

Uptown Marion

A Main Street Iowa District

FY2017 Highlights

Sept 2016 - Aug 2017



1,133
Accumulative
Volunteer Hours



15
Business Starts
& Expansions



\$4,603
Local Business
Grants Awarded



\$75,000
Challenge Grant
Awarded



DESIGN | Getting Main Street into top physical shape, while preserving our historical character and creating a safe, inviting environment for shoppers, workers and visitors:

- Awarded \$3,603 for the Business Signage and Awning Grant Program
- Secured a \$75,000 Iowa Challenge Grant for the Kuba-Kurtz Building
- Invested in additional metal public art sculptures along 7th Avenue
- Celebrated the completion of the Uptown Artway, a nearly \$1M project supported by ArtPlace America
- Provided design consulting services and design review for Uptown development projects
- Conducted 3 CleanUptown Days to spruce up the district

ECONOMIC VITALITY | Strengthening our community's existing economic assets while diversifying its economic base:

- Expanded Uptown Marion's Commercial Real Estate Showcase hosting over 70 people
- Hosted third local Open 4 Business Competition, granting \$1,000 to local winner Ramsey's Wine Bistro
- Successfully campaigned for the Uptown Artway ordinance to include open container policies
- Celebrated the opening and expansion of 16 new commercial tenants

PROMOTIONS | Creating a positive image to renew community pride and tell our story to surrounding areas:

- Hosted 2 successful retail events: Ladies Day Out and Fall into Fabulous Finds
- Extended Small Business Saturday presence
- Co-hosted five anchor community events with the Marion Chamber and Platinum Community Partners
- Hosted monthly morning networking Uptown Coffee events for Uptown Marion businesses

ORGANIZATION | Establishing consensus and cooperation by building partnerships among various groups that have a stake in our historic commercial district:

- Reaccredited by Main Street Iowa and the National Main Street Center
- Doubled funds raised previous years at the third annual Eat. Drink. & Be Marion – Food & Pub Crawl Fundraiser
- Hosted a volunteer appreciation night recognizing 6 volunteers that have gone above and beyond in 2017

TOTAL IMPACT SINCE 2013

\$10,000,000 Private Investment into District | **59** Business Starts & Expansions

\$955,000 in Grants for District | **7,700,000** Volunteer Hours



UPTOWN MARION

FY2018 TOP PRIORITIES
Sept 1, 2017 - Aug 31, 2018

| | ECONOMIC RESTRUCTURING | DESIGN | RETAIL PROMOTION | ORGANIZATION | BOARD |
|-----------|--|---|---|---|--|
| Engage | Host a Building Owners Meeting | Apply for MSI Challenge Grant | Explore Improved Uptown Dollars Program | Expand New Fundraiser to Engage more Investors | 3 Year Pledge Investment Drive |
| | Develop a Food Truck Policy to Engage Restaurants | Administer Targeted Local Signage / Awning Grant Program | Host Uptown Ambassador Night to Engage Business Owners | | |
| Celebrate | Celebrate Business and Entrepreneurism with the Open 4 Business Competition | Host a Tour of Challenge Grant Projects | Grow Small Business Saturday | Signature Fundraising Event (Eat. Drink. & Be Marion) | Share Successes with Officials and Stakeholders |
| | | | Grow Retail Events (Fall into Fabulous Finds, Ladies Day Out) | Volunteer Recognition Night | |
| Educate | Educate Businesses on Available Space, Preservation, and Services at the Commercial Real Estate Showcase | Host a Historic Preservation Education Session | Grow Uptown Coffee Events to Educate Businesses | Develop Volunteer Onboarding Strategies | Review Organization Documents |
| | | Oversee Design Review of Development Projects | Improve District Materials, Brochures, Maps, etc. | Share the "Stories of Uptown" | Host Board Retreat |
| Partner | Partner with the City to Expand the Entertainment District Policy | Partner with more Groups for ongoing Beautification i.e. One Day in May | Q4 Holiday Promotions | Joint Member Program with the Chamber of Commerce | ImagiNEXT |
| | | Partner with MLIA for Holiday Lighting Project | Chamber Partner Events (Markets, Concerts, Christmas in the Park/Peppermint Walk, Chocolate Walk, etc.) | | Represent Organization at Community Events and Presentations |

“The Mission of the Uptown Marion Main Street Organization is to drive continued revitalization, growth, and preservation of historic character through appropriate DESIGN, PROMOTION, and ECONOMIC STRATEGIES that improve our community.”