

Annual Report FY 2021-22

October 2021 to September 2022

**Volunteer-Driven, Non-Profit
501(c)(4) established in 1994**

**Official Main Street Iowa
community since 1996**



231

Volunteers
last year

1,018

Volunteer
Hours
2021-22

\$29.95

Value of
Volunteer Time
- per Independent Sector

185,280

Total Volunteer Hours
since 1994 ... ranks 2nd
among 55 Main Street
Iowa communities

NEW in 2021-22:

- New website launched in January 2022 with Chamber
- Market Study & Strategies process and report
- Main Street Charles City Facebook Page launched
- Awarded \$150,000 Iowa Great Places Grant for depot
- Ride With Santa event with horse-drawn wagon rides
- Purchased 3 new bicycle racks for downtown area
- Held 2 volunteer Downtown Clean-Up Work Days
- Assisted with development of new Charles City Flag
- Hippy Hoppity Easter Bunny Visits

MAIN STREET CHARLES CITY MISSION STATEMENT

*An organization supported by
local investors and volunteers
who strive to enhance the
downtown district to make it the
place to be.*

- 6 Façade Improvement Grants (\$38,530.75)**
- 2 Cultural & Entertainment District Grants (\$10,502.53)**
- 3 Technology Assistance Grants (\$1,500)**
- 1 Main Street Challenge Grant application (not awarded)**
- 1 MSI Open 4 Business Grant application (not awarded)**

STAFF

Mark Wicks,
Executive Director



Joanna Thompson,
Events Coordinator



Beth Diers
Executive Assistant



2021-22 BOARD OF DIRECTORS

Kip Hartwell,

Board Chair

Tami Vetter,

Vice-Chair

Elaine Shelton-Bruton,,

Past Chair

Nikki Knowlton,

Treasurer

Arcon Concepcion

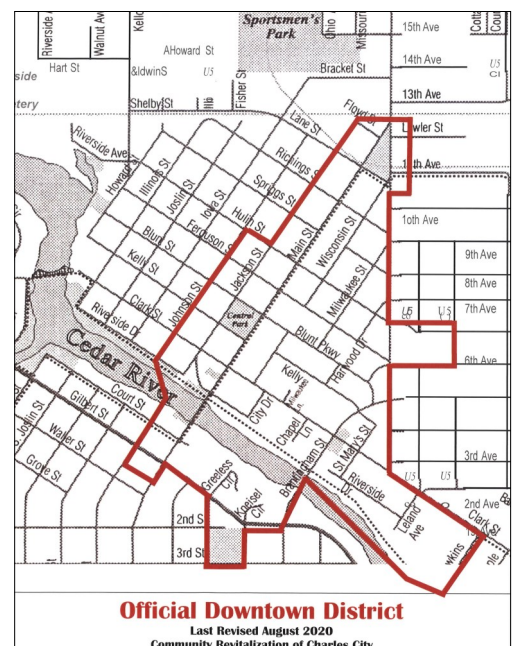
Shelley Zweibohmer

Jessie Sindlinger

Pat Ohlerking

Matt Bradley

Ryan Venz



Program Accomplishments in 2021-22

PROMOTION/EVENTS

Spookwalk
Assist with holiday lighting downtown and in Central Park
Party in the Park summer series (4 events)

Pop-Up Drive In Movie Night
Ride with Santa (horse and wagon)
Letters to Santa (responses)

DESIGN / BEAUTIFICATION EFFORTS

Summer Main Street flower pots
Watering Bike Volunteers
Street Banners
Holiday Decorations (Bridge Garland, Wreaths, Light Trees)
Edible Arboretum
Community Gardens
Professional Design Visits

Parking Lot Planters
Adopt-A-Lot program
Volunteer Clean-Up Work Days
WonderFall business decorating contest
Façade Improvement Grant Reviews
Downtown Bike Rack/Bench Inventory
Added 3 new Bicycle Racks downtown

BUSINESS ASSISTANCE

Market Study and Strategies process with Main Street IA
Updated Downtown Business/Building Inventory Checked on local businesses to see how they were doing
Public ESRI Report Presentation
Vacant Building Ordinance Discussion

Main Street Challenge Grant opportunity
Housing Assistance Push
Open 4 Business Grant opportunity

OUTREACH

Investment Campaigns
Thanks For Giving Cards
Community Volunteer Recognition Event
Branded Merchandise
City Appreciation Visits

Board and volunteer recruitment
Volunteer Appreciation Coupons
Fireworks Fundraising/Collection Cans
Bicycle Decorations Fundraiser

COMMISSIONS

Administered and facilitated 5 Historic Preservation Commission meetings and attended Preserve Iowa Conference – maintained Certified Local Government status and submitted annual report
Administered and facilitated 2 Broadband Commission meetings
Administered and facilitated 3 Cultural & Entertainment District meetings

MISC

Organized and administered Downtown Farmers Market
Organized Firecracker 5 Run fundraiser for Trail
Representation at 20 City Council meetings or workshops
Participated in 11 webinars, 2 online forums and 6 conferences
Assisted with Town of Colors mural task force
Attended required Main Street Iowa Workshops
\$57,841,512 in Private Investments downtown since 1996

National Main Street Accreditation
Iowa Great Places Annual Report
7 public programs or presentations
5 City Notes newspaper columns
Assisted with Charles City Flag Committee
305 Downtown Building Projects since 1996
\$7,086,377 in Public Investments since 1996

FY 2022-23 Board of Directors

Matt Bradley (Chair)
Nikki Knowlton (Treasurer, Ex-Officio)
Shelley Zweibohmer
Evonne Neupert
Phil Hammermeister

Jessie Schultz (Vice Chair)
Pat Ohlerking
Ryan Venz
Krista Noah
Amber Bergeson

***Board meets at 7:30 a.m. the second Thursday of each month*

