



## Main Street News

Fall, 2013

### QUICK FACTS ABOUT DOWNTOWN OTTUMWA:

- 80% of downtown businesses surveyed said they wanted more promotional activities and festivals
- 55% said there is a moderate to high chance their business will be growing in the next two years
- 70% would consider collaborative marketing with other downtown businesses (from survey of 101 businesses, summer 2013)

Main Street Ottumwa, Bob Untiedt, Executive Director.

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### Events this fall!

#### October

Thursday, 10<sup>th</sup>, 5:30-7pm – with partners, Ottumwa Chamber and Market on Main, *Puttin Around Downtown* mini-golf event! Starts at Chamber office.

Sunday, 13<sup>th</sup>, 2-5pm – History Walk. Meet at KMGCO building (next to Appanoose Rapids) to start. Tickets are \$5, contact Bob to schedule the time of your tour

#### November

Friday, 29th, 6pm – Christmas tree lighting, reading of Memory Tree names, and Little Miss Main Street event! Central Park

*(A partial list of)*

### ACTIVITIES ON MAIN

Currently, the **Business Improvement** Committee is about to distribute more information from our market analysis, and bring business owners together.

Our **Promotions** Committee is hard at work on the coming *History Walk*, recruiting new members, and planning next year.

The **Design** Committee has just ordered 38 lightpole banners and will be hanging these soon. Planning for the remainder of the fiscal year (ending June 2014) continues. We are also supporting City of Ottumwa efforts on the 300 block of E. Main façade improvement program.

### Other News You Should Know

#### TREES AND ECONOMIC DEVELOPMENT....

- A 2 year old sapling can shade the windows of a nearby building. This can save 70 kWh annually in energy to cool the building. A 15 year old tree will, on average, reduce air conditioning costs by 15-35% annually.
- A recent study in Portland, OR, suggested that a tree in front of a downtown property added over **\$7000** to the value of that property.
- Trees help reduce runoff, obviously, which helps not only reduce flooding – but filters pollutants.
- “People have an intuitive sense that trees are good things” – G. Donovan, economist.

