

NEWS RELEASE

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FOR MORE INFORMATION CONTACT:

Dan LoBianco
Executive Director
Dubuque Main Street
Phone: 563-588-4400(W) 563-582-2336(C)
dan@dubuquemainstreet.org



DUBUQUE
MAIN STREET

For Immediate Release

Six Projects and One Individual Receive Main Street Iowa State Awards for Outstanding Achievements

DUBUQUE, IA – As nominated by Dubuque Main Street (DMS): Build A Better Block, Creative Adventure Lab Innovation Lab, Dimensional Brewing Company, the Fountain of Youth Program, the Downtown Music Crawl, Steeple Square's Steeple and Susan Price all received top honors from Main Street Iowa at an awards banquet at the Scottish Rite Consistory in downtown Des Moines on Friday, March 8, 2019. The event to recognize local Main Street projects, activities and volunteers was attended by more than 500 individuals representing communities across the state. Competitive nominations were submitted for 129 projects and activities in 13 award categories.

Build A Better Block won the Outstanding Image Activity category: In 2018, DMS board members, staff and volunteers planned an event focused on the one block of Central Avenue holding a high vacancy rate in the City. The goal of the project was to create positive momentum for an economically challenged portion of Dubuque by creating vibrant temporary streetscape components, filling vacant storefronts with pop-up retail shops, installing public art, recruiting volunteers and inviting the community to participate in the events. Over 1,500 volunteer hours went into the planning and execution of this event including local business and property owners, artists, local community leaders and City staff.

The event itself was executed a week in September 2018 and was held over eight consecutive days. Six vacant storefronts were opened during the week and a full slate of activities happened, including a family friendly street fair, daily lunch n' learns, an invite only art reception, a celebrity chef cook-off and a "glow stick" music concert. DMS is also proud to say that as a result of the event at least three buildings in the area have already been purchased for near future redevelopment and two of the pop-up storefronts have become permanent new businesses with a third opening shortly thereafter. More importantly, this event achieved its primary objective of presenting the area in a positive light and showed the rest of the community that there is, Potential on Central.

Creative Adventure Lab Innovation Lab won Superior Interior Rehabilitation: In late June 2018, Creative Adventure Lab leased and started to build out an additional 7,000 square feet, in a previously undeveloped portion of the building. This space has become a new Innovation Lab program, which is Dubuque's first large-scale co-working space, as well as a variety of flexible innovation spaces that support accelerated growth for entrepreneurs, businesses, and organizations. The Innovation Lab officially opened October 18, 2018, and currently houses 15 entrepreneurs, off-site innovation facilities contracted by both John Deere and Hodge, and innovation spaces available to the public and utilized by dozens of regional businesses. In addition, the Innovation Lab offers a variety of services that help companies and organizations of all sizes utilize new ideas and modernization to create value within our community.

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Dubuque Main Street | 1069 Main Street | Dubuque, IA 52001
Phone: 563.588.4400 | Fax: 563.588.0645
www.dubuquemainstreet.org



Dimensional Brewing Company won Terrific Total Building Rehabilitation: Although much of the Historic Old Main District has gone through extensive revitalization, the southern-most portion at the cul-de-sac is just starting to experience a revival. Across from the recent winner of the 2018 Main Street Iowa Challenge Grant, the Old Main Hotel, Dimensional Brewing Company serves as a key tourist and local destination. As a showcase for historic restoration, this building is extremely visible from a multiple-highway junction and was previously non-distinct.

All base concrete was jackhammered and removed. The entire electrical and plumbing infrastructure was replaced. New insulation was added. Front offices were deconstructed and original garage door openings were re-established. The removed wood was repurposed and utilized in the taproom for facing of the bar, booths and as table tops. In fact, all usable deconstructed materials were repurposed and placed "back into service." Staying true to the structure, the garage door openings are able to open for an open air café/ outdoor seating when weather permits.

The Fountain of Youth Program won Partner of the Year: Fountain of Youth integrated its partnership with DMS in 2018 through a variety of events. As part of its mission to equip each participant with the necessary tools to attain and maintain gainful employment with opportunities for skills training and advancement, the participants volunteered to lend a hand where needed. From helping set up, clean-up, and tear down events, to spur-of-the-minute calls when volunteers are needed, DMS is grateful for the blossoming of this partnership.

The Downtown Music Crawl won Excellent Special Event: Friday nights in January often are cold in downtown Dubuque and downtown venues note a decline in attendance. By offering a trolley, live music at each location and other exclusives, participants and venues alike celebrated the uniqueness of the Downtown Dubuque Cultural Corridor. Who knew a large percentage of participants had either not been to these venues or had not visited some of them in five plus years? Through the success (including being profitable) of its first year, the Music Crawl lives on as a DMS presented event.

Friends of Saint Mary's, Jeffery Morton Associates, Gronen and Durable Restoration won the overall Signature Award: Friends of Saint Mary's, a business operating unit for Steeple Square, spearheaded the restoration of this \$2.2 million steeple on the Gothic-style building. The building steeple now serves as a beacon for this working-class neighborhood. The building is just one part of an overall \$15 million project including other buildings on the campus. Today, this soaring landmark of Dubuque's skyline is poised to be reestablished as a center for culture, community and education.

Susan Price was named volunteer of the year for her work with Dubuque Main Street. Susan currently serves on two DMS committees, the Music Crawl and Fall Into Art, and continues to provide guidance and support for other community events. Her dedication to bring a fresh perspective to the table, especially for the two event committees on which she serves, is testament to her passion and heart. Susan is often found working with local partners or assisting in figuring ways for the Smokestack to host Main Street-oriented events.

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The honors were presented by Debi Durham, director of the Iowa Economic Development Authority. In addition to the competitive nominations, individuals, couples or co-chairs representing the 52 Main Street programs were recognized for their outstanding dedication and volunteer service. The program directors accompanied their volunteers on stage as they received their certificates.

For more information about Dubuque Main Street or our award winners, email Dan LoBianco, Executive Director, at dan@dubuquemainstreet.org or call 563.582.2336.

For more information about Main Street Iowa and how all Iowa communities can access commercial revitalization assistance through the Iowa Downtown Resource Center, e-mail mainstreet@iowa.gov or call 515.725.3051.

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