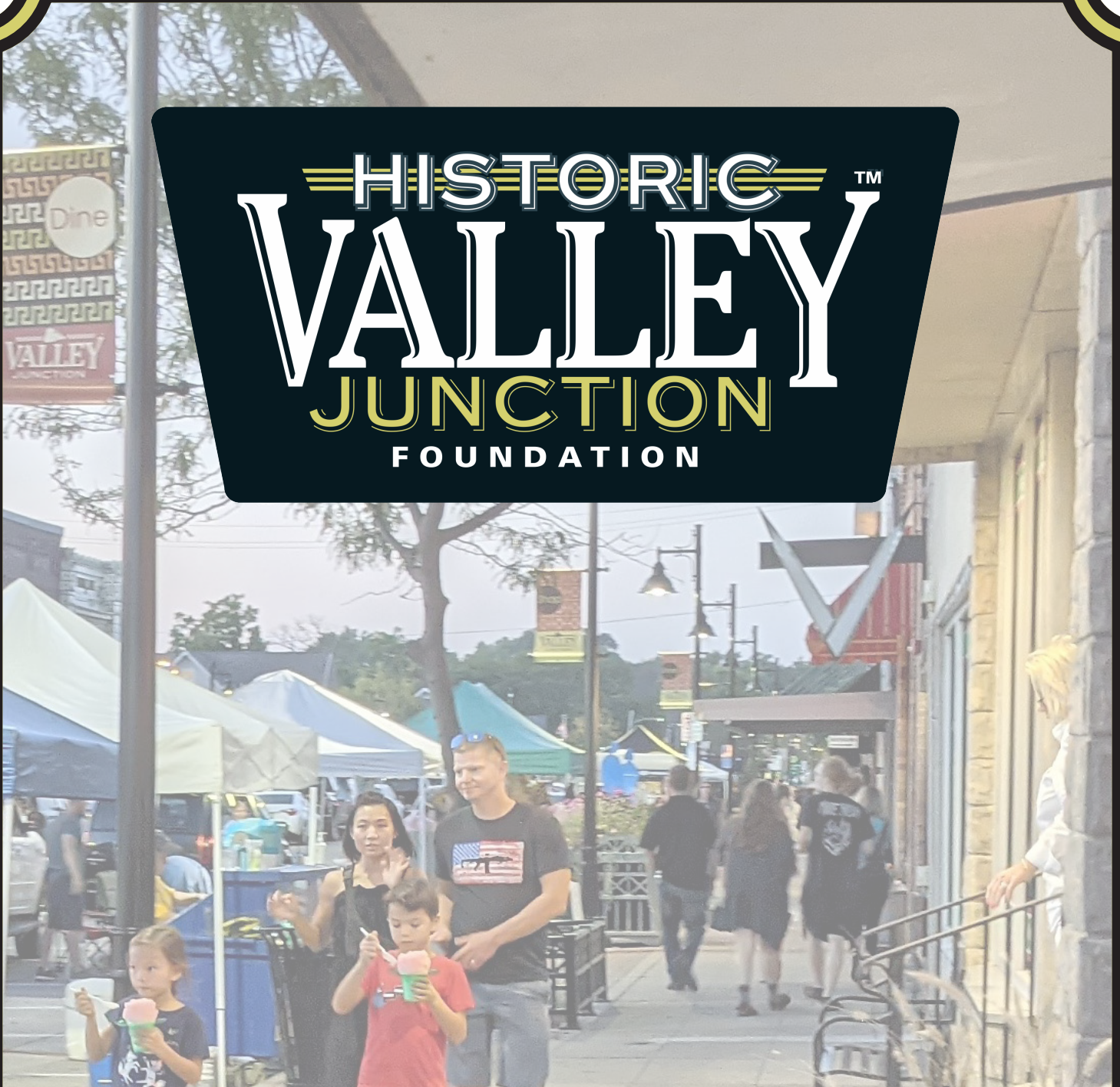




HISTORICTM
VALLEY
JUNCTION
FOUNDATION



2021 Annual Report

137 5th Street • West Des Moines, IA 50265
(515) 222-3642 • www.valleyjunction.com

PRESIDENT'S LETTER

As our businesses progressed and adapted in 2021, the Historic Valley Junction Foundation did the same. Experiencing complete turnover in organizational leadership in one year was challenging, but we are leveraging fresh perspectives and new energies mixed with our rich traditions.

With a new staff and new directors, we addressed longstanding board issues through amended bylaws, expanding community engagement. Our committees were reactivated, involving more stakeholders and fostering future leadership. After the pandemic year, we brought back most of our events, changing some while taking others to a whole new level, such as Jingle in the Junction. We especially thank the sponsors and volunteers who make these events possible, providing free entertainment to the community while also greatly benefiting our district businesses.

Through the dedication of business and property owners, residents, the City of West Des Moines, and talented consultants working on the Master Plan, we now have design guidelines for the commercial district - something that has been discussed for decades. This will be a crucial tool for both rehabilitation and new construction, setting standards to preserve our history while also embracing our potential.

The public support for Historic Valley Junction has been phenomenal. Many of our merchants are seeing record sales and hiring more staff. The growing shift towards shopping local goes hand in hand with our incredible mix of unique businesses – retailers, experience studios, galleries, service providers, and restaurants. With available spaces at an all-time low, we have a waiting list of businesses wanting to be part of the Historic Valley Junction footprint.

I want to convey the gratitude, enthusiasm, and optimism of the Foundation staff and board of directors. It hasn't always been easy, but the results of those efforts are undeniable. We are incredibly grateful for the successes to date and are poised for significant growth and impact in the year ahead. On behalf of the entire Historic Valley Junction Foundation, thank you!

Warmest Regards,
Meredith Wells
Board President



2021 BOARD OF DIRECTORS

Meredith Wells, *President* | MoMere
Ryan Cooper, *Vice President* | Cooper's on 5th
Lynnae Marty Hentzen, *Secretary* | Bing's
Jason Keigley, *Treasurer* | First National Bank
Mark Goodrich, *Past President* | Olson-Larsen Galleries
Felicia Coe, *Director* | Cirque Wonderland
Brian Fox, *Director* | Fox Brewing
Cindy Boeyink, *Director* | Sassy's Boutique
Kevin Trevillyan, *City Representative* | West Des Moines

STAFF

Steve Frevert | Executive Director
Larry Kaster | Event Coordinator
Bobbie Bishop | Office Assistant
Jon Bouma | Venue Coordinator

MISSION

The Historic Valley Junction Foundation's mission is to guide the evolution of the original Historic Valley Junction district by preserving and honoring our historic character, supporting small businesses, and connecting the community.

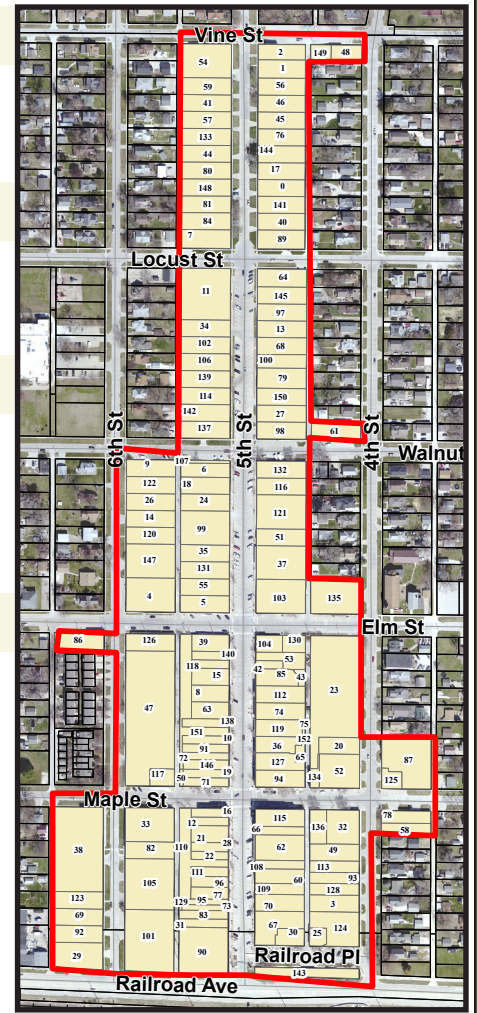
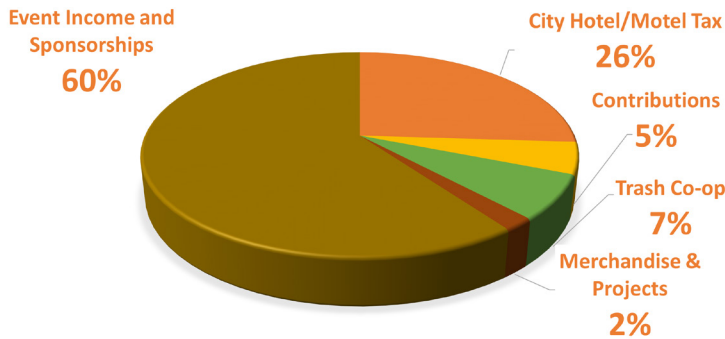
VISION

Historic Valley Junction is the gathering place that is the heart and soul of West Des Moines—a delightful mix of old and new, bridging generations with unique shops, vibrant events, and a walkable hometown feel.

DISTRICT INFO

- Main Street Program Founded April 1987
- Employers: 140
- Full-time Employees: 612
- Part-time Employees: 550
- District size: 40.04 acres

2021 INCOME



2021 BY THE NUMBERS



- Total property investment: \$4,898,800
 - 7 building projects completed: \$3,454,300
 - 5 properties sold: \$1,444,500
- Net gain 15 full-time jobs
- Net gain 3 employers
- 2272 volunteer hours – value \$64,843 (Independent Sector \$28.54/hr)
- Facebook:
 - 21,108 likes
 - 392,974 page reach
- Instagram reach: 9057
- 6162 community e-blast subscribers
- 51 public events
- \$785 SNAP tokens sold and \$373 Double Up Food Bucks distributed at the Farmers Market
- Gift certificates sold: \$3870
- 30 district businesses are non-sponsor financial supporters (22%)
- Website:
 - 141,696 new users
 - 545,046 page views
 - 194,980 sessions
 - 1 min:15 sec average duration
 - 68% mobile, 29% desktop, 2% tablet

SINCE 1987

- \$66,409,365 private property investment total = \$1,658,576/acre
- 455 property improvements totalling \$37,615,865
- 98 property purchases totalling \$28,793,500
- 171,655 volunteer hours



2021 HIGHLIGHTS

- Meredith Wells and Mary Jankowski honored as *Cityview Business Journal's* "20 from 2021: Business People Who Made a Difference"
- West Des Moines Chamber of Commerce "Best of the West" awards:
 - Best Pizza – The Tavern
 - Best Bar – The Winchester
 - Best Restaurant – Cooper's on 5th
- Valley Junction listed in *Reader's Digest's* "Best Christmas Towns in America"
- "Limelight" – new public art sculpture
- Main Street America program visit from Kathy LaPlante
- Presented public walking tour of Valley Junction Commercial Historic District
- Hosted West Des Moines Historical Society Jordan Scholars high school leadership program
- Tour of the Main Street district for American Planning Association – Iowa Chapter conference
- Main Street Iowa design consultations for 122 Fifth and 403 Railroad Pl.
- HVJF staff presentation to West Des Moines Kiwanis
- Ad placements: Iowa Public Radio, Cityview, Lamar billboards, iHeartRadio, OnMedia television, CTM brochure distribution, and *Catch Des Moines*

2022 PRIORITIES

- Increase public awareness of HVJF's role in leading the district
- Increase financial security of HVJF
- Support district businesses
- Strengthen HVJF events
- Encourage and celebrate building history and improvements in the district

