



Marshalltown Central Business District
16 East Main St., Ste. 280
Marshalltown, IA 50158
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641-844-2001 – Office

City Council
Marshalltown, IA

Dear Councilors,

As we continue the rebuilding and restoration of our historic downtown, the Marshalltown Central Business District has been working diligently with our volunteers, downtown business and building owners, local organizations, and partners at the City of Marshalltown to achieve our collective vision. Together, we are creating a downtown community that will be the vibrant, welcoming, and beautiful heart of our diverse community. In 2022, the MCBBD continued with our full events calendar. Highlights for the year are the 124 new military banners hanging downtown and three other locations in town; the flower baskets and the clean-up events enlisting the support of 140+ volunteers; Bee Ridiculous Day with a full day of activities and Live After 5 concert performances into the evening; and we should see the new wreaths during The Holiday Stroll.

In addition to all these events, we have supported record levels of planning and applications for grants in support of façade revitalization and downtown building improvement projects. The level of new investment in downtown continues to grow, and we are excited to be a crucial part in maintaining and growing that momentum. We remain committed to the Downtown Master Plan and to helping our downtown building and business owners to not just recover, but to grow in the years to come. The MCBBD has been a partner with the City of Marshalltown and the downtown community for over 20 years and will continue to work with all stakeholders to drive the vision of our downtown community forward as we work toward implementation of our Master Plan and drive economic growth.

We need your help more than ever to accomplish our mission. The scope of work necessary to continue the restoration of downtown requires significant additional support and investment, both public and private. Our building and business owner funding base suffered significantly from the tornado & derecho damage and COVID-19 effects. With that in mind, we would like to request an increase in the City's annual contribution to the MCBBD from \$40,000 to a total of \$55,000 for the fiscal year beginning in July 2023. This increase will provide additional support for staff, new programs, and events that are needed to continue to support the downtown as we continue our recovery and work toward the vision in our Downtown Master Plan. We appreciate your consideration, and if you have any questions, please feel free to contact our office or myself for more information. Thank you for your continued support of the Marshalltown Central Business District. We truly believe, Marshalltown...More Than Ever!

Sincerely,

A handwritten signature in blue ink that reads "Cindy Parks". The signature is fluid and cursive, with a large initial "C" and "P".

Cindy Parks
President
Marshalltown Central Business District