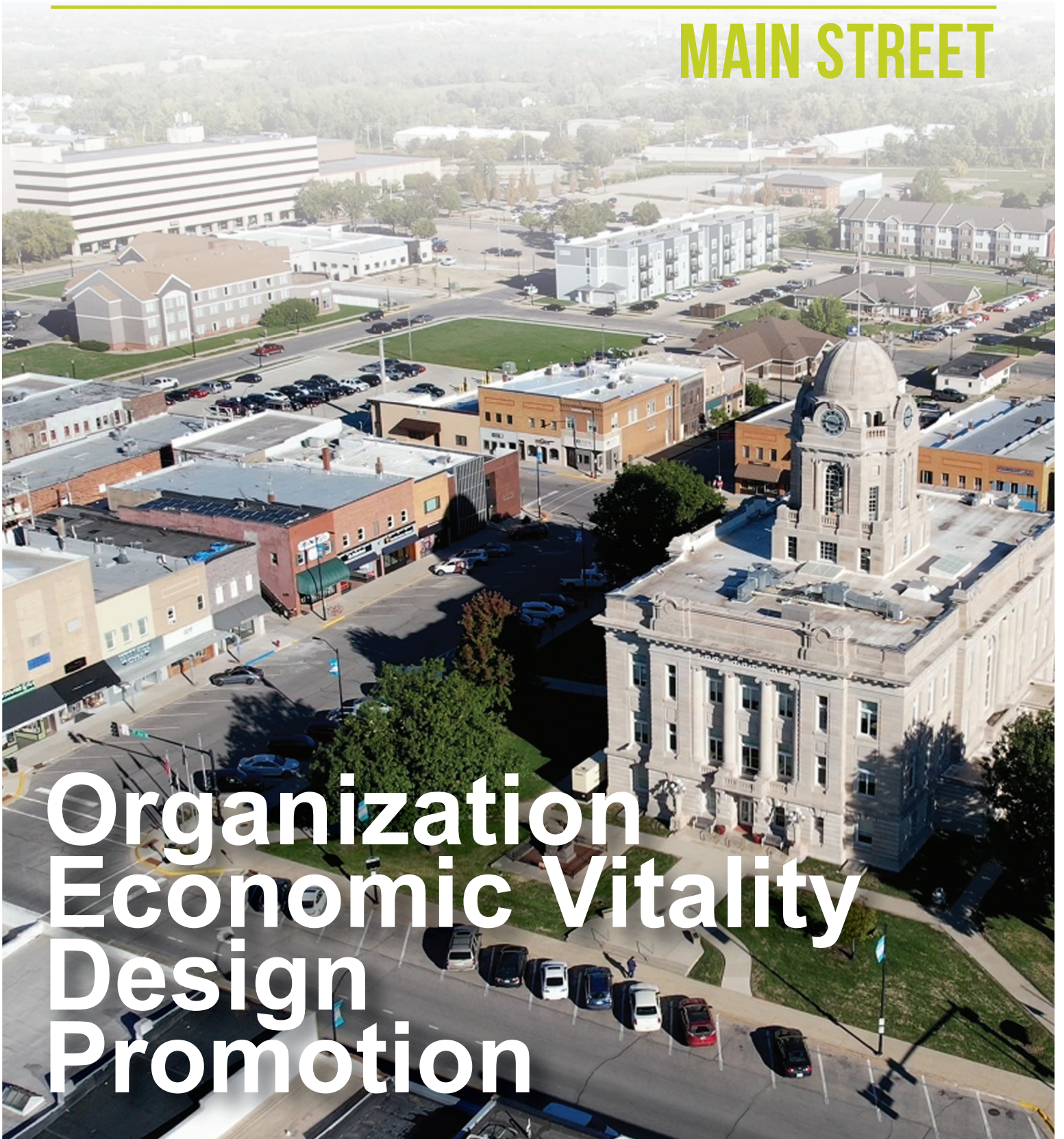


GET TO  
KNOW

# Newton

MAIN STREET

Organization  
Economic Vitality  
Design  
Promotion





# Leadership



- Erin Yeager**  
Executive Director
- Tanya Michener**  
President
- KayLea Marchant**  
Vice President
- Miranda Caldwell**  
Secretary
- Lecia Downs**  
Treasurer
- Carol Camp**  
Board Member
- Melissa Dalton**  
Board Member
- Dakota Hills**  
Board Member
- Lauri Moffitt**  
Board Member
- Bob O'Brien**  
Board Member
- Jackie Otto**  
Board Member
- George Riggs**  
Board Member
- Craig Armstrong**  
Ex-Officio



## Our Mission

The mission of Newton Main Street is to preserve the history, invest in the future, and develop pride in our downtown district through community involvement, volunteerism, and private-public partnerships within the Main Street district, the heart of Newton.

## Our Vision

Newton, the proud county seat of Jasper County, is a thriving community. Our centrally located, historic downtown defines our character and culture. Downtown Newton is a visually stimulating showplace and a vibrant district with diverse shopping, dining, living, and entertainment.

A cohesive design plan and complementing financial incentives encourage property owners to invest in their buildings and respect a balance between downtown's historic integrity, modern elements, and improvements. A recently completed downtown streetscape incorporates sustainable practices, honors our community's history, and enhances downtown as our central gathering place.

Newton Main Street is the hub for communication, community buy-in, local partnerships, and strong local leadership. A clear, implementation-oriented plan continually shows progress and demonstrates success.

A full calendar of multi-generational activities provides a mix of retail and special events that draw residents and visitors day and night. Each year our signature downtown event highlights the best our community has to offer and builds upon our strong downtown image as a hometown community with a base of diverse entertainment options.

New quality downtown living opportunities offer live-work space, market-rate, and affordable upper-floor residential options. Downtown residents, visitors, and local citizens support locally owned businesses and restaurants. Local business resources support independent entrepreneurship, help maintain anchor businesses, like our locally owned theater, and aid in the recruitment of destination business opportunities.

Downtown Newton is distinctively different and a perfect opportunity to get to know Newton.

# Partners

In 2014, Newton received the Main Street Iowa Community designation from the Iowa Economic Development Authority. The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa communities by assisting over 50 selected communities to capitalize on the unique identity, assets and character of their downtown area.

“Main Street is economic development in the context of historic preservation.”



# Four Point Approach

The Main Street Four Point Approach® is a trademarked program of the National Trust for Historic Preservation's Main Street Center. It offers a comprehensive and integrated strategy for commercial district revitalization using four key facets.

## ORGANIZATION

Brings together the public sector, private groups, and individual citizens to work together more effectively in support of the local program.

## ECONOMIC VITALITY

Diversifies the historic district's economy by identifying potential market niches, finding new uses for vacant or under-used spaces, and improving business practices.

## DESIGN

Utilizes appropriate design and preservation concepts to enhance the visual quality of the district (buildings, signs, window displays, landscaping, and environment).

## PROMOTION

Encourages a community to focus on the district as a source of community pride, social activity, and economic development potential.



# The District

The boundaries shown on the left indicate the Newton Main Street District. This area encompasses the core historic commercial district, Legacy Plaza, city municipalities, county government buildings, and art centers. The businesses and buildings located in this district are the primary focus of the Newton Main Street's mission and as a State Certified Main Street, are eligible for additional grant funding and services through the local main street program.



# NEED FOR COMMUNITY SUPPORT

As a volunteer based 501©3 organization, community support is essential to the continued success and sustainability of Newton Main Street. Without financial and volunteer support the district would not be able to accomplish the great things listed in the annual report and coming year's priorities.

*Be a part of something BIG!*

## BECOME AN INVESTOR

How your support of the Newton Main Street programs, small businesses and a growing historic commercial core that is the center of the life and activity in Newton. Newton Main Street has seen many improvements since becoming a designated Main Street in 2014. Help to keep that momentum going through monetary contributions. Operations are funded through donations from businesses, local governing bodies, and individuals that are passionate about seeing Main Street thrive and succeed. See the investors levels located on the tear out sheet below. Supporters are recognized in print and digital materials throughout the year.

## INVEST YOUR TIME

The total volunteer hours dedicated to Newton Main Streets programs and services each year equals about 1/3 of the total operating budget. Volunteers are a huge asset to the organization and form a community of leaders within Newton. Be a part of the action by dedicating your time and talents to fun projects and events. Each of the Newton Main Street 4 committees aligns with one of the 4 points of approach list on the previous page. Contact the program executive director Erin Yeager, today to get involved.

**INVESTING  
IN NEWTON  
MAIN STREET  
= INVESTING IN  
YOUR BUSINESS &  
COMMUNITY**



**I AM PASSIONATE  
ABOUT OUR  
COMMUNITY AND  
REVITALIZATION. MAIN  
STREET GIVES US  
OPPORTUNITIES TO  
GROW AND PROSPER  
OUR LOCAL DISTRICT.**

**- LAURIE MOFFITT**

## *Investor Pledge Form*

Complete the following information, tear out, and mail to: 403 W 4th St N, Suite 509; Newton, IA 50208

- Legacy Investor - \$3,000
- Community Builder - \$1,000
- Business/Building Partner - \$360
- Neighbor /Family - \$100
- Donors Choice - \$ \_\_\_\_\_

Name/Business: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Can we list your name/business on our investor list which will be on our website, printed and on social media?

Yes  No

*Payment*

Cash Enclosed  Bill me Monthly  Check to Newton Main Street

*Pledge*

One Year Investment  3 Year Investment Pledge (bill me this amount yearly)