



# Council Communication

Office of the City Manager

Date May 5, 2008

Agenda Item No. 50  
Roll Call No. 08-  
Communication No. 08-278  
Submitted by: Matthew A. Anderson  
Office of Economic Development

## AGENDA HEADING:

Resolution of support for the Beaverdale Main Street Initiative.

## SYNOPSIS:

In 2004, the Beaverdale neighborhood was selected to participate with the Iowa Department of Economic Development (IDED) and the National Trust of Historic Preservation Main Street Center as a pilot urban neighborhood in Main Street Iowa's Urban Neighborhood program.

The Main Street program provides education and training resources to neighborhood leaders wishing to develop an economically, physically and socially healthier neighborhood. The program requires the Beaverdale Main Street Initiative to employ a program director for a minimum of 32 hour per week. On August 23, 2004, by Roll Call 04-1783, the City Council agreed to provide \$30,000 in three annual \$10,000 installments to assist the group with this expense. A program director was hired at the beginning of 2005 and the City has advanced one \$10,000 installment. The director left the Beaverdale Main Street Initiative shortly thereafter and the position remained unfilled for the next two years. A new program director was hired in 2007 and the \$20,000 balance of the City's commitment remains available for that purpose. **No further City funds are committed by the Council action under this resolution of support.** The pilot project is for a 1 year term. Should the Beaverdale Main Street Initiative seek continued program participation, it is likely they will approach the city for additional funding at that time.

The Beaverdale Main Street Initiative must execute a Pilot Project Agreement with the Iowa Department of Economic Development (IDED) for continued participation in the program. As a part of the agreement, the City Council is asked to declare its support for the Urban Commercial Neighborhood District initiative using the Main Street Approach to assist in the revitalization of the Beaverdale Neighborhood Commercial District.

## FISCAL IMPACT:

Amount: N/A

Funding Source: N/A

## ADDITIONAL INFORMATION:

The goals of the Main Street program are to create a successful urban neighborhood commercial district initiative; to develop an economically, physically and socially healthier Beaverdale Neighborhood; to use

the Beaverdale Urban Commercial District pilot project as a model for other urban neighborhood commercial districts in Iowa; to achieve certification as a Nationally Certified Urban Neighborhood Commercial District by the National Trust for Historic Preservation's National Main Street Center; and to become recognized as an official Urban Commercial Neighborhood Program of the Iowa Downtown Resource Center/Main Street Iowa.

**PREVIOUS COUNCIL ACTION(S):**

Date: August 23, 2004

Roll Call Number: 04-1783

Action: Economic Development Grant of \$30,000 to Beaverdale Business Coalition for costs associated with the Neighborhood's Urban Neighborhood Commercial District Pilot Project. (Council Communication No. 04-414) Moved by Brooks to adopt. Motion Carried 6-1. Absent: Hensley.

Date: January 26, 2004

Roll Call Number: 04-211

Action: Request from Council Member Tom Vlassis for resolution authorizing participation in Main Street program for the Beaverdale Business Coalition and Beaverdale Neighborhood Association and designating city official to represent city on local nonprofit Main Street governing board of directors. SPONSOR: Vlassis. Moved by Vlassis to adopt. Motion Carried 7-0.

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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