Cultivating Community

The mission of the Avoca Main Street is to sustain our downtown district as the economic, cultural, and social center of our community by utilizing the four point approach of Main Street America.

The vision is to grow and enhance the quality of life and promote historical preservation in our downtown district, ensuring a healthy, inviting, and vibrant future for our community.

The Main Street Approach

The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization.
Avoca Main Street District Map
Main Street Iowa's Economic Impact

- Net gain of business starts, expansions & relocations: 4,745
- Net gain in new jobs: 14,566
- Building rehabilitations or renovations: 11,881
- Private $ invested in building rehabilitations & renovations: $1,371,183,531
- Buildings sold: 4,348
- Private $ invested in property acquisitions: $541,186,320
- Total private $ invested in district buildings: $1,634,118,428
- Total volunteer hours contributed: 3,202,859

Figures from 1986 to present
Main Street Fundamentals

• The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district’s economy.

• A program’s work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.

• A revitalization program’s work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.
Became an official Main Street Iowa Community in 2014.

- Twelve new business have opened in the district (two more in 2019 expected)
- Sixteen building projects have been completed
- $613,500 private dollars invested in business projects
- Six buildings have been sold from the district
- $589,000 private dollars invested in building acquisition in the district
- 8,500 volunteer hours dedicated to the program
The Four-Point Approach
staff-led, volunteer-driven

**Organization Committee** stimulates partners, resources, and opportunities

**Promotion Committee** develops markets and customers

**Design Committee** cultivates spaces and places

**Economic Restructuring Committee** supports businesses and entrepreneurs
The Four Points

Economic Vitality -- This element involves diversifying the commercial district economy by identifying potential market niches, finding new uses for vacant or underused spaces and improving business practices.

Design -- Utilizing appropriate design concepts, the visual quality of the commercial district (buildings, signs, window displays, landscaping, and environment) is enhanced.

Organization -- Each community has many groups of people who are interested in and are willing to work toward the goal of a revitalized commercial district. The organizational element brings together the public sector, private groups and individual citizens, with coordination by a paid program manager, to work more effectively in the commercial district.

Promotion -- By promoting the downtown in a positive manner, a community can begin to focus on the commercial district as a source of community pride, social activity and economic development potential.
Organization Committee

Fundraising events
- Golf Tournament
- St. Patrick’s Day

Investment Drive
- City Mailer
- One-on-one investor approaches

Grant and Foundation Requests
- Special Events
- Operational Support
Promotion Committee

Fundraising Events & District Events Planning
- Avoca Main Street Farmers Market
- Avoca Main Street Longest Table

Event & Program Promotion
- Main Street Weekly
- City Newsletter
Design Committee

Historic Preservation Guidelines

Research and promote building histories
Inform and approve façade design decisions

District Aesthetics

Sponsor cleanup efforts
Business window décor technical assistance
Promote walkability
Economic Restructuring Committee

Attract New Businesses
- Market Research
- Entrepreneur Incentives
- Ribbon-cutting & Promotion

Maintain Healthy Existing Businesses
- Promotion
- Technical Assistance
- Expansion Grants
- Information-sharing

Apply for the AvoCA Main Street Open 4 Business Competition!

Your Business Makes Main Street Better

Apply Now!

mainstreet@cheggavoca.com
712.397.9172
HEY GANG, LET'S ALL AGREE TO MEET HERE EVERY WEDNESDAY EVEN WHEN WE'RE OLD, OK?

BINGO AT THE AVOCA LEGION HALL TONIGHT!
POSITIVE MESSAGING

• No one moves to your town out of pity
• Myth of “Brain Drain,” rural populations gaining in 30-49 year olds
• People move where they want to live and work where they have to
• Engage residents socially and economically to keep a strong population and strong business district
Finding YOUR Community Strategy

Focus on a specific customer segment or industry, product, or service segment, such as:

- Workers and Residents
- Elder Friendly and Aging-in-Place
- Family-Friendly
- Agriculture Center
- Arts (performing and visual)
- College Town
- Convenience Goods and Services
- Entertainment and Nightlife
- Knowledge Economy
You Get What You Incent

• New Build Housing
• New Start-Up Businesses
• Sustaining Businesses
• Historic Renovation of Properties