

**Roll Call Number**



**Agenda Item Number**

60

**Date** ..... August 10, 2009

Request from Iowa Department of Economic Development for letter of support for their bid to host the National Main Street Conference in 2011.

Moved by \_\_\_\_\_ to \_\_\_\_\_

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLASSIS				
<b>TOTAL</b>				

**CERTIFICATE**

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

MOTION CARRIED APPROVED

\_\_\_\_\_ Mayor

\_\_\_\_\_ City Clerk

DRAFT

60

Mary de la Fe, Conference Planner  
National Trust Main Street Center  
1785 Massachusetts Avenue, NW  
Washington, DC 20036

August 10, 2009

Ms. de la Fe:

Please accept this letter in support of the proposal by the Iowa Department of Economic Development's Main Street program to host the 2011 National Main Streets Conference in Des Moines, Iowa.

Downtown Des Moines has seen a true renaissance in recent years with the restoration of significant historic properties, the construction of high quality, mixed use commercial and residential development plus the completion of a sculpture garden adjacent to a state of the art Public Library. Great strides have been and will continue to be made in building an even more inviting and progressive city.

Recently, the 6<sup>th</sup> Avenue Corridor, a key gateway to Downtown, was designated as one of Main Street Iowa's first Urban Commercial Neighborhood Districts. We remain committed to building a strong community that is respectful of past achievements, yet recognizes and plans for the future.

We invite you to come and explore our beautiful city and state. There is no doubt that your conference participants will find the experience both educational and enjoyable.

Thank you for your consideration.

Honorable Frank Cownie, Mayor  
City of Des Moines

CEO

**Rauh, Diane I.**

**From:** Hensley, Christine [Christine.Hensley@bankofthewest.com]  
**Sent:** Thursday, August 06, 2009 8:14 AM  
**To:** Rauh, Diane I.  
**Subject:** FW: National Main Streets Conference

Can we put this on the council agenda to make sure we take action to get this done? Christine

---

**From:** steve&chris [mailto:hensley2@mchsi.com]  
**Sent:** Wednesday, August 05, 2009 8:41 PM  
**To:** Hensley, Christine  
**Subject:** Fw: National Main Streets Conference

----- Original Message -----

**From:** Buschkamp, Terry [IDED]  
**To:** 'mahafb@aedairy.com'; 'CColeman@dmgov.org'; 'fcownie@dmgov.org'; 'ColemanSeven@mchsi.com'; 'ccoleman@dm.bbb.org'; 'hensley2@mchsi.com'; Rauh, Diane; 'Vlassis3@mchsi.com'; 'tdvlassis@dmgov.org'; 'mjiernan@dmgov.org'; 'brianmeyer@sprint.blackberry.net'  
**Sent:** Tuesday, August 04, 2009 2:28 PM  
**Subject:** National Main Streets Conference

Good Afternoon Mayor Cownie and members of the City Council –

As I mentioned in my phone message, Main Street Iowa is in the process of submitting a proposal for the National Main Streets Conference.

I am writing to ask your assistance in providing a letter of support of our bid for the event. The conference would bring over 1,600 attendees to Des Moines in 2011, and millions of dollars in economic development for the metro area's tourism industry. As one of our newest Main Street urban neighborhood districts, we also look forward to showcasing the 6<sup>th</sup> Avenue Corridor in our tours.

Produced by the National Trust for Historic Preservation, this is the premiere conference for professionals and volunteers dedicated to preservation-based revitalization of traditional downtowns and commercial districts, particularly those using the Main Street Four Point Approach™. The forum focuses all of its educational tours and a portion of its educational classroom sessions on local and regional issues and case studies, and has received national media coverage. Hosting the event will raise the profile of our state by allowing us to share our successes with a national audience..

If you are willing to provide a letter, it should be addressed to:

Mary de la Fe, Conference Planner  
National Trust Main Street Center  
1785 Massachusetts Avenue, NW  
Washington, DC 20036

Please provide a copy via e-mail at this address, and post a hard copy of the letter to me by August 17:

Terry Poe Buschkamp  
Main Street Iowa

200 East Grand Avenue  
Des Moines, Iowa 50309

60

The following information may be helpful in drafting your letter:

- 2011 is Main Street Iowa's 25<sup>th</sup> anniversary.
- The program is highly successful, with national notoriety
- **Iowa is the only state in the nation to have received five HUD Grants totaling \$2.8 million to support IDED's Main Street Iowa program. These grants leverage an additional \$19.2 million investment into 41 downtown building projects.**
- Iowa leads the nation with 50% retention rate of Main Street communities who have participated for twenty or more years. National average is 10%
- Iowa leads the nation in Great American Main Street Award winning communities, with seven: Dubuque (1995); Corning (1998); Keokuk (2000); Elkader (2001); Cedar Falls (2002); Burlington (2004);
- Iowa leads the nation with 28 nationally Certified Main Street Managers (CMSM) having been so designated by the National Trust for Historic Preservation

The decision on the conference site will be made by the end of January, 2010. If we are successful in our bid, as co-host partner we will be responsible for planning and funding the Opening Reception; making a financial contribution; developing and coordinating educational tours; assisting in identifying locations for conference events; and recruiting, assigning, and managing 50 – 60 onsite volunteers. We realize that hosting the conference will be lot of work, but feel it will be rewarding as well!

Please feel free to call if you have any questions, or need more information.

Terry Poe Buschkamp, Urban Neighborhood District Consultant  
Iowa Downtown Resource Center  
Iowa Department of Economic Development  
200 East Grand Avenue / Des Moines, IA 50309-1819  
Phone 515.725.3053 / Fax: 515.725.3010  
[terry.buschkamp@iowalifechanging.com](mailto:terry.buschkamp@iowalifechanging.com)  
**IOWA life | changing®**

**NOTE NEW PHONE AND FAX NUMBERS.  
PLEASE UPDATE YOUR CONTACT INFORMATION.**

Terry Poe Buschkamp, Urban Neighborhood District Consultant  
Iowa Downtown Resource Center  
Iowa Department of Economic Development  
200 East Grand Avenue / Des Moines, IA 50309-1819  
Phone 515.725.3053 / Fax: 515.725.3010  
[terry.buschkamp@iowalifechanging.com](mailto:terry.buschkamp@iowalifechanging.com)  
**IOWA life | changing®**

---

Internal Virus Database is out of date.

Checked by AVG - www.avg.com

Version: 8.5.392 / Virus Database: 270.13.34/2268 - Release Date: 07/28/09 06:00:00

---

60

**IMPORTANT NOTICE: This message is intended only for the addressee and may contain confidential, privileged information. If you are not the intended recipient, you may not use, copy or disclose any information contained in the message. If you have received this message in error, please notify the sender by reply e-mail and delete the message.**