



What is Woodbine Main Street (WMS)?

WMS is a 501c3 nonprofit, designated by the Iowa Economic Development Authority, Main Street Iowa, as one of 50-plus Main Street America communities in Iowa and 1,200 nationally. The mission of WMS is economic development and downtown revitalization. A dedicated group of leader volunteers and staff coordinate promotions, events, business growth, and historic preservation efforts in the National Register Brick Street Historic District, Downtown Woodbine, Iowa.

Who powers WMS?

We have a volunteer Board of Directors, elected through the process laid out in the Bylaws. The Board is the fiscal and program oversight body. Four Committees do the grassroots volunteer work of “downtown revitalization,” guided by the Main Street Executive Director and Program Manager.

Tell me about the Main Street MOVEMENT!

Main Street America www.mainstreet.org was formed in the 1970s by the National Trust for Historic Preservation to revitalize historic commercial districts, preserve historic buildings in rural small towns and large city neighborhoods. The mission: to rebuild vibrant downtowns and thriving economies. The Main Street Iowa statewide coordinating program was established in 1986.

When did Woodbine get involved in the national and state MOVEMENT?

Woodbine applied for the Main Street Iowa program in 2008. We got in and haven’t looked back. Thanks to hard work and financial support from local government and business and community leaders, the downtown district has come a long way – from no full-time dining to buildings in serious decay to many shuttered buildings. In fact, in 2014, our program was named a **national GREAT AMERICAN MAIN STREET winner**. This was a prestigious honor; Woodbine is one of the smallest communities to be recognized by Main Street America for superior revitalization efforts. Those early days inspired many western Iowa communities! **Downtown development is NEVER DONE. . .we are proud of the progress made, but understand the work must continue!**

Where is our Main Street district?

WMS has specific boundaries approved by main Street Iowa. Generally speaking, it is the commercial corridor between the City Gateway at the Grain Elevator, Lincolnway to 6th Street, the 300, 400, 500 Blocks of Walker Street, and along Hawthorne Street. Our work focuses on helping downtown businesses, preserving historic buildings and pedestrian-friendly placemaking, working with other community leaders to create “feet in our streets” events.

Is WMS a part of the City?

While the nonprofit organization works closely with city staff and city officials, we are an independent nonprofit organization. The City owns and maintains the office at 313 Walker Street. To be a *designated* Iowa Main Street Community, the City is required to be an active financial sponsor and support the Mission. Every 4 years, we sign an agreement: Iowa Economic Development Authority, City of Woodbine, and Woodbine Main Street.

How do I make a DIFFERENCE for my community & downtown?

We are not a membership organization. We work with and for all the stakeholders in the Main Street district and the community. If you own a business or building here, work or live here, or volunteer for us, you are part of WMS!



How can I get involved?

Our nonprofit organization relies heavily on the passion, commitment, and expertise of volunteers. If you would like to help with an event or join a standing committee (Design, Business Vitality, Organization/Fundraising, or Promotions), contact our office. There are special projects that come up from time to time as well. We want to find a good fit for you and your schedule.

How can I support the Mission and keep the program strong?

So glad you asked! You are invited to contribute to our annual program budget. Every three years, the Board launches a 3 Year Pledge. This helps us budget for programming & staffing.

Do I need a permit for my sign or to temporarily place items on the sidewalk?

Short answer: YES! The City of Woodbine has ordinances in place that cover commercial signage, as well as the use of public sidewalk space. Find links on the **City Services Tab** at www.woodbineia.com for permits and the complete Ordinance & Code Listing for Woodbine. WMS is here to connect you with signage experts. We offer a **SIGNAGE GRANT** for all businesses, so before starting the process, contact the WMS office!

What about snow shoveling and plowing?

Keeping the sidewalks and street crossings clear makes Downtown Woodbine an accessible, welcoming district. Sidewalk snow removal is the responsibility of the business and building owners. The City handles plowing in the streets and the public parking lot. Be sure to check the City website for parking directions during heavy snows.

The Main Street Station Meeting Room at 313 Walker

The Meeting Room may be reserved by calling or emailing the Main Street office. There is an hourly fee and/or a full-day reservation fee. If you are a WMS Pledge Supporter, the meeting room is available for your business for free during business hours. Just call and reserve.

I want to make changes to my building. Are there any restrictions?

As a National Register Historic District, our downtown buildings are a high priority. Main Street has several technical services and grant resources available to assist!

Do I have to keep certain business hours?

As an independent business owner, you choose your own days and hours of operation. However, if you are a retailer, we highly recommend tailoring your hours to when your customers are shopping. Instead of 9 to 5 M-F, this might mean opening and closing later, being open on weekends, and coordinating with other like businesses.

Where can I park during the busy work week Downtown?

To conserve parking for customers and visitors, we recommend business owners and employees (especially those who come to work and don't move their vehicle all day long) conserve spaces for customers. Ask employees to park in the public lot behind Walker Savings Bank. We'll leave the logistics to your discretion as a business owner and downtown community member.

Main Street Office – in the 1928 Canopy Gas Station

313 Walker Street

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