



ADJUSTING THE SAILS

2020-2021 BOARD MEMBERS

Rich Herrmann	PRESIDENT, ECONOMIC VITALITY (EV) COMMITTEE VICE CHAIR
Mark Binsfield	VICE PRESIDENT, ORGANIZATION COMMITTEE, VICE CHAIR
John Brehm	TREASURER, DESIGN COMMITTEE VICE CHAIR
Casey Krall	SECRETARY, DESIGN COMMITTEE CHAIR
Kate Rose	PAST PRESIDENT, ORGANIZATION COMMITTEE VICE CHAIR
Andrea Gorsh	EV COMMITTEE, VICE CHAIR
Barb Ihde	EV COMMITTEE, CHAIR
Brenda Langenberg	ORGANIZATION COMMITTEE, VICE CHAIR
Lisa Lansing	MARKETING, PROMOTIONS COMMITTEE CHAIR
James Richards	DESIGN COMMITTEE VICE CHAIR
Michelle Zaruba	PROMOTIONS COMMITTEE VICE CHAIR

Liaison

John Bardsley	CITY OF LISBON
Stephanie West	CITY OF MOUNT VERNON

Volunteers/Staff

Amy Hall-Haney	ORGANIZATION COMMITTEE, CHAIR
Deb Herrmann	BOOKKEEPER
Jennifer James	SOCIAL MEDIA, CHAIR
Margaret Stevens	BI COMMITTEE, CHAIR



PRESIDENT'S LETTER

"We can't direct the wind, but we can adjust the sails."

That slogan greeted passersby from the front window of Iron Leaf Press during the early part of the COVID-19 pandemic. The slogan became a 2020 rallying cry for both the Main Street District and CDG. And, despite some huge obstacles this year, both survived. And through it all CDG continued to fulfill its mission "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."

Below are a few programs and initiatives CDG has been involved with this year:

- We completed a successful outdoor seating pilot program enabling a safe gathering place for customers of Fuel and Skillet.
- We contributed \$15,000 to Mount Vernon and Lisbon's COVID-19 Business Relief Fund which ultimately grew to \$218,000 and benefitted 82 small businesses.
- We distributed \$10,000 in business improvement grants for signs and façade improvements to eight MV-L small businesses.
- We offered \$2,000 in college scholarships to four Mount and Lisbon students.
- We extended Shop Small Saturday to include three successful Saturdays and a December Shop Small Every Day program that offered gift certificates and T-shirts to local shoppers and we re-invested a total of \$1,200 back into the local economy and encouraged retail shopping.

We look forward to working with community members, business owners and the Cities of Mount Vernon and Lisbon in 2021 to continue to "adjust the sails" by providing leadership, funding and volunteers for our ever-changing roster of programs and events. Please join us.

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 2020.

Chief Supporter (\$60,000+)

City of Mount Vernon

Deputy Supporter (\$19,000+)

Dan and Cathy Stoner

Major Supporter (\$8,000+)

Iowa Economic Development Authority
Mount Vernon Bank & Trust
Neal's Water Conditioning
Wellso Family Foundation

Leading Supporter (\$4,000+)

City of Lisbon
Hills Bank
Linn County Auditor
One Mission Fundraising

Visionary Supporter (\$2,000+)

Anonymous
Cornell College
Rick and Trude Elliott (Dance Arts Iowa, First Street Community Center)
Dave and Johanna Kutcher
Babs Moore

Pacesetter (\$1,000+)

Casey K Photos
Eastern Iowa Blinds
Richard and Deborah George
Richard and Debra Herrmann
Koppenhaver & Associates
The Locksmith

Morning Glory Farms, Donna and Bill Warhover
Keri Speidel

Partner (\$500+)

Bridge Bank
Jim and Mary Evans
Ed Fordyce
Gary's Foods
Kay Graber
Hertz Farm Management
Iowa Physical Therapy
James and Jessica Jensen
Lynch Ford Chevrolet
Jane Nachtman and Craig Ferguson
Sargent & Fortmann, LLP
Roger and Marilyn Schnittjer
Silver Spider
Tork Auto

Believer (\$200+)

ACME Electric
Bauman & Co. Inc.
Mark Binsfield
Myrt and Bill Bowers
Chris and Jane Carlson
Ann Currie
Steve and Marie DeVries
The Engel Family Fund
Glenn and Mary Beth Freeman
Michael Gates
Rich Herrmann Photography

Wayne and Barb Ihde
Richard Kohl
Mount Vernon Ace Hardware
Mount Vernon Insurance
John and Thelma Rife
Right Frame of Mind



Sue and Loren Ripke
Scarlett Boutique



The Squiers Studio
Stewart Baxter Funeral and Memorial Services
U.S. Nameplate

Supporter (\$100+)

Ability Physical Therapy
Greg and Mary Lou Batenhorst
Michael and Linda Bigley
Blooming Acres
Bon Appetit
Jason Booth
Sheila Borg
Susan Brust
Craig and Susan Case
Sarah Clough
Dixie Collins and Steve Maravetz
Dakota Red Corporation – Hawkeye Ready-Mix, King's Material and Midland Concrete Products
Echovision
Fordyce Painting
Les and Katrina Garner
Marianne Garrigan
Doug and Lisa Greif
Pat and Amy Haney
Iron Leaf Press
Paul and Laura Iversen
Joe Jennison
Kae Apothecary
Tim and Sara Kelley

Kernoustie Golf Club
Steve and Vickie Kriz
Kroul Farms
Timothy and Diane Legore
Lloyd Table Company
Troy and Tracey Louwagie
M & K Dust Control
Denae McGrath
Robert Meeker
Darrel and Middie Morf
Mount Vernon Eye Clinic
Mount Vernon Investment Center
Mount Vernon Uptown Properties
Noonmark Foundation Inc. – Nancy Emrich
Palisades Family Dental
Joan Rasmussen
James and Emily Richards
Scott Rose



Dave and Heidi Ryan
Clifford Swart
Vintage 1891
Stephanie West
Jay Willems
Winningoal, LLC

Friend (\$50+)

Suzette Astley
Al and Becky Ahrens
Janet Ault
Gail Halsey Bertram
Ben Brannaman
Dan and Denise Brannaman
John and Stephanie Brehm
Janet Budack
Kevin Carpenter and Leland Turner
Denny and Janet Dietrich
Daniel and Lisa Edwards
Gregory Encke
Tim and Kim Fall
Helios Stitches N Stuff
Lee Hilliker
Kenneth and Lisa Hinrichs
Mike and Susette Kortemeyer
Steve and Vickie Kriz
Chris and Brenda Langenberg
Tim and Lisa Lansing
Pam Mott
Loren and Renee Nydegger
Joel Pendergrass

Scott Peterson and Susan Alexander
John and Cindy Pospisil
Ken and Jane Pospisil
Laura and David Rega
Berta and Ade Ringold
Kate and Dick Rose
Dave and Donna Rotschafer
Neil and Lisa Janssens-Rud
Tracy Schmidt
Jen Stanerson
Don and Judy Stine
Treva Waters
John Kelsey Wellso
Jim and Amy White
Tom and Vicky Wieseler
Lori Winder
Zeb and Michelle Zaruba

Additional Supporters

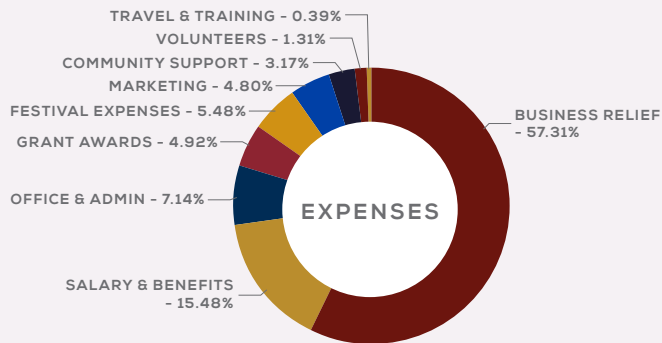
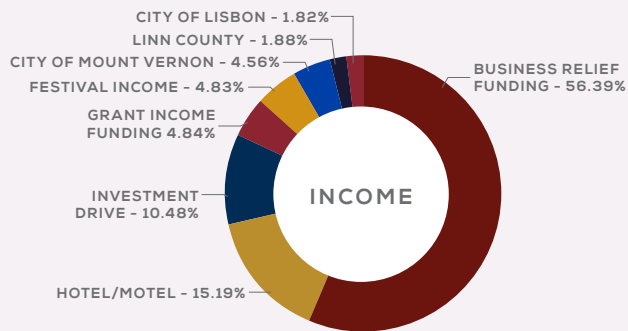
Steve and Paula Adams
John and Barb Bardsley
Terry and Carol Woods-Boren
Diamond Boyd
Daniel and Sheila Deininger
Joe Dieker
First Brick Arts
Nannette Gunn
Doug Hanson/Hanson Ceramics
Casey Krall
Wendy Krall
Hugh Lifson

Robert and Janice Kay Majors
John and Mary Jane McWilliams
Roch and Sherene Player
Mike and Kathy Rice
Shear Madness Salon/Laura Friedman
Paul and Deb Tuerler
Jim and Jackie Wallace
Kelley and Jerry Wells
Kevin and Becky Whitman
Ryan and Emily Wieseler



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.

2020 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.

2020 ACCOMPLISHMENTS



Planned and implemented our **first-ever virtual Chalk the Walk** event in May, and our **first-ever-drive-through Magical Night** event in December.



Facilitated the **\$25,000 façade Challenge Grant** project for upgrades to the Bauman's building.

Worked with One Mission Fundraising to raise and distribute nearly **\$5,000** in **derecho cleanup funds** to the Cities of Mount Vernon and Lisbon.



Created an **Outdoor Dining Pilot Project**, in conjunction with the City of Mount Vernon, that benefitted two Uptown restaurants and created a template for future outdoor dining programs in Mount Vernon.

2020 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 2020:

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:	65	
Retail:	30	(46%)
Service:	25	(35%)
Rest/Bar:	10	(14%)

Total Jobs:	308
Full-time:	165
Part-time:	143

Main Street Residents: **115**
 Taxable value: **\$12,922,200**
 Private money invested in rehabilitation (since 2008):
\$9,944,330
 Volunteer hours documented (since 2008): **59,915**



Worked with the CDG EV Committee and the City of Lisbon to plan and execute Lisbon's 3rd Annual BE Lisbon contest, Lisbon's small business expansion project, that resulted in two grants: a **\$5,000 business grant to Turtle Club Early Learning Center** and a **\$2,500 business grant to Salon 30.**



Applied for and won a **\$75,000 Challenge Grant** for the building at 104 2nd Ave.



Worked with the Cities of Mount Vernon and Lisbon to raise and distribute **\$218,000 in Small Business COVID Relief grants** to 82 businesses in Mount Vernon and Lisbon.

Awarded **\$10,000 in Business Improvement Grants (BIG)** to eight businesses in Mount Vernon and Lisbon.



2021 INITIATIVES



Complete fundraising via the Cold Turkey project to fund the remainder of the South Alley project and an Exercise Trail near the Buresh Family Wellness Center.



Work with the City of Mount Vernon to complete the Pocket Park as part of the Streetscape project in the South Alley between Scarlett Boutique and The Sweet Factory.

Work with KCRG to install a City Cam in Uptown Mount Vernon.

Facilitate an Outdoor Dining Committee to expand our 2020 pilot program to create a larger outdoor dining program adding outdoor spaces to MV's historic 1st Street.

Work with all committees and partners to facilitate as many of our 2021 events as possible.



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

OFFICES LOCATED AT THE MOUNT VERNON VISITOR'S CENTER

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