



ANNUAL REPORT | 2022



WE LOVE THIS WORK!

2022-2023 BOARD MEMBERS

Lisa White
PRESIDENT, PROMOTIONS COMMITTEE VICE CHAIR
Brenda Langenberg
VICE PRESIDENT, ORGANIZATION COMMITTEE, VICE CHAIR
Michelle Zaruba
SECRETARY, ORGANIZATION COMMITTEE VICE CHAIR
John Brehm
TREASURER, DESIGN COMMITTEE VICE CHAIR
Andrzej Blacharsk | DESIGN COMMITTEE VICE CHAIR
Barb Ihde | ORGANIZATION COMMITTEE, VICE CHAIR
Lisa Lansing
MARKETING/PROMOTIONS COMMITTEE CHAIR
Casey Krall | DESIGN COMMITTEE, VICE CHAIR
Casey O'Connor | EV COMMITTEE, CHAIR

Liaisons

John Bardsley CITY OF LISBON
Stephanie West CITY OF MOUNT VERNON

Volunteers/Staff

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



PRESIDENT'S LETTER

This year the Mount Vernon-Lisbon Community Development Group (CDG), a Main Street Iowa organization, along with its charitable arm, the Mount Vernon-Lisbon Community Charitable Development Group (CCDG) was asked to participate in the National Main Street Conference in Richmond, Va., as one of the Top Eight Main Street communities in the country. It was a huge honor that was preceded by a ceremony at the Main Street Iowa Awards in Des Moines prior to the national conference.

As I enter the final few months of my first term as CDG president I have come to realize that the recognition at both the National Conference and the Main Street Iowa Awards was nice, yes, but honestly the day-to-day work here in our own communities is far more gratifying than a photo opportunity at an awards ceremony.

I have so enjoyed this work and am proud of our many accomplishments this year, including:

- Unveiling the Hilltop Pocket Park in Uptown Mount Vernon
- Funding an equipment purchase for the new exercise trail near the Lester Buresh Family Community Wellness Center
- Funding \$10,000 total in building upgrades for eight businesses in Mount Vernon and Lisbon
- Watching the progress made and attending the ribbon cutting for Danielle Chargo's Iron Leaf Press business in the former gas-station-turned-storage-unit on the east end of downtown in the former Mount Vernon Pharmacy/Shepley's building
- Watching our volunteer team takeover and coordinate a successful Heritage Days as CDG's new-to-us event in July of 2022.

On the following pages you can read about the ways CDG supports 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 destination shopping and travel.

And if you enjoy the work we are doing, don't thank me – seek out a CDG volunteer or donor and thank them. Our greatest reward is when our own constituents stop us and simply smile and say "Great job!" We love this work and are proud to represent Mount Vernon and Lisbon.

Lisa White 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 2022.
Go Team!**

Chief Supporter (\$65,000+)
City of Mount Vernon

Major Supporter (\$10,000+)
Linn County

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.

Pacesetter (\$1,000+)
Eastern Iowa Blinds
Koppenhaver & Associates
Mount Vernon Wrestling Club
Rick and Trude Elliott
(Dance Arts Iowa, First Street Community Center)

Partner (\$500+)
Bridge Community Bank
Downtown Dental
Hertz Farm Management
Lynch Ford Chevrolet
Mount Vernon Area Arts Council
John and Thelma Rife
Sargent & Fortmann, LLP
Silver Spider

Bestie (\$400+)
Bauman & Co.
Cot and Kay Graber
Iowa Physical Therapy
Mount Vernon Ace Hardware
Right Frame of Mind
Jay and Arlie Willems
Yock's Landing

Believer (\$200+)
Bon Appétit Management Company
Bill and Myrt Bowers
Fred Burke
CAUSETEAM
Chameleon's Pub & Grub
Ann Currie
Craig and Catherine Quehl-Engel
Jim and Mary Evans
Ed Fordyce
Dick and Deb George
Glyn Mawr Vineyard & Winery
Amy Hall Haney
Hands in Harmony
Barb and Wayne Ihde
Kay Johansen, Attorney
Kernoustie Golf Club
Kluser Chiropractic
Mount Vernon Insurance Agency
Palisades Café
Palisades Family Dental

Polly Ann's Vintage Market
Jon and Joan Rasmussen
Sue and Loren Ripke
Scarlett Boutique
Gary and Nina Scott
Stewart Baxter Funeral and Memorial Services
Kory and Conni Swart
Vintage 1891
Whitey's Bar & Grill

Supporter (\$100+)
Ability Physical Therapy
Barnyard Screenprinting
Greg and Mary Batenhorst
Big's BBQ
Mark Binsfield
Sheila Borg
Robert and Anna Broulik
Casey's General Stores Inc.
Mitchell and Diana Corcoran
Marie and Steve Devries
D&D Body Shop
EchoVision
Elite Stone Fabrication
Fordyce Painting
Frey Pet Hospital
Fuel
Michael and Susan Gates
Helios Stitches N Stuff
Hotz Agency
Joe Jennison
Tim and Sara Kelley



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.



MARVA BECKER
NOURISHING ROOT
FRIEND



BON APPÉTIT
MANAGEMENT COMPANY
BELIEVER



JIM AND MARY EVANS
BELIEVER



RICK AND TRUDE ELLIOTT (DANCE
ARTS IOWA, FIRST STREET
COMMUNITY CENTER)
PACESETTER

Lincoln War Bar
 The Locksmith
 Troy and Tracey Louwagie
 Barbara Moore
 Darrel and Middie Morf
 Mount Vernon Car Wash
 Mount Vernon Eye Clinic
 Mount Vernon Investment Center
 Mount Vernon Lions Club
 Neal's Water Conditioning
 Noonmark Foundation, Nancy Emrich-Freeman
 Nordstrom
 Pearson & Virlee
 Jill Ripke
 David and Heidi Ryan
 Roger and Marilyn Schnittjer
 Brandon Siggins
 Craig and Jean Smith Family Fund
 In Memory of Don & Judy Stine
 Dan L. Stoner Farms

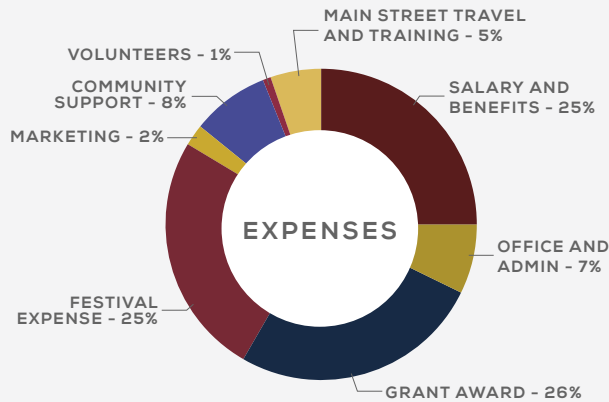
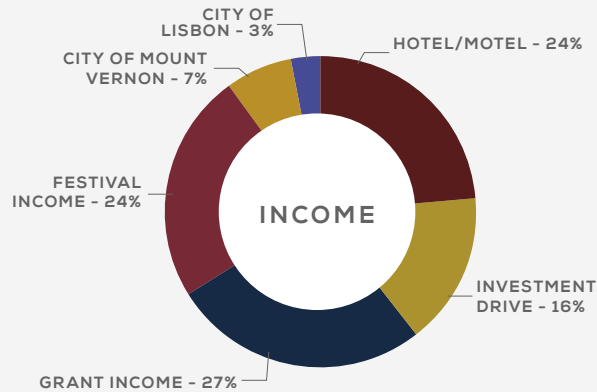
Tork Auto
 Kelley and Jerry Wells
 Stephanie West
 Todd and Lisa White
 Sarah Wirfs
 Wood's Final Floor
Friend (\$50+)
 Tom and Kathleen Aller
 Back Porch Pickers and Artisans
 Kim Benesh (on behalf of Mount Vernon-Lisbon Community Theatre)
 Mike and Lynn Bergman
 Steven and Laurie Bien
 Michael and Linda Bigley
 Blooming Acres
 Ann Booth, First Brick Antiques
 Guy Booth, Attorney at Law
 John and Stephanie Brehm
 Susan Brust
 Janet Budack

Chris and Jane Carlson
 Kevin Carpenter and Leland Turner
 Casey K Photos
 Dixie Collins and Steve Maravetz
 Dan and Sheila Deininger
 Denny and Janet Dietrich
 Kevin and Marcia Driscoll
 Dan and Lisa Edwards
 Sara Gaarde and Rich Hileman
 Ken and Lisa Hinrichs
 Ink Expression
 Mike and Susette Kortemeyer
 Matt and Rachel Krug
 Chris and Brenda Langenberg
 Mount Vernon Chiropractic
 The Nourishing Root
 Loren and Renee Nydegger
 The Pet Nanny
 Laura and David Rega
 Room 222 Antiques
 Dick and Kate Rose

Dave and Donna Rotschafer
 Mike and Val Smith
 Carolyn Wellso
 John Wellso
 Lori Winder
 Zeb and Michelle Zaruba
Additional Supporters
 Steven and Paula Adams
 John and Barb Bardsley
 Jon and Peggy Barnes
 Lynn or Connie Boettcher
 Dan and Denise Brannaman
 Brent Brase
 Caroline's
 Gary's Foods
 Nannette Gunn
 Hill of a Deal/CR Coincraft
 Wendy Krall
 Kroul Farms
 Robert and Janice K. Majors
 Richard and Jacqueline Martin

John and Mary Jane McWilliams
 Mount Vernon Creates
 On Main Studio and Market
 Massage by Katie
 Music Works Iowa, LLC
 The Plantiful Pantry
 Cory and Lindy Ryant
 Scorz
 Shear Image
 Shear Madness
 Ava Stamp
 Paul Tuerler
 Uptown Roots
 Jim and Amy White
 Kevin and Becky Whitman
 Ryan and Emily Wieseler
 Tom and Vicky Wieseler
 Wren & Purl
 Lane Zierten

2022 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:

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.

After years of planning and consideration, unveiled Hilltop Pocket Park in July, after the final signage, tables, chairs and artwork had been installed, completing a joint City of Mount Vernon, CDG, Mount Vernon Area Arts Council, community project

BEFORE



AFTER



2022 ACCOMPLISHMENTS



Unveiled the equipment for the Exercise Trail outside the Lester Buresh Family Community Wellness Center utilizing the final monies from the Cold Turkey Grant project

Flew six members of the CDG volunteer board to Richmond, Va., to be part of the National Main Street Conference where we received accolades as one of the Top Eight programs in the nation



Planned and executed a full calendar of live events in 2022 including Heritage Days (above) and a live and in person Magical Night (below) in December of 2022, the first such event since 2019

2022 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 2022:

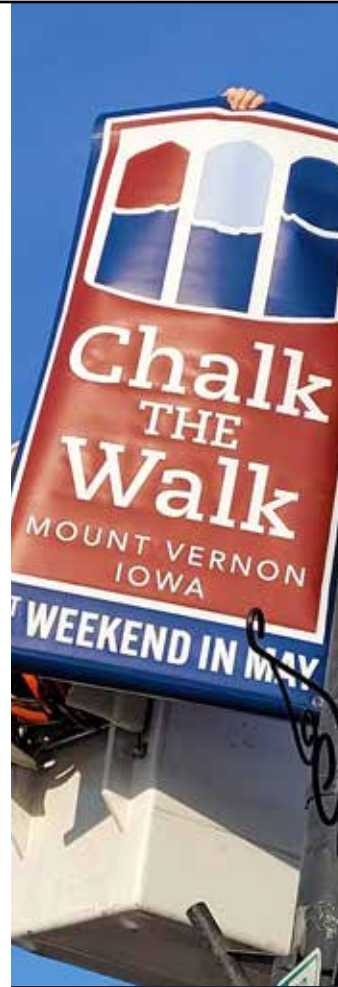
In the 12-block area that is the Mount Vernon Main Street District, there are 50 commercial buildings, 25 houses, three apartment buildings, three city-owned buildings, two churches, two church support buildings, one business incubator and one post office.

BUILDINGS/JOBS RETAIL/SERVICE MIX (%)

Total Buildings:	83	
Total Businesses:	76	
Retail:	33	(40%)
Service:	36	(43%)
Rest/Bar:	7	(8%)
Other:	8	(9%)

Total Jobs:	377
Full-time:	175
Part-time:	202

Main Street Residents: **113**
 Taxable value: **\$13,562,600**
 Private money invested in rehabilitation (since 2008):
\$15,797,189
 Volunteer hours documented (since 2008): **67,477**



Funded, purchased and installed **25** new Chalk the Walk banners into the Main Street District

Facilitated the awarding of **\$10,000 in Business Improvement Grants** to assist businesses in both MV and L with facade improvements including Iron Leaf Press' new location on East 1st Street; and new windows at Mount Vernon Creates on West 1st Street



2023 INITIATIVES



ADDITIONAL INITIATIVES

- The CDG GAMSА (Great American Main Street Award) Committee has met three times since returning from Richmond, Va. and has created a work plan to **apply again for the national GAMSА Award for 2024**
- The volunteer CDG Marketing/Promotions committee is in the process of a large **website redesign** for 2023, which will mean a complete revamp of the current site. Volunteer Lisa Lansing from Lynch Ford Chevrolet has led this project since its inception and has agreed to stay on until the project is completed, expected completion date spring/summer of 2023.
- Talks have begun within CDG's Organization Committee on developing a **Diversity, Equity and Inclusion (DEI) Statement** that can be implemented by the end of 2023.
- A volunteer CDG subcommittee is involved in **transforming our old "Community Cash" paper gift certificates** into a plastic card system through the Economic Vitality Committee. This will be an **Economic Driver** and could have a huge influence on several businesses' bottom lines.



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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