

Ida County Economic Development has invited representatives from the Main Street Iowa program to put on a presentation about their community revitalization program. This public informational meeting will be held on Wednesday, August 4<sup>th</sup>, at 6:00 pm at the Galva-Holstein High School commons area in Holstein.

Ida County residents and business owners are invited to come and hear more about this exciting program. "I've been asked by more than one community to coordinate a meeting to learn more about the opportunities associated with becoming a Main Street Iowa community. Locally, we have communities that are increasingly aware that we need to seek out collaboration to leverage our resources", stated Rita Frahm president Ida County Economic Development. "The Main Street Iowa structure, coordination, and expertise will help us get to the next level. In the past, people simply assumed something will come along, but in this day and age, it requires a proactive effort. We are ready!" Frahm continued.

As part of this comprehensive program, community officials, business owners, and volunteers must agree to work together toward the common goals of (1) preserving Iowa's historic buildings and unique downtown business districts and (2) improving the local economy by adopting and following the Main Street Four Point Approach™ to downtown revitalization.

While it may seem a bit challenging to become a Main Street community, designated communities reap many benefits. During the first three years of the program, each community receives 40 days of on-site training and technical assistance from Main Street Iowa, National Main Street Center staff and private consultants, as well as 30 days of training for volunteers and local staff, resulting in a state investment of \$100,000. Main Street communities receive ongoing training valued at \$10,000 annually.

If you have any questions or would like additional information, please contact Rita Frahm at 368-4316 or email her directly at [ritafrahm@heritageiowa.com](mailto:ritafrahm@heritageiowa.com). RVSP's are appreciated in advance so that enough handouts are available that evening.

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