

Main Street Memo



Brought to you by the Organization Committee

Vol. 2 . No. 10

CALENDAR

July 13: Main Street Ice Cream & Dessert! 5-7pm (during KofC's Chicken Night) in the Pocket Park

July 14: Market Nights (with shops open until 7pm and Farmers Market from 4:30-6:30pm in Central Park)

July 15/16: Balloons Over the Mississippi

July 17: City Band, 7:30pm, Central Park

July 18: Org. Cmte., 8am, Ivy

July 19: B.I. Cmte., 5:30pm, Ivy; City Council 7pm

July 21: Market Nights (with shops open until 7pm and Farmers Market from 4:30-6:30pm in Central Park)
First night of the Chair Promotion

July 22: Old Settlers Park "Climax Appreciation Night", 5:30-9pm, ft. The BackBeats

July 25: Design Cmte., 6pm, FMP

July 26/27: Main Street Iowa visit

July 28: Market Nights (with shops open until 7pm and Farmers Market from 4:30-6:30pm in Central Park)

Please accept our apologies for the delay with the July newsletter.

Pre-Rodeo Festivities are comin' back downtown!

The Main Street Promotions has been working on an event that will not only draw the pre-rodeo festivities back downtown, but help foster downtown revitalization by serving as a Main Street fundraiser. The Big Buckle Bash was born! Blocking off the 600 block of Avenue G, the first annual Big Buckle Bash will take place on Saturday, August 27th, from 6pm-11:30pm. This year, Main Street has invited the Moose Lodge to participate as an event leader, to help celebrate their 100th anniversary. It is going to be a boot scootin' good time, as we have lined up *Jerad Harness and Blackgrass* (a country band that was voted the Best Rock Band at Steamboat Days), *Lauren Eid* and even a *Blazin' Hot Wings Challenge* sponsored by Buffalo Wild Wings! Darla Farrell with the Funky Cowgirl will be hosting the first annual *Cowboy and Cowgirl Prom* as well. So grab your boots and funkiest Rodeo apparel, and get ready for the **BIG BUCKLE BASH!**



Crazy Chair Promotion

Remember Chicago's Cows on Parade? Well, the Main Street Promotions Committee has come up with a new retail promotion for downtown stores...and it involves crazy chairs! Shoppers will see these creative chairs decorated and filled with items and prizes from Fort Madison businesses in windows scattered throughout downtown. Starting on **Thursday, July 21st**, shoppers will be able to go into any downtown retail store and pick up a card, with no purchase necessary. Shoppers need to gather 16 stickers, one per store. Once the card is filled (all 16 spots), they will be entered in a chance to win one of these chairs and/or the prizes! Shoppers may



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only get stickers on Thursdays (all day). During Market Night hours, shoppers can receive double stamps from 4-7pm! Remember, the hardest part of any sale is getting the shopper into the store!

Park to Park Residential Historic District Volunteer Training

The Historic Preservation Commission has received a CLG grant to survey the historic "east end" of town to create a National Register Historic District. They really need volunteers, who will help survey these properties. Survey work includes taking photos of properties, and assisting with collecting brief histories. The Commission is hoping to get 2-3 volunteers per block, as many hands make little work. A rewarding experience, you not only learn about architectural styles and the development and history of Fort Madison, but you'll get a chance to know your neighbors too! The training session will be on Monday, August 8th, at 6:30pm (Public Library). Please call the North Lee County Historical Society to sign up to attend the volunteer training session on August 8th.

Main Street Iowa to visit

On July 26th & July 27th, Main Street Iowa staff will be in Fort Madison, along with guest Jay Schlinsog of Downtown Professionals Network (Batavia, Illinois). Main Street Iowa has very generously offered to assist Fort Madison Main Street with developing a Market Profile as well as a comprehensive Branding Implementation Guide. Fort Madison Partners and the City of Fort Madison went through the branding process in 2010, and has since started to utilize those branding elements. The Branding Implementation Guide will essentially be a step-by-step work-plan of how successfully market the community of Fort Madison. Schlinsog has worked with numerous Main Street communities, all over the country and has a particularly strong working relationship with Main Street Iowa communities.

Main Street Coffee Talk

Grab your morning cup of java on the first Thursday of every month, while we discuss topics and issues that affect our downtown. **Join us on August 4 at the Ivy, 8am.**

Grant Updates

We are hoping to have official notification of the State's decision on our grant applications by the end of July, though it may be as far out as the end of August. Thus far, status updates have been very positive and we're highly confident that the next two years will be an incredibly thrilling time to be downtown! If there's a building or storefront that's always had your eye, don't wait! Now is the time to invest!



**We would like to welcome Sarah Crabtree, Jared Reed & Jimmy Wendorf
to the Main Street Board!**

**A HUGE thank you to Andy Andrews and Tina Faeth for your
dedicated service since 2009!**

