VICE CHAIR
Michelle Zaruba	MARKETING/PROMOTIONS COMMITTEE VICE CHAIR

Liaisons

John Bardsley	CITY OF LISBON
Stephanie West	CITY OF MOUNT VERNON

Volunteers/Staff

Dennis Fulkerson	DESIGN COMMITTEE, CHAIR
Amy Haney	ORGANIZATION COMMITTEE, CHAIR
Deb Herrmann	BOOKKEEPER
Jennifer James	SOCIAL MEDIA, CHAIR



COVER & BOARD PHOTO BY RICH HERRMANN

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) has returned to offering a full slate of festivals, events and projects.

And, like the mythical phoenix, a focused group of board members, committees and volunteers have risen from the ashes of an international pandemic, and its subsequent economic crisis, to get back to the business of small town revitalization.

The challenges of the last two years have taught us that together we can overcome any obstacle by focusing squarely on our nonprofit mission and simply getting back to work.

Some of our accomplishments this year include:

- Worked with 10 community members to win a \$50,000 grant through a smoking cessation contest to be used for outdoor furniture for the new uptown Pocket Park, and for exercise equipment for the new exercise trail near the Lester Buresh Family Community Wellness Center
- Brought the Deetz App to both Mount Vernon and Lisbon, giving all businesses in our communities the opportunity to post daily events and specials directly to the app and thereby getting the information directly into the hands of our customers and visitors
- Expanded the outdoor dining program to include two additional restaurants on the west side of Highway 1 giving visitors and residents alternative dining options
- Partnered with Channel, to bring \$20,000 in support for the planting of new trees in both Mount Vernon and Lisbon

CDG continues to support local businesses through improvement grants, Shop Small Saturdays, facilitating Main Street consulting services and trainings, and assisting with advertising and promotions that keep our communities front and center when it comes to considering destination shopping and travel. Thank you to all involved for supporting CDG's mission to "develop and promote our business environment, including but not limited to our Main Street District, and to enhance the quality of life in the communities we serve."

Let's do this!

Rich Herrmann, 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 2021.
Go Team!**

Chief Supporter (\$65,000+)

City of Mount Vernon

Above and Beyond Supporter (\$50,000+)

Reichardt Family Foundation and Above + Beyond Cancer

Major Supporter (\$10,000+)

Channel Seed (through Bayer)
Linn County
Skogman Companies

Leading Supporter (\$5,000+)

City of Lisbon
Hills Bank
Mount Vernon Alumni Association
Wellso Family Foundation

Visionary Supporter (\$3,000+)

Cornell College
Mount Vernon Bank & Trust Co.
Mount Vernon-Lisbon Sun

Pacesetter (\$1,000+)

Budget Blinds
Rick and Trude Elliott (Dance Arts Iowa, First Street Community Center)
Koppenhaver and Associates
Robert and Denise Murphy

Partner (\$500+)

Mark Binsfield
Bridge Community Bank
Chameleon's Pub & Grub

Downtown Dental
Gary's Foods
Britni and Chad Gookin
Hands in Harmony
Hertz Farm Management
Iowa Physical Therapy
Lynch Ford Chevrolet
Morning Glory
Mount Vernon Insurance Agency
Mount Vernon Wrestling Club
Loren and Renee Nydegger
Palisades Cafe
John and Thelma Rife
Sargent & Fortmann, LLP
U.S. Nameplate
Dave Van Metre
Yock's Landing

Believer (\$200+)

Bauman & Co.
Bob and Polly Ann Blythe
Guy Booth, Attorney at Law
Myrt and Bill Bowers
Fred Burke
Ann Currie
Craig and Catherine Quehl-Engel
Escape in Time
Jim and Mary Evans
Ed Fordyce
Glyn Mawr Vineyard & Winery
Amy Hall Haney
Barb and Wayne Ihde

Iowa Business for Clean Energy
Iowa Physical Therapy
Richard Kohl
Mount Vernon Ace Hardware
Mount Vernon Area Arts Council
Mount Vernon Uptown Properties
Neal's Water Conditioning
One Mission (now CAUSETEAM)
Sue and Loren Ripke
Scarlett Boutique
Matt and Kaye Siders
Silver Spider
Stewart Baxter Funeral and Memorial Services
Arlie and Jay Willems

Supporter (\$100+)

Ability Physical Therapy
Mike and Lynn Bergman
Michael and Linda Bigley
Sheila Borg
Jonathan Brand and Rachelle LaBarge
Susan Brust
Jane and Chris Carlson
Casey's General Store Inc.
Sarah and Chris Clough
Dixie Collins and Steve Maravetz
Chris Cook
D&D Body Shop
Marie and Steve DeVries



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.



YOCK'S LANDING

KELLEY YOCK & SON, JAKOB, PARTNERS



IRON LEAF PRESS

DANIELLE CHARGO, SUPPORTER



CAUSETEAM (ONE MISSION)

JOHN & AMANDA RHOMBERG, BELIEVERS



THE LOCAL - GLYN MAWR WINERY

ANNA WILSON, BELIEVER

Carol and Denver Dillard
EchoVision
Timothy and Kimberly Fall
Glenn and MB Freeman
Frey Pet Hospital
Fordyce Painting
Michael and Susan Gates
Kay Graber
Lisa and Doug Greif
Doug Hanson,
Hanson Ceramics
Rich Herrmann Photography
Iron Leaf Press
Joe Jennison
Tim and Sara Kelley
Caroline and James Kelly
Kernoustie Golf Club
Kliver Chiropractic
Steve and Vickie Kriz
Kroul Farms
Timothy and Diane Legore
Lilfest
The Locksmith
Tracey and Troy Louwagie

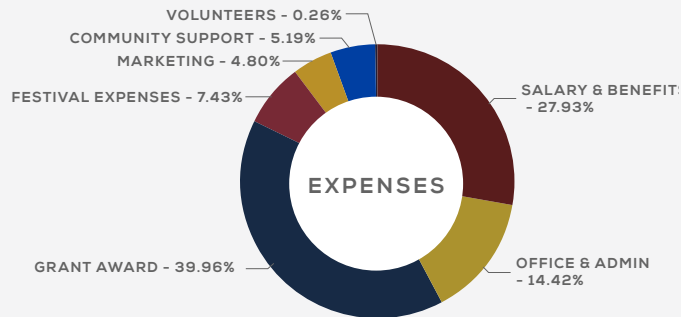
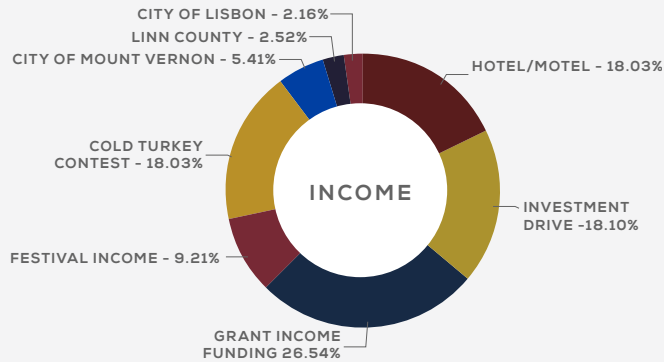
Diane McAfee
Bob Meeker and Marsha Accord
Darrel and Middie Morf
Mount Vernon Eye Clinic
Mount Vernon Investment
Center
Palisades Family Dental
Pearson & Virlee
Ken and Jane Pospisil
Sonia and Tom Redmond
Right Frame of Mind
Scott Rose
Dave and Heidi Ryan
Mike and Shirley Ryan
Roger and Marilyn Schnittjer
Scorz
Clint and Laurie Simpson
Skillet Cafe
Craig and Jean Smith
Mike and Val Smith
Wade and Krista Squiers
W.B. and Patricia Stevens
Dan and Cathy Stoner
Tork Auto

Vintage 1891
Ann and Kirk Weih
Kelley and Jerry Wells
John Kelsey Wellso
Winningoal
Friend (\$50+)
Tom and Kathleen Aller
Janet Ault
Greg and Mary Batenhorst
Mike and Lynn Bergman
Mary and Andrzej Blacharski
Bon Appetite
Jason and Brittany Booth
John and Stephanie Brehm
Janet Budack
Kevin Carpenter and
Leland Turner
Ronnie and Joanie Craig
Joe and Mary Dieker
Dan and Lisa Edwards
Helios Stitches N Stuff
Ed and Sharon Hill
Lee Hilliker
Mike and Susette Kortemeyer

Chris and Brenda Langenberg
Matt and Sue Margheim
Denae McGrath
Mount Vernon Chiropractic
Joel and Kari Pendergrass
The Pet Nanny
Scott Peterson and
Susan Alexander
Laura and David Rega
Katherine and Michael Rice
Dave and Donna Rotschafer
Todd and Lisa White
Tom and Vicky Wieseler
Zeb and Michelle Zaruba
Additional Supporters
John and Barb Bardsley
Ben & Flo's
Dan and Denise Brannaman
Brothers Market-Lisbon
John and Kathleen Cochrane
Patricia Coon
Diana and Mitchell Corcoran
Denny and Janet Dietrich
Kevin and Marcia Driscoll

Tacey and Luke Ellyson
Fuel
Kenneth and Lisa Hinrichs
Michele Holmes
Winnie Hosford
Jefferson and Alyssa Hunt
Wendy Krall
Lisa and Tim Lansing
Robert and Janice K. Majors
Rocky Malloy and
Melissa Baker
John and Mary Jane
McWilliams
Cory and Lindy Ryant
Shear Madness
Seth and Erin Schaller
Michael and Karen Stewart
Paul Tuerler
Angela Watson
Stephanie West
Kevin and Becky Whitman
Ryan and Emily Wieseler
Lori Winder

2021 FINANCIALS



*Business relief funding received from public and private sources and distributed by CDG to assist business applicants.



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:

Economic Vitality 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.

2021 ACCOMPLISHMENTS



Won \$50,000 in the statewide Cold Turkey contest sponsored by the Reichardt Family Foundation and Above + Beyond Cancer. Monies will be used to finish two projects in 2022: **The Hilltop Pocket Park** on Main Street, and equipment for the **Exercise Trail** at the Lester Buresh Family Community Wellness Center.

Partnered with the City of Mount Vernon and the Mount Vernon Historic Preservation Commission to begin work on the **restoration of the Mount Vernon Visitor Center**. The first project was the complete replacement of the front window with one that more closely resembles the original.



Coached Josh and Olivia Randall to Mount Vernon's sixth win at the IEDA's statewide Open For Business Competition where the Randalls won a total of **\$28,000** to be used to build, among other things, a new shoe department at Bauman & Co.

Partnered with the Mount Vernon Alumni Association to take **full ownership of the annual Heritage Days event**, updating the festival with a Family Fun Zone and bringing the event in on budget.



Worked with Sherry and Bill Brayton to secure a **\$30,000 grant for an upper story renovation** of the Right Frame of Mind building in Uptown Mount Vernon.

2021 ACCOMPLISHMENTS

Facilitated a Main Street lowa-led inventory of the 12-block area that is the Mount Vernon Main Street District. The inventory included the following statistics for 2021:

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:	85	
Total Businesses:	69	
Retail:	32	(46%)
Service:	23	(33%)
Rest/Bar:	9	(14%)
Other:	5	(7%)

Total Jobs: 438
 Full-time: 182
 Part-time: 256

Main Street Residents: **133**
 Taxable value: **\$12,155,500**
 Private money invested in rehabilitation (since 2008):
\$10,023,330
 Volunteer hours documented (since 2008): **61,860**



Worked closely with the MV-Lisbon Police Department and the City of Mount Vernon Public Works, and the City of Mount Vernon Parks and Rec to plan, organize and execute our **second annual Drive-Through Magical Night**, which included 10 lighted attractions including a new **Frozen exhibit**.



Assisted Tiffany Zarifkar and Mount Vernon Family Counseling with an **IEDA \$75,000 Challenge Grant** to complete renovation of the property at 104 2nd Ave. Northwest.



Created three new **Entrepreneuz!** events that **brought building owners and entrepreneurs together** to discuss the future of business in both Mount Vernon and Lisbon.



In partnership with Mount Vernon Bank & Trust and KCRG, **installed a City Cam** on top of the Mount Vernon Bank Building.

2022 INITIATIVES



Work with the City of Mount Vernon and Liberty Iron Works to complete the **Hilltop Pocket Park** by adding an arch, tables, seating, benches and waste receptacles using money earned from the Cold Turkey fundraising project.



Complete the **Cold Turkey fundraising project** by closely working with MV Parks and Rec to **add outdoor exercise equipment** to the City's completed trail around the Lester Buresh Family Community Wellness Center.

ADDITIONAL INITIATIVES

- Take a group of CDG volunteers to the National Main Street Conference in Richmond, Va., to **compete for a national Great American Main Street Award** (GAMSA)
- Plan and execute a full calendar of live events in 2022 including a **live and in person Magical Night in December of 2022.**
- Partner with the Chalk the Walk committee to facilitate the design and purchase of **new Chalk the Walk banners** to be unveiled at the end of 2022.
- Partner with the Sun Newspaper to explore the possibility of joining forces to **update our Annual Visitor Guide into a magazine-size publication.**



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](https://twitter.com/visitmvl_ia); or phone Director Joe Jennison at 319.210.9935.

OFFICES LOCATED AT THE MOUNT VERNON VISITOR'S CENTER

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