



Our Mission

Main Street Centerville builds the value and appeal of downtown by supporting business development, promoting a positive image and rehabilitation of the historic core of the community. Our organization uses an inclusive approach to involve all stakeholders, through community involvement, volunteerism both private and public.

Our Vision

Experience Downtown Centerville, as a regional commercial district, set apart by our "world's Largest Town Square." Residents, families and visitors appreciate our vibrant, thriving culture and the architectural character of the downtown district. The walkable, clean downtown is well known for its unique shopping and dining options, we feel a sense of belonging, love and respect.

Become an Investor

Join the movement: Become part of Main Street Centerville

Making an investment to Main Street Centerville gives you two options to donate. Here's how:

1. Make a one time investment
2. Set-up monthly payments

We are revitalizing Historic Downtown Centerville through business assistance, beautification, arts and entertainment, and repair of buildings.

And our work is paying off. Our numbers are growing and we are making a significant impact in the Downtown community. Join the movement: *become part of Main Street!*

Investor Levels	Annual Donation	Monthly Donation
MS1 Bronze		
\$5 to \$249		
MS2 Silver		
\$250 to \$499		
MS3 Gold		
\$500 to \$2,500		
MS4 Platinum		
\$2,500 & up		

Address: _____

City: _____

State: _____ Zip Code: _____

Email: _____

Signature: _____

MAIN STREET CENTERVILLE, IOWA

Helping Our Main Street District achieve Historic Preservation with High Economic Impact



Main Street Centerville

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Main Street-Centerville

From the Director

- 2015 was a big year for Centerville Main Street! We worked hard to receive our Main Street Designation, which could not have been achieved without the support and investment from our Main Street Investors and Committee Members! Thank you all for an unforgettable year!
- Becoming recognized as a Main Street community enables downtown Centerville to access technical services, grants and networking opportunities that will further grow and enhance our Downtown district. Services offered through the Main Street program include small business consultation, exterior and interior design consultation, façade grant improvement and access to information and workshops for Downtown business.
- Our Program follows the Main Street four point approach, using small incremental steps to make a difference in our community. It takes cooperation from City, County, private sector all working together to create a sustainable Main Street District. All working together, to promote an attractive and financially stable downtown while helping to preserve our historic downtown. And continue to focus on the future.



- **1. Organization Committee-To establish a strong Main Street Organization** which utilizes a growing number of participants *in the implementation and funding of the program*
- Hosted our first I am Main Street Brunch (over 60 attended) to communicate and share our vision and mission for the 2015 year! Gave our first Volunteer Appreciation Award to The Daily Iowegian Publisher Becky Maxwell, without the support of the many volunteers we would not be able to continue to make a difference in our community. First Community Clean Up with over 75 volunteers.
- **2. Business Development Committee-To Strengthen and broaden the economic base of the Main Street District.**
- Had our first: “Week of Big Red Fun” held during homecoming to help promote the downtown as a shopping destination. Open 4 Business Grant applications due 5/3/16
- **3. Promotion Committee-To Market the Main Street district by establishing a unified image and encouraging an exciting variety of activities for the community.**
- Had our first year of Friday Night Thunder Bike Night, helping to draw new visitors to our downtown business and restaurants, while creating a new nighttime event.
- **4. Design Committee-To encourage the improvement of the Main Street district’s physical appearance and safety of the buildings**
- Held upper story visits to Bloomfield and Ottumwa, for the purpose of setting the ground work for our own upper story revitalization grant projects.
- Challenge Grant available for 2016
- Our work is accomplished by a dedicated board of directors, investors and **INCREDIBLE VOLUNTEERS.**



The Value of a revitalized downtown to:

Downtown retail Merchants:

Expanded customer base, more sales, upgraded retail environment, more opportunities for cross promotion, more opportunities for business growth and expansion. More opportunity for local owned independent business, incubator for new business.

Government:

- Increased sales tax base, increased property tax base, conservation of existing resources, better community image, more civic awareness, support for public policies, and support for political leadership. Less deterioration of buildings

Residents:

- Protection of property values, overall improved economy, local accessibility to goods and services, reduced loss of youth and “brain drain”. More employment opportunities, increased opportunity for social interaction, meeting space for diverse segments of community, preservation of civic gathering space for public functions, more opportunities for volunteerism and participation, community pride and sense of accomplishment, preservation of community identity(“world’s largest square”), sense of having roots and belonging to a place, preservation of community for future generations.

MAIN STREET
CENTERVILLE, IOWA