

# Main Street News

## Lansing Downtown is Proclaimed National Historic District

The downtown area of Lansing IA has been designated as a National Historic District and placed on the National Register of Historic Places, a division of the National Park Service. The National Register of Historic Places is the official list of the nation's historic places worthy of preservation.

An official celebration for the designation will be held in Lansing in May of 2015, during National Historic Preservation Month as established by the National Trust. The official area of the designation includes 100–401 Main Street, 1 block north and south on Front and 2nd Streets, and 190 John Street.

### Benefits

Being designated a historic district has several benefits. First, many tourists in the United States seek out places which are listed on the National Register. Research has shown that the history or heritage tourist tends to spend more money in his explorations than the average tourist. Increasing tourism is an important goal of Main Street Lansing because it will have a direct positive impact on the local economy. Second, one of the hallmark principles of the Main Street Iowa program is preservation of historically important architecture, particularly in downtown areas. Third, if individual property owners want to restore their historic buildings and keep the historic look, they can apply for federal and state tax credits and consider seeking a low interest loan from Kerndt Brothers Savings Bank. Individuals interested in more information about this process should contact Dan Fisher, Director of Main Street Lansing, at 563-538-9229. If a property owner uses his own funds to make building improvements, compliance with historical standards is voluntary. More information will be available in May during the celebration.

### Main Street Lansing

The Main Street Lansing organization hopes that building owners will want to restore and maintain their historic buildings to preserve the charm of the downtown. Maintaining a strong, visually-appealing historic downtown will instill greater confidence in the future of the community. If the downtown is vital and flourishing, the rest of the town will benefit as well. MSL Board President Bruce Palmberg stated, "Preserving the past will protect the future of downtown Lansing."

The Nomination process took four years. People interested in reading the 50-page nomination application and supporting documents may do so at the Main Street Lansing website ([www.mainstreetlansing.com/ourapproach/reports](http://www.mainstreetlansing.com/ourapproach/reports)).



Lansing's Mayor, Mike Brennan (on left), and Dan Fisher, Executive Director of Main Street Lansing, IA, hold the official announcement certificate for Lansing's inclusion on the National Register of Historic Places.



## Main Street Lansing Receives Accreditation for 2014 State Visit

On December 3, Terry Poe Buschkamp, a Main Street District Specialist, and Jim Engle, Director of the Iowa Downtown Resource Center of the Iowa Economic Development Authority from Des Moines, presented the Main Street Lansing organization with its second straight accreditation as a Main Street Program. Main Street Lansing was originally accredited in 2013. Their report culminated a three-day annual review of the program.

During this review they met with several board members and volunteers to assess the progress of the group in meeting its goals and meeting the eleven criteria of the Main Street program. They recommended three areas to concentrate on in the coming year: communication, fundraising, and tourism.

### Welcome to New Owners of Scenic Valley Motel

(pictured: Dan Fisher, Marsha Kobliska, Bruce Palmborg)

Marsha Kobliska, one of the new owners of the Scenic Valley Motel in Lansing, is welcomed by Main Street Lansing Executive Director, Dan Fisher, and Board President, Bruce Palmborg. Marsha and her husband Jim purchased the motel in August.

The Kobliskas, who come from Waterloo, Iowa, bring a wealth of retail experience to their new enterprise. Marsha worked for several years at Sam's Club, and Jim managed the Sears Automotive store. For many years, Jim had been coming to the Lansing area to practice his skills as an avid fisherman. He usually stayed at the Scenic Valley Motel, so when he saw it was for sale, he thought it might provide a wonderful opportunity to blend his hobby with a vocation. He and Marsha had talked about retiring from the retail world but still wanted to work in another area. The motel offered that situation.

The Scenic Valley Motel is a favorite spot for those who love outdoor sports such as hunting and fishing. Many customers rent their space a year in advance to be sure they have a spot for the opening of a particular hunting season. The motel offers 13 rooms and 1 cabin; three units offer spaces with electrical hookups for boats. The rooms contain either full or queen beds, with 7 of them offering 2 full beds. All the rooms offer mini-fridges and coffee pots. Summer occupancy is often full and winter occupancy varies by hunting seasons. Pets are allowed with extra cleaning fees.

The new owners have set goals of remodeling the rooms, adding new siding and windows. The motel is a nonsmoking facility. Office hours are 8 a.m. to 11 p.m. Check in is at 10:30 a.m., with check out at 3:00 p.m. For more information, visit [www.motellansing.com](http://www.motellansing.com), or call 563-538-4345 for reservations.

#### **Communication:**

Specific suggestions in communication included increasing the number of newsletters, creating an activities calendar, finding ways to strengthen the lines of communication with city officials, continuing a strong social media presence, increasing the number of press releases, and maximizing the benefits of the two websites – [www.mainstreetlansing.com](http://www.mainstreetlansing.com) (the MSL organization), and [www.lansingiowa.com](http://www.lansingiowa.com) (tourism).

#### **Fundraising:**

Fundraising suggestions were stressed because the Lansing organization has one of the smallest operating budgets in the state. Funds are needed to promote tourism as well as to promote the businesses of Lansing. Creating an annual fund campaign, researching grant possibilities and other sources of funds, plus promoting more fundraising projects were suggested.

#### **Tourism:**

Lansing has barely scratched the surface of what could be done to increase tourism, which would be a big economic boon to the community. Buschkamp stated, "Lansing has a beautiful historic downtown which is ripe for tourism potential. The number of stores and amenities that Lansing has to offer is unusual for a town of its size. Tourism has to be one of the major reasons that you have such a vibrant downtown."

Engle & Buschkamp's consensus was that tourism is a primary catalyst for successful businesses. The designation as a National Historic District will only enhance that potential.



# Director's Desk

Why are we called “MAIN STREET LANSING”?

The Main Street Iowa Program is dedicated to helping create and preserve a vibrant downtown shopping district. In Lansing, as always, we're a little different. Our shopping district doesn't just consist of a “Main Street.”

We have many businesses that are on the riverfront as well as sprouting off of the main shopping area. Along with that, we have cabins, B&B's, lodges, and campgrounds spread around Lansing and its outskirts, not to mention all the businesses associated with Lansing on the edge of town.

So when we hear “Main Street Lansing,” let's just think of all the great places here.

Keep those snow shovels handy and stay warm!!

Dan Fisher  
MSL Executive Director

---

**MAIN  
STREET  
LANSING**

Main Street Lansing is an accredited Main Street Iowa organization. We are committed to preserving a historically and financially thriving Main Street through economic development and community engagement.

Got those winter blues? Going stir-crazy stuck inside?

**Come to Lansing's Winterfest on Feb. 21.**

Take a frozen turkey, toss it down a lane . . . What's that?  
Turkey bowling! Sound like fun?

**Come to Lansing's Winterfest.**

Always wanted to ice fish but weren't sure where to start?  
Where can you and the kids learn how?

**Come to Lansing's Winterfest.**

Feel like a great hike with hotdogs and s'mores afterwards?  
Where's the best view around? Mt. Hosmer.

**Come to Lansing's Winterfest.**

What happens when you combine chain saws and ice?  
Ice sculpture! Want to see one made?

**Come to Lansing's Winterfest.**

Do you want to build a snowman?  
Have you wanted to snowshoe with your pals?

**Come to Lansing's Winterfest.**

Can't wait to challenge your chili-eating chums?

**Come to Lansing's Winterfest.**

Thought craft shows were over at Christmas? Think again.

**Come to Lansing's Winterfest.**

Always wanted to get an author's autograph?

**Come to Lansing's Winterfest.**

Want to have an exhilarating day with your family?

**Come to Lansing's Winterfest  
on February 21!**

**And the  
Winners Are!**  
Main Street Madness  
Punchcard Promotion

\$150 Lansing Downtown Dollars — Kim Bose  
\$75 Lansing Downtown Dollars — Tammy Manning  
\$25 Lansing Downtown Dollars — Deloris Winters  
\$25 gift certificate from Red Geranium — Ann Delaney  
\$25 gift certificates (two winners) from Village Farm & Home —  
Mark Thomas and Kathy Moritz  
\$25 gift certificate from Lansing IGA — Teresa Netzer  
\$25 gift certificate from Eagle's Nest Gallery — Meg Buchner  
\$25 gift certificate from Lansing Hardware — Lisa Matthews

Congrats to all the winners!  
This year's Main Street Madness brought \$167,500  
to Lansing businesses!!

---

**Save the Date: Saturday, March 28, 2015**

Main Street Lansing presents:

## **“Comedy Night with Tom Garland”**

This is our annual meeting, and we are promising more fun than meeting.  
Enjoy food courtesy of our local restaurants, a cash bar, raffles, and our headliner —  
renowned comedian Tom Garland!

[www.tomgarlandcomedy.com](http://www.tomgarlandcomedy.com)

### ***Connect With Us!***

Main Street Lansing:

Office: (563) 538-9229

(Mon. to Fri. 8 am-1 pm)

[www.mainstreetlansing.com](http://www.mainstreetlansing.com)

 [fb.com/MainStreetLansing](https://www.facebook.com/MainStreetLansing)

Tourism:

[www.lansingiowa.com](http://www.lansingiowa.com)

 [fb.com/LansingIA](https://www.facebook.com/LansingIA)

 [@LansingIA](https://twitter.com/LansingIA)

 [MainStreetLansing](https://www.instagram.com/MainStreetLansing)