

Main Street News

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Main Street Lansing Receives Governor’s Award for “Main Street Madness”



Main Street Lansing continues its success by picking up the award for Retail Event of the Year at the 27th annual Main Street Iowa Awards celebration, held on Friday, May 2nd at the Community Choice Credit Union Convention Center (Iowa Events Center) in downtown Des Moines. Main Street Lansing won the title of Retail Event of the Year for their 2013 “Main Street Madness” promotion which brought in \$157,500 in retail sales during the four weeks leading up to Christmas 2013, tripling the previous year’s result.

The award was presented by Governor Terry E. Branstad and Lt. Governor Kim Reynolds to Volunteer Mary Palmborg and 2013 Board Member and Promotions Committee Chair Judy Schild. Main Street Lansing was also represented at the event by Board President Bruce Palmborg, Board Member Joe Papp, Director Dan Howard, and Sue Papp -- who also received an award from the Governor for being Main Street Lansing’s Volunteer of the Year.

“I knew back in December that we had done something pretty incredible,” said Director Dan Howard. “It takes something special to triple a value, any value, in one year. This award goes to prove that Lansing is a very viable retail attraction; a lot of money gets spent here for the size of the population. Businesses can thrive in Lansing given the right level of marketing and promotion, and that’s what Main



Street Lansing’s Promotion Committee is here to do. This award proves we’re successful at it. We know it and now the state recognizes our efforts too.” This is the first competitive Main Street Iowa award which Main Street Lansing has won since it joined the state program in 2012.

From the Director

And, we’re back! It’s been almost a year but the Main Street Lansing newsletter is back. I’m Dan Howard, Director of Main Street Lansing, and for the last ten months we’ve been making some real changes both internally and out on the Main Street of the greatest little city on the upper Mississippi -- Lansing, IA. There are so many things to talk about. From the inaugural “Lansing Luau” and the Main Street Madness punch card promotion to the first ever Chili Cook-off and winning our first ever competitive state award. I’m proud to say it’s been a highly successful 10 months for Main Street Lansing, and the future looks bright.

Economic development is a long road with many obstacles to navigate. It doesn’t happen overnight, but it does happen if you’re willing to walk that road. We’re walking that road. We’re growing the economy. We’re anticipating future issues and we’re protecting our past. We’re shouting about what we have and we’re encouraging what we need. We’re Main Street Lansing, and we’re here because Lansing matters.

I want to thank all of those who have pledged money to the future of Lansing and I encourage all of you to come support us. Whether it’s financially or physically, it all makes a difference. ~Dan

Lansing Luau

Lansing's Main Street District was alive with Hawaiian flavor on Saturday, March 22nd as hundreds turned out to take part in the first ever "Lansing Luau." The Luau was a great way to shake off the cold winter blues as many came out wearing nothing but a bikini and a grass skirt, grabbed their leis and limbo'ed around the city! The street was alive, all the bars were jumping, and every parking space on Main Street was taken. Yes, we will do it again next year. Aloha!



Taste of Lansing

The popular late night food and shopping extravaganza came back to Main Street Lansing again in May. The 2014 Taste of Lansing was a fantastic night of food from around the world, including Poland, Ireland, Asia, Great Britain, and

QUILT RAFFLE
TICKETS \$5 FOR 3
~ WINNER DRAWN AT FISH DAYS ~
TICKETS AVAILABLE FROM MAIN STREET LANSING

many more! Many people came out to buy their passports and head around the world sampling exotic flavors and taking part in some on-the-spot trivia competitions. Next year it will be longer, bigger, and even tastier!



UPCOMING EVENTS

August 8th – 10th
Lansing Fish Days

September 18th – 20th
Fall Open House Retail Event

THIS PLACE MATTERS.

CONSIDER PLEDGING TODAY.
Main Street Lansing is committed to preserving a historical and financially thriving Main Street through economic development and community engagement.