

Annual Report

January - December 2025

Promotions Team/Annual Events



MOTHER'S DAY DOWNTOWN



Mission

Working to reclaim the downtown's historical purpose and prosperity by revitalizing the culture and character of its original merchant district.



1,069 Volunteer hours



392,988 Facebook views



New Event – Networking opportunity



Design & Enhancement Team

Downtown Holiday Decorations - New welcome banners and lit snowflakes were made possible with the support of the Fort Dodge Community Foundation, the Smeltzer Charitable Trust, and donations from local businesses and individuals.



Downtown Planters



Downtown Clean Up Events



DOWNTOWN WINDOW DECORATING CONTEST

1st place winner
Webster County Abstract Company



Main Street Iowa Services - Design Assistance and Technical Services

VISUAL MERCHANDISING CONSULTATION



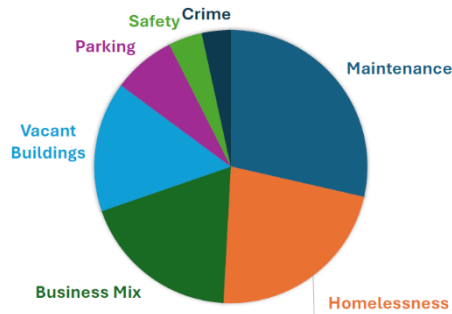
MSFD was one of four Main Street communities selected for Visual Merchandising Consultations for five retail applicants.

Consultation feedback: "Having professionals come to evaluate our space really opened my eyes. I thoroughly enjoyed their visit and will be implementing their suggestions."

Transformation Strategy Technical Assistance

Step 1: Community Input Survey Results from April 2025 (Received more than 900 responses)

Greatest Downtown Challenges



Greatest Downtown Opportunities:



97

People are interested to live downtown



65%

Downtown is a good investment

Step 2: Community Input Session (attended by 24 participants)

Step 3: Transformation Strategy Project Team Session

Transformation Strategy #1: Preserving & Activating Underutilized Buildings & Spaces

Goal 1: Create a proactive approach to building restoration that maintains the authenticity of downtown

Goal 2: Recruit a diverse business mix that fits within the economic fabric of Downtown Fort Dodge

Example of tasks:

- Review building inventory to identify spaces available or with potential
- Connect identified properties with resources such as design assistance
- Create guide to downtown rehabilitation and use it to be proactive
- Explore incentive programs (grants, match funding, etc.)

Transformation Strategy #2: Making Downtown a Destination

Goal 1: Increase foot traffic to the district through purposeful events/programming, enhancing safety measures, and promoting initiatives that strengthen community pride and positive public perception.

Goal 2: Enrich downtown's public spaces by integrating local art, creative placemaking, and community-driven improvements that celebrate the district's identity and invite people to explore downtown.

Example of tasks:

- Host and promote a building architectural tour
- Enhance greenspaces with amenities and public art
- Create window displays in vacant buildings featuring artists

Transformation Strategy #3: Building a Strong & Sustainable Organization (internal)