



Marshalltown Central Business District
34 W. Main St, Ste 103
Marshalltown, IA 50158
director@marshalltownmainstreet.org
641-844-2001 – Office

City Council
Marshalltown, IA

Dear Councilors,

On behalf of the Downtown community, we thank you for your previous and continued support of the Marshalltown Central Business District and Downtown Marshalltown.

In 2023 we are celebrating and showcasing the efforts of those who have worked tirelessly to restore and revitalize Downtown Marshalltown. We have seen the restoration of old buildings, the construction of new buildings, new businesses opening and businesses relocating to the heart of Marshalltown. We are also celebrating the possibilities and the hard work that remains 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. 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 Revitalization project and the Downtown Master Plan and to helping our downtown building and business owners 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 economic growth.

We are also celebrating the completion of our 2023 Downtown Market Study & Strategies Survey in which 32 Downtown business and 604 consumers responding. From this survey work we have created three Marshalltown Main Street Strategies to work toward in the coming years: Community Gathering Space, Thriving During Downtown Revitalization and Business Activation & Development.

The mission of the Marshalltown Central Business District is to foster a safe, inviting, and inclusive downtown, so that people spend time and money downtown. We need your help more than ever to accomplish our mission. We would like to request the City contribute \$50,000, \$60,000 and \$70,000 for fiscal years 2024, 2025 and 2026 respectively. This increase will provide additional support for our Marshalltown Main Street Strategies and operations. 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,

Cindy Parks
President
Marshalltown Central Business District