

STRIVING FOR **EXCELLENCE**



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

ANNUAL REPORT | **2023**

## 2023-2024 BOARD MEMBERS

Lisa White

PRESIDENT, PROMOTIONS COMMITTEE VICE CHAIR

Brenda Langenberg

VICE PRESIDENT, ORGANIZATION COMMITTEE VICE CHAIR

Casey Krall

SECRETARY, DESIGN COMMITTEE VICE CHAIR

Ashley Dunford

TREASURER, PROMOTIONS COMMITTEE VICE CHAIR

Andrzej Blacharski | DESIGN COMMITTEE VICE CHAIR

Brittney Edwards | PROMOTIONS COMMITTEE VICE CHAIR

Courtney Frye-Speed | EV COMMITTEE VICE CHAIR

Dennis Jordan | EV COMMITTEE VICE CHAIR

Casey O'Connor | EV COMMITTEE, 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

Lisa Lansing

PROMOTIONS COMMITTEE CHAIR

Deb Herrmann

BOOKKEEPER

Jennifer James

SOCIAL MEDIA MANAGER, 2023

Anna Wilson

SOCIAL MEDIA MANAGER, 2024



## ALL ARE WELCOME HERE

This year, the Mount Vernon-Lisbon Community Development Group (CDG) cemented its commitment to the simple message above by creating a Diversity, Equity and Inclusion Statement. We were proud to work alongside business, city, and school leaders to clarify a vision of inclusion. Are we there yet? No. But this document reminds us that we must strive to fulfill that promise every day.

2023 was a year of exceptional milestones for CDG:

- For the second time in three years CDG, a Main Street Iowa organization, along with its charitable arm, the Mount Vernon-Lisbon Community Charitable Development Group (CCDG) is under consideration for the Great American Main Street Award (GAMSA), as one of the **Top Eight Main Street communities** in the Country. The Top Three in the nation will be announced at the National Main Street Conference in May of 2024 and we will proudly attend to represent our communities!
- This year, **we secured and administered three significant grants** to local businesses: a \$100,000 IEDA Challenge Grant for MV Brews, LLC, to begin renovating the old Mount Vernon Fire Station; a \$10,000 Open 4 Business grant to The Local - Glyn Mawr Winery to support the purchase of a permanent outdoor food trailer for The Local's back patio; and a \$5,000 BE Lisbon grant to assist Canton Studios with marketing, retail space reconfiguration, Point of Sales (POS) supplies, inventory and tools, and the launch of a new web site.
- We administered a business survey that is helping CDG better meet the needs of our business community, leading to an overhaul of CDG's social media plan.

This is in addition to breaking attendance records at some of our biggest festivals, adding a third Shop Small event to promote our local business community, and holding 10 ribbon cuttings to welcome new businesses.

We can only achieve this excellence with your involvement. Thank you for supporting CDG in 2023 as **we to strive to "celebrate all residents, employees, students and visitors."**

All are welcome here.

*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 2023.  
Now, let's go and do something really great in 2024! Go us!**

**Chief Supporter (\$65,000+)**

City of Mount Vernon

**Major Supporter (\$10,000+)**

Linn County

**Leading Supporter (\$6,000+)**

City of Lisbon  
Hills Bank

**Visionary Supporter (\$3,000+)**

Cornell College  
Gary's Foods  
Greater Cedar Rapids  
Community Foundation,  
Carolyn and Charles Wellso  
Donor-Advised Fund  
Mount Vernon Bank & Trust Co.

**Pacesetter (\$1,000+)**

Alliant Energy  
Bridge Community Bank  
Koppenhaver & Associates  
Lynch Ford Chevrolet of  
Mount Vernon  
Mount Vernon Community  
School District Alumni  
Association  
Mount Vernon Wrestling Club  
Rick and Trude Elliott  
(Dance Arts Iowa, First Street  
Community Center)

**Partner (\$500+)**

Downtown Dental  
Eastern Iowa Blinds Inc.  
Hands and Harmony

Hertz Farm Management  
Iowa Physical Therapy  
Kernoustie Golf Club  
The Local – Glyn Mawr Winery  
Barbara Moore  
Mount Vernon Ace Hardware  
Pearson & Virlee, PC  
John and Thelma Rife  
Sargent & Fortmann, LLP  
Stewart Baxter Funeral &  
Memorial Services  
Yock's Landing

**Bestie (\$400+)**

Bauman & Co.  
Jim and Mary Evans  
Fuel  
Mount Vernon Insurance  
Agency  
Palisades Family Dental

**Believer (\$200+)**

Addy's Public House  
Anonymous  
Bon Appetite  
Guy Booth, Attorney at Law  
Myrt Bowers  
Fred Burke  
Ann Currie  
Nancy Emrich  
Craig and Catherine  
Quehl-Engel  
Ed Fordyce  
Michael Gates

Dick and Deb George  
Amy Hall Haney  
Rich Hileman and Sara Gaarde  
Barb and Wayne Ihde  
Kliver Chiropractic  
Dan and Danielle Kumley  
Little Scratch, LLC  
The Perfect Blend  
Jon and Joan Rassmussen  
Van Meter Inc.  
Wheeler Concessions

**Supporter (\$100+)**

Ability Physical Therapy  
Barnyard Screenprinting  
Bass Farms  
Big's BBQ  
Michael and Linda Bigley  
Sheila Borg  
Jonathan Brand and  
Rachelle LaBarge  
Susan Brust  
Casey's General Stores Inc.  
Mitchell and Diana Corcoran  
D&D Body Shop  
Marie and Steve DeVries  
Deena Downey-Pata  
EchoVision  
Elite Stone Fabrication  
Glenn and Mary Beth Freeman  
Helios Stitches N Stuff  
Rich and Deb Herrmann  
Hotz Agency



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.





**BAUMAN & CO.  
BESTIE**



**SCARLETT BOUTIQUE  
SUPPORTER**



**HELIO'S STITCHES N STUFF  
SUPPORTER**



**PLANTIFUL PANTRY  
FRIEND**

Joe Jennison  
 Kay Johansen, Attorney  
 Dennis and Angela Jordan  
 Tim and Sara Kelley  
 Caroline and James Kelly  
 Mark and Pam Kraus  
 Lisbon Insurance Agency  
 The Locksmith  
 Troy and Tracey Louwagie  
 Darrel and Middie Morf  
 Mount Vernon Area  
 Arts Council  
 Mount Vernon Lions Club  
 Neal's Water Conditioning  
 Casey and Bridget O'Connor  
 John and Cindy Pospisil  
 Scarlett Boutique  
 Scorz  
 Terry and Sandy Sill  
 Roger and Marilyn Schnittjer  
 Silver Spider  
 Dan and Catherine Stoner  
 David and Wanda Thackery  
 Tork Auto

Vintage 1891  
 Kelley and Jerry Wells  
 Stephanie West  
 Todd and Lisa White  
 Jay and Arlie Willems  
 Woodley Financial  
 Wren & Purl, LLC  
**Friend (\$50+)**  
 Tom and Kathleen Aller  
 Jon and Peggy Barnes  
 Jason and Brittany Booth  
 Bonnie Boots-Miller  
 Janet Budack  
 Chris and Jane Carlson  
 Casey K Photos  
 Dan and Sheila Deininger  
 Denny and Janet Dietrich  
 Kevin and Marcia Driscoll  
 Ashley Dunford  
 Brittney Edwards  
 Dan and Lisa Edwards  
 Tim and Kim Fall  
 Courtney Frye Speed

Edward and Sharon Hill  
 Jennifer and Loren Hoffman  
 Jase Jensen  
 Susette Kortemeyer  
 Wendy Krall  
 Chris and Brenda Langenberg  
 Sue and Matt Margheim  
 Mount Vernon Chiropractic  
 Mount Vernon Eye Clinic  
 Mount Vernon Pharmacy  
 The Nourishing Root  
 Plantiful Pantry  
 Polly Ann's Vintage Market  
 Ken and Jane Pospisil  
 Nancy Reasland  
 Dave and Laura Rega  
 Right Frame of Mind  
 Room 222  
 Scott Rose  
 Dave and Donna Rotschafer  
 Dave and Heidi Ryan  
 School House Antiques  
 Scooters  
 David Sherman

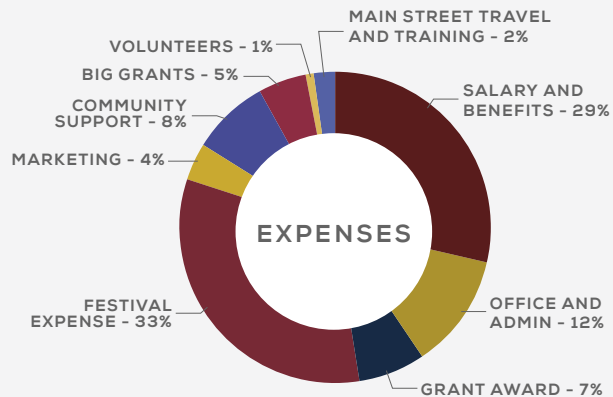
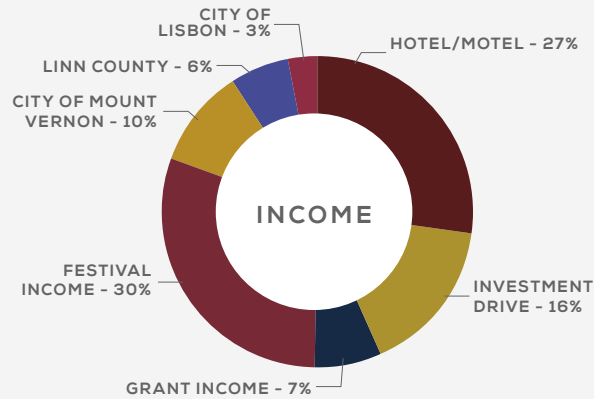
Mike and Val Smith  
 Tom and Vicky Wieseler  
 Wilkie Liquors  
 Zeb and Michelle Zaruba  
**Additional Supporters**  
 Steven and Paula Adams  
 Back Porch Pickers  
 and Artisans  
 John and Barb Bardsley  
 Dennis Bertling  
 Andrzej and Mary  
 Morgan-Blacharski  
 Caroline's  
 Sarah Clough  
 Jason and Heather Davis  
 Ian and Shauna Dye  
 Fantastic Escape  
 Hair by Carissa  
 Heart Consort Music  
 Hill of a Deal/CR Coincraft  
 Jefferson and Alissa Hunt  
 Ink Expression  
 Kroul Farms  
 Matt and Rachel Krug

Lori Ann's Candies  
 John and Mary Jane  
 McWilliams  
 Mount Vernon Creates  
 Morning Glory Farms  
 Loren and Renee Nydegger  
 Rickard Sign & Design  
 Craig and Jean Smith  
 Mike and Karen Stewart  
 Paul Tuerler  
 White Tree Bakery  
 Emily Krall Wieseler  
 Lori Winder

**Interested in giving  
 this year? Donate at  
[www.visitmvl.com](http://www.visitmvl.com) or  
 use this QR Code.**



# 2023 FINANCIALS



**The mission of the CDG** is to develop and promote our community and business environments, 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.

Worked with the City of Lisbon to administer a **\$5,000 BE Lisbon grant**, which will be used to **assist Canton Studios** with marketing, retail space reconfiguration, Point of Sales (POS) supplies, inventory and tools, including the design and launch of a new web site.



**Inaugurated the Business of the Block initiative** with Cornell College that **highlighted eight local businesses**. These businesses were all chosen at random and incentivized by Community Cash drawings.

Completed a **business survey through CDG's Economic Vitality (EV) committee**, which among other things inspired an **overhaul of the organization's social media plan**. As part of that overhaul, a local Social Media Manager was hired on a one-year trial basis, beginning Jan. 1, 2024, with metrics in place to be evaluated throughout the year by CDG's Board of Directors.



## 2023 ACCOMPLISHMENTS



Worked with **The Local/Glyn Mawr Winery** to secure a **\$10,000 Open 4 Business grant** to support the purchase of a permanent outdoor food trailer for The Local's back patio.

Worked with the investment team of MV Brews, LLC, to **secure a \$100,000 Iowa Economic Development Authority (IEDA) Challenge Grant** for the Old Fire Station at 217 1st St. NW. Phase One of the renovation of the building as contracted through IEDA is expected to be completed by November of 2025.



**Leveraged partnerships with Mount Vernon High School** to add several new volunteers including several MV Marching Band members who volunteered for a fireworks cleanup event during Heritage Days; and an outdoor performance at Magical Night.



## 2023 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 2023:**

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 (%)

<b>Total Buildings:</b>	<b>84</b>	
<b>Total Businesses:</b>	<b>77</b>	
Retail:	31	(37%)
Service:	40	(48%)
Rest/Bar:	6	(7%)
Other:	7	(8%)

<b>Total Jobs:</b>	<b>377</b>
Full-time:	175
Part-time:	202

Main Street Residents: **104**  
 Taxable value: **\$13,562,600**  
 Private money invested in rehabilitation (since 2008):  
**\$18,082,364**  
 Volunteer hours documented (since 2008): **71,014**



Continued to exceed expectations in Festival management, **breaking attendance records for Chili Cookoff, Magical Night and Chalk the Walk**; and adding multiple Shop Small events to our fall/winter festival seasons.



Wrote, approved and posted an organization-wide **Diversity, Equity and Inclusion Statement**. The statement was distributed throughout the Main Street District with many local businesses and organizations adopting it as well.



Partnered with the First Street Community Center, the Mount Vernon Historic Preservation Commission, and the Mount Vernon-Lisbon Community Theatre to produce "Treasure," a history play for Mount Vernon's 175th anniversary.



# 2024 INITIATIVES



- Is this the year? Representatives from the local CDG GAMSAs (Great American Main Street Award) Committee will be on hand at the National Main Street Conference in Birmingham, Ala., from May 6 to 8, 2024, as CDG competes once again for the 2024 national GAMSAs Award.
- The Economic Vitality (EV) committee has created a monthly business survey that will be distributed to businesses in Mount Vernon and Lisbon throughout 2024. This will give local businesses an opportunity to speak directly to the board and staff of CDG throughout the year; and a reciprocal opportunity for CDG to share metrics with the business community re: the results of the new Social Media campaign.
- A volunteer CDG subcommittee has been created through the CDG's Organization Committee to look into transforming the CDG "Community Cash" paper gift certificates into a plastic card system with discussions set to begin in early-to-mid 2024.
- Working with the National Main Street Center and Main Street Iowa (MSI), the board and staff of CDG will begin discussions and creation of three Transformational Strategies, a new MSI initiative that offers a concise, focused, deliberate path to revitalizing Mount Vernon's Downtown District.



More information about CDG or CCDG is available at [www.visitmvl.com](http://www.visitmvl.com). You can also like us on [facebook.com/visitmvl](https://facebook.com/visitmvl); follow us on Twitter (aka X) [@visitmvl\\_ia](https://twitter.com/visitmvl_ia); like us on Instagram [@visitmvl](https://instagram.com/visitmvl); or phone Director Joe Jennison at 319.210.9935.

## OFFICES LOCATED AT THE MOUNT VERNON VISITOR'S CENTER

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(319) 210-9935 | [director@visitmvl.com](mailto:director@visitmvl.com) | [www.visitmvl.com](http://www.visitmvl.com)