

# Who is Main Street?



Main Street is a Nationwide, grass roots movement that blends preservation, activation, and coordination to harness the power of **Character-Based Economic Growth.**

West Branch has been a state and nationally accredited Main Street community since 2006.

*Our Heritage. Our Heart. Our Home.*

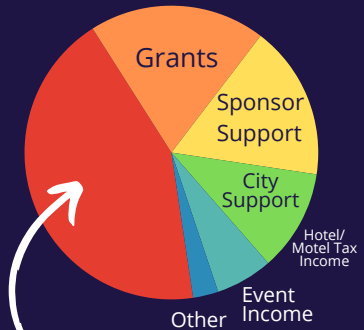


The Main Street way is to inspire and engage the property owners, business owners, leaders, friends and neighbors to create a shared value in the character of the community. **Imagine having people believe their place matters.** That is true community support. That is what Main Street is all about.

## Preserving Our Past. Building Our Future.

Main Street West Branch brings together residents, businesses, and civic leaders to preserve and enhance our historic downtown district. Through the power of collaboration, we're ensuring our cherished downtown continues to thrive for generations to come. **Every supporter, volunteer, and community member plays a vital role in writing the next chapter of our town's story.**

## OUR FUNDING:



Charitable Donations & Fundraising Events



**2,659**  
Volunteer Hours  
Recorded in 2024

**9,450**  
Event Attendees  
in 2024

**\$329,560**  
Grant Funding Secured  
since 2020



# Main Street Alive

OUR STRATEGIC EVENTS BRING VIBRANCY TO THE COMMUNITY & DISTRICT

“Main Street has worked diligently to bring new events to town & improve the events we have in place. Our sales increased tremendously during these events because of the hard work MSWB has done. The staff & volunteers are amazing & really care about every one of our businesses!”

-Teri Hazelwood  
Owner, Herb N Lou's Pizza & Spirits

## MAIN STREET REACH

8

Major Community Events in 2024

9,450

Est. Event Attendees



OUR EVENTS SUPPORT BUSINESS, SHAPE PERCEPTIONS, & MAKE PEOPLE FALL IN LOVE WITH DOWNTOWN



# We are Main Street

Our volunteer Board of Directors drives our organization in making meaningful change in our historic downtown district



**2024**  
MAIN STREET  
WEST BRANCH  
**BOARD OF  
DIRECTORS**



**MAIN STREET  
WEST BRANCH**



**JESSI SIMON**  
Executive Director



**NICKI BRICK**  
President



**ANTHONY "TJ" CAPPEL**  
Vice President



**ED LAREW**  
Treasurer



**MANDA FRAUENHOLZ**  
Secretary + Org Co-Chair



**STEVEN GRACE**  
Organization Co-Chair



**STACY WATERS**  
Promotions Chair



**JENNIFER WALKER**  
Economic Vitality Chair



**JOHN FULLER**  
Board Member



**SCOTT THOMA**  
Board Member



**ADRIENNE HOWARD**  
Board Member



**JAY COOPER**  
Board Member



**ANNA DIMMER**  
Board Member



**MADISON CONLEY**  
Board Member

# We are Main Street

Our Advisory Board includes key community leaders who support the Main Street mission through guidance and collaboration.



**2024**  
MAIN STREET  
WEST BRANCH  
**ADVISORY**  
**BOARD**



**MAIN STREET  
WEST BRANCH**



**JESSI SIMON**  
Main Street  
Executive Director



**ROGER LAUGHLIN**  
City of West Branch  
Mayor



**PETE SWISHER**  
National Park Service  
Superintendent



**MUNDI MCCARTY**  
Hoover Presidential  
Foundation



**AARON SHINEBLAUM**  
Hoover Presidential  
Library & Museum



# Why Main Street?

Be a part of the difference. We are the people who make the place better.



## IMPACT SPOTLIGHT



*"The collaboration that MSWB has sparked has created a thriving environment for our business and creates a wonderful community to be a part of!"*

-- SHANNON PENISTEN  
OWNER OF WHITE PUMPKIN STUDIO

## Project Highlight

In a testament to downtown West Branch's growing vitality, beloved local gift shop White Pumpkin Studio settled beautifully into their prominent Main Street location this year. The mother-daughter team of Shannon Penisten and Beth Koppes made a bold investment by doubling their retail footprint from their original North Downey Street location.

Main Street West Branch worked closely with the shop owners throughout their relocation journey to provide support, help promote the expansion, and build excitement in the community. Their successful growth from a starter space to a cornerstone Main Street location demonstrates both the health of our local economy and the power of partnership between Main Street West Branch and our business community. The beautiful new store adds to the eclectic mix of retail offerings that make our historic downtown a destination for visitors and a source of pride for residents.

### Social Connection



**87,107**  
Facebook Reach  
@mainstreetwb



**32,512**  
Instagram Reach  
@mainstreetwestbranch

### Volunteer Connection



**2,659**  
Volunteer Hours in 2024



**\$89,050**  
Volunteer Value in 2024



**\$1.5M**  
Volunteer Value Program to Date

### In the Numbers

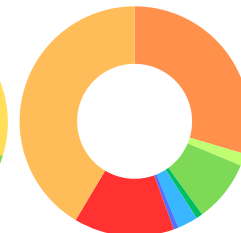


#### Income



- Donations & Fundraisers
- Grants
- Sponsorship
- City Support
- Event Income
- Investments

#### Expenses



- Staff
- Program Operations
- Community Events
- Business Support
- Fundraising Expenses
- Paid Advertising
- Downtown Beautification
- Volunteer Appreciation

# Main Street By the Numbers

2024 COMMUNITY DATA  
WEST BRANCH, IOWA

## BUSINESS WISHLIST

### Shopping & Retail

Auto Parts

\*Clothing

General Merchandise

Pet & Pet Supplies

Sporting Goods

\*Grocery & Specialty Food

### Food & Drink

Craft Cocktails

\*Full-Service Restaurant

Limited Service Restaurant

### Services

Pharmacy & Drug Store

\*Represents market categories that currently show \$1M+ retail leakage

**"We strive to work in a way that acknowledges and celebrates the downtown area as the HEART of our community. We are encouraged by West Branch's growth and we are strong believers that a *rising tide lifts all ships!*"**

**-JESSI SIMON**

Executive Director, MSWB

## Main Street West Branch is Helping Businesses Thrive

- Destination Marketing
- Business Networking Events
- Design Assistance
- Challenge Grant Programs
- Business Expansion Grant
- Small Business Saturday Champion
- Annual Market Data
- #EatShopExploreExit254 Campaign
- Driving Traffic via Special Events
- Downtown Beautification
- 1:1 Business Coaching
- New Resident Welcome Kits



REINVESTMENT  
STATS 2024



**\$1,272,650**

Private Investment in  
Downtown Properties  
in 2024

## COMMUNITY STATS

**Population**  
2,935

**Households**  
1,205

**Median HH Income**  
\$76,287

**Median Age**  
40.2

**Housing Units**  
1,333

# Beyond Main Street

Preserving our past.  
Enriching our future.

## VOLUNTEER SPOTLIGHT



2024 HHD COMMITTEE



## Hoover's Hometown Days: *A New Chapter of Community Partnership*

In a pivotal year marking President Herbert Hoover's 150th birthday, Main Street West Branch proudly stepped into the role of fiscal sponsor for Hoover's Hometown Days. Working in close partnership with the Hoover Presidential Foundation, National Park Service, and Hoover Presidential Library & Museum, the 2024 celebration drew more than 5,500 visitors to downtown West Branch. Our team provided crucial support to a newly formed volunteer committee throughout the year, assisting with fundraising, sponsorship development, and festival execution.

Looking ahead, Main Street West Branch will continue our fiscal sponsorship for another year as the committee develops the expertise needed to independently manage this beloved tradition. This collaboration perfectly aligns with our mission to engage and connect our community while preserving West Branch's unique identity and heritage.

HISTORIC WEST BRANCH  
**HOOVER'S**  
*Hometown Days*

### Social Connection



**61,608**

Facebook Reach  
@hoovershometowndays



**5,324**

Instagram Reach  
@hoovershometowndays

### Volunteer Connection



**75**

Event Volunteers



**\$21,172**

Donations Raised



**19**

Sponsor Commitments

### In the Numbers

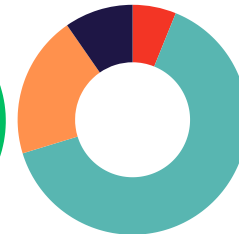


#### Income



- Sponsorship
- Donations & Fundraising
- One-Time City Seed Money

#### Expenses



- Kids Activities
- Event Operations
- Live Music
- Marketing

# What's the Plan?

**Main Street is  
results oriented  
with a  
multi-layered  
approach to  
economic  
vitality and  
community  
building**



**MAIN STREET  
WEST BRANCH**

## Our Vision

West Branch will thrive with an eclectic mix of old and new as a desirable visitor's destination and a place of hometown pride that shows in the vibrant downtown & unique offerings.

## Our Mission

To improve the social and economic well being of our community & the historic downtown by:

- Preserving and sharing our history and unique identity.
- Attracting and supporting small businesses.
- Engaging and connecting the community.

## Our Top Strategies

**Strategy 1-** Downtown will be celebrated as a **multigenerational-friendly** hub and heart of the community. Enhancing family-oriented events and activities, strengthening collaborations with local businesses to cater to the needs of family members at all ages, and maintaining our unique heritage will help create and sustain an inviting and inclusive environment for people of all ages to live and work.

**Strategy 2-** Attract and engage **visitors and tourist**. We aim to establish West Branch as a destination to eat, shop & explore with a focus on increasing traffic to Main Street. This requires consistent collaboration with other local partners including the Hoover campus, school and City.

## Big Ideas

- **A Downtown for All Ages** – Strengthening events, business partnerships, and intergenerational activities will help deepen community roots.
- **Boosting Tourism Through Collaboration** – Promoting the National Park, Presidential Museum, and Main Street together will attract more visitors and strengthen the local economy.
- **Growing Main Street's Impact** – Expanding support, funding, and volunteerism will sustain Main Street's role in economic development and community building.

## Main Street Four Point Approach

DESIGN

ECONOMIC VITALITY

ORGANIZATION

PROMOTION

## Action-Oriented Work Plans