

**YOU'RE  
INVITED**



**MAIN STREET  
COON RAPIDS**

*Dedicated to a thriving downtown!*

# TRAINING & TOWN HALL

## TUESDAY, SEPTEMBER 24 | CRMU BASEMENT

MSI will lead a series of trainings on the Main Street Approach. These 80 minutes trainings will take an in-depth look at the different elements, potential activities, and focuses that shape the Main Street Approach (design, economic vitality, promotion, and organization). Trainings will provide a general overview of the focus areas, discuss traditional roles and activities of the four key task forces, and include interactive discussions to guide the future of downtown Coon Rapids.

11:30-12:50	Organization Training (Building a Strong Organization)
1:00-2:20	Promotion Training (Social Activities and Opportunities for Downtown)
2:30-3:50	Economic Vitality Training (Making Downtown a Better Place for Business)
4:00-5:20	Design Training (Improving the Look and Feel of Downtown)

## WEDNESDAY, SEPTEMBER 25 - WALKING TOUR & TOWN HALL

12:10 P.M. WALKING TOUR: Informal walking tour with the Main Street Iowa Design Specialist. Join Main Street Iowa, Maia Fiala-Jessen, for an architectural walking tour in Downtown Coon Rapids. The tour will be informal, interactive, and educational about the history of downtown architecture in Coon Rapids. Plan to meet at the Main Street Coon Rapids office (406 Main Street) at 12:10 p.m.

5:30 P.M. TOWN HALL MEETING: The two-day training will conclude with a Town Hall Meeting in the Legion Building at 5:30 p.m. MSI staff will review the results of the downtown survey and facilitate a community conversation about the future of downtown Coon Rapids. They will also give a general Main Street Presentation.

**For questions call or email 712-999-GROW or [growCoonRapids@gmail.com](mailto:growCoonRapids@gmail.com)**



# MAIN STREET COON RAPIDS

*Dedicated to a thriving downtown!*

***To be a successful Main Street community, Coon Rapids needs an army of volunteers who can do anything from sitting on task forces and boards to working events, stuffing envelopes and providing construction/ demolition labor.***

***“There will be a variety of big jobs and little jobs, from sitting on a focus team making decisions, to helpers who want to just work on one specific project,” said Main Street Coon Rapids Executive Director Katie***

***Mason. “Age does not matter. If you are retired, in high school or anywhere in between, we could use your help and ideas. If you aren’t sure were you can be of assistance, but want to lend a hand, let us know, and we can find a job to meet your interests and abilities. If you can swing a hammer, we’ll find you a job, if you can stuff envelopes, we’ll find you a job, if you want to be involved in decision-making, we’ll put you on a team.”***

## HOW CAN YOU GET INVOLVED?

Volunteers are needed in each of the four Main Street focus points: economic vitality, design, promotion and organization. Contact Katie Mason (712-999-4769/growCoonRapids@gmail.com) for questions or to sign up.

**ECONOMIC VITALITY (ECONOMIC DEVELOPMENT OR BUSINESS OPPORTUNITIES):** The Economic Vitality team, which is also referred to as Economic Development or Business Opportunities, is responsible for improving the economic performance of the district. Its responsibilities include helping existing businesses better meet the needs of customers and expand their sales, developing and attracting new businesses, ensuring that adequate capital is available to support business and property development, and creating and managing tools and incentives to encourage and support business and property development.

**DESIGN:** The Design team is responsible for implementing all the aspects that involve physical and visual components, including wayfinding signs, building rehabilitation, infill development, public spaces, signs, window displays, logos, transportation and parking. Design team members might include people with expertise in architecture, landscape architecture, urban planning, product design, graphics, visual merchandising, historic preservation, and civil engineering, as well as people with a strong appreciation for an understanding of the physical characteristics that help make an older or historic commercial district work well.

**PROMOTION:** The Promotion team is responsible for marketing the district to area residents, district workers, visitors, investors and others. Its responsibilities include planning and implementing three specific types of promotional programming:

- Special events and festivals
- Business and retail promotional activities
- Image-building activities

This team may be broken into smaller task forces with targeted focuses like “Famers Market Committee”. Special events and festivals also simply need lots of volunteers to help staff and ensure smooth implementation. These events offer a great opportunity to involve school groups, civic organizations, social clubs, and other civic-minded organizations.

**ORGANIZATION (OUTREACH):** The Organization or Outreach team is responsible for ensuring that the revitalization program has the financial resources, volunteers, and partnerships it needs to accomplish its mission and to successfully implement each Transformation Strategy. This team might be broken into small task forces with targeted focuses like fundraising. Organization team members might include people with expertise in business management, public and/or media relations, fundraising, organizational development, project management, or leadership.