2015 All-Star Community Award Application

City: Conrad
Population: 1108
Contact name: Denise Hoy
Phone: 641-366-2300
Contact Title: City Clerk / Administrator
Email: 
Title of Project: Conrad Downtown Revitalization

In a few sentences, give a summary of the project and why it was needed.

Conrad is a progressive "small" city in Central Iowa with a population 1,108. As many small cities struggle with keeping their city "alive" Conrad has been fortunate to keep a vibrant downtown Main Street! However, succession planning was not first on our business partners' radar and as many of them aged, along with their infrastructure, we were keenly aware of the problems we might face in the very near future.

A collaborative effort emerged as our local Economic Development Committee, our Chamber-Main Street Board, the City Council, and current business owners began to look at what could be done to help migrate our downtown businesses into a new generation. The City Clerk/Administrator and the Chamber-Main Street Director worked together to compile information for a CDBG Revitalization Grant. As a result of those efforts the City of Conrad was awarded a $500,000 grant to begin work on the project. Council quickly jumped on board by matching the grant by 30%, and local business owners contributed up to another 10%. The Council named the Chamber-Main Street as the sub-recipient of the grant and the work began.

In the end, the funds allowed us to rehab 22 store fronts and 4 rear facades, completely transforming Conrad's Downtown Business District all while maintaining the historic integrity of the buildings!

Project Funding and Execution:
Total Cost/Projected Cost of Project: $750,759 or ☐ no cost

List where funding came from (grants, donations, city funds, etc.)
$500,000 CDBG Revitalization Grant, $200,000 City Funds, $50,759 Local Business Owners Funds

Total time project took/projected to take for completion:
(to qualify project must be operating or completed between January 1, 2013 and December 31, 2013)
07/2013 07/2014 or ☐ Project is ongoing

Start date End date

Resources
Please list Web sites judges may reference if they seek additional information. Do NOT include supplemental paper information. Only information on this form or the sites listed will be used in the judging process.
www.conrad.govoffice.com

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Explain the specific role of your city in this project.

This was a true collaborative effort from the word go! The city applied and was awarded the CDBG Grant and quickly entered into an agreement with our Chamber-Main Street as the sub-recipient. The Council felt this was a good fit because of the working relationship with downtown businesses the Chamber-Main Street maintains. A committee of a few City, Chamber-Main Street, and Economic Development folks was formed to focus on the details of the project.

The city played a large role in the financing of the project as council committed city funds of up to 30% of the project, this helped to lessen the financial burden on local business owners.

In a few sentences, what future impact will this project have on your community?

The city has already experienced positive impacts from this project and will continue to reap the benefit for years to come! Prior to the revitalization project many of the business owners, ready for retirement, were concerned about being able to sell their buildings. Let's face it, folks are not knocking down the doors to purchase a building in dire need of repair! However, I am happy to say that NINE buildings of the twenty-two that were revitalized have changed ownership and new businesses opportunities have opened; that is 40% of the storefronts changing hands! Since the completion of the project Conrad has gained a salon, photography studio, and screen printing business! There has been such an increase in activity on Main Street that we recently increased the hours for our Chamber-Main Street Director who also serves as our Economic Development Director!

**People's Choice Caption (not used during judging process)**

If your city is not selected as a winner in their population category, this photo caption will be used in a bracket-style tournament on social media to select the winner of the People’s All-Star. Limit one sentence.

Restoration and Preservation through Collaborative Cooperation!

**Signatures:** (Must be signed to be eligible. Most members print to sign)

Return this form by Monday, April 6, 2015.

Iowa League of Cities
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