



HISTORICTM
VALLEY
JUNCTION
FOUNDATION

2022

Annual Report

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

PRESIDENT'S LETTER

This year continued to bring changes and improvements to Historic Valley Junction. We welcomed new businesses, including Champion's Hideaway, Plant Junction, Louie, Reese Marie Salon, and Private Wealth Asset Management. Economic development and business support are the core of our mission, and with over 1.3 million visitors to our district in 2022, the love for local remains strong.

We are glad to partner with the City of West Des Moines on important initiatives. The Master Plan Steering Committee established design guidelines for our commercial district and the surrounding area, helping to manage our growth while retaining our historic character. Several business and property owners received Property Improvement and Regulatory Compliance funding to assist with renovations or upgrades. The City also provided funding for another round of custom projecting signs. This exciting collaboration between artists, fabricators, and business owners will result in up to ten new signs.

Our dedicated staff and volunteers continue to assess our events and marketing strategies. The long running Antique Jamboree was revamped as Vintage in the Valley and received rave reviews! Our Farmers Market, Music in the Junction, and Jingle in the Junction brought in new vendors and entertainment, making Valley Junction everyone's go-to spot for Thursday nights.

We also added four new directors to our board the end of 2022. To be a fully engaged and thriving organization, we inventoried our skill sets and were very intentional in seeking out people to fill gaps, add diversity, and elevate our organization. We are excited to have rich expertise, varying backgrounds, and great voices to amplify our mission and history.

Looking ahead, we will welcome the addition of more businesses, reinvigorated events, and community engagement. We are incredibly grateful to all our partners, sponsors, staff, volunteers, and business and property owners who make Valley Junction what it is. On behalf of the Historic Valley Junction Foundation, thank you!

Meredith Wells
Board President 2021, 2022



2022 BOARD OF DIRECTORS

Meredith Wells | *President* | MoMere

Ryan Cooper | *Vice President* | Cooper's on 5th

Felicia Coe | *Secretary* | Cirque Wonderland

Jason Keigley | *Treasurer* | 1st National Bank

Chloe Bratvold | *Director* | Candle Bar DSM

Mitchell Callahan | *Director* | Valley Junction Resident

Claire Celsi | *Director* | Iowa Senate

Tom Florian | *Director* | West Des Moines Chamber

Stephanie Trannel | *Director* | Red House Remodeling

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.

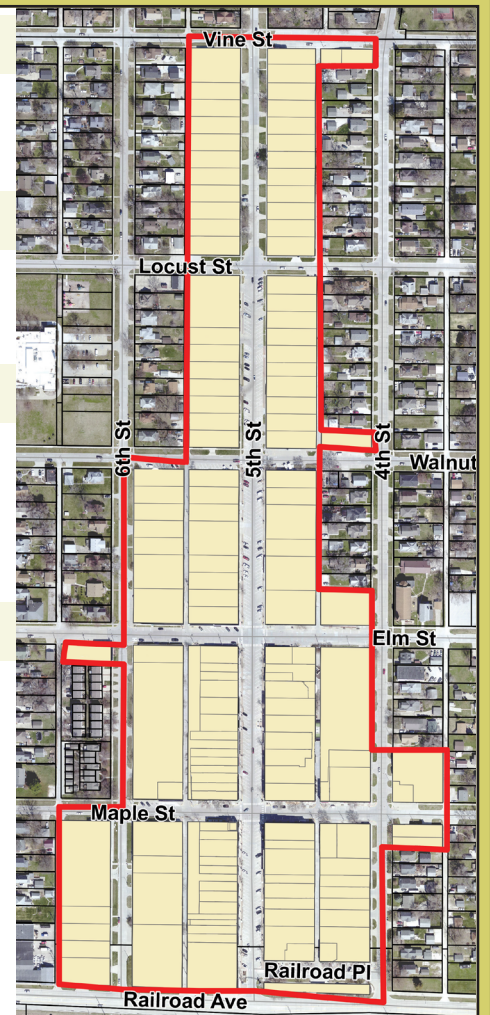
DISTRICT INFO

- Main Street Program Founded April 1987
- Employers: 138
- Full-time Employees: 615
- Part-time Employees: 547
- District size: 40.04 acres

2022 INCOME



- **Event Income** 55%
- **City Hotel/Motel Tax** 21%
- **Sponsorships** 9%
- **Contributions** 7%
- **Trash Co-op** 6%
- **Merchandise & Miscellaneous** 2%



2022 BY THE NUMBERS



- Total private property investment: \$11,137,251
 - 18 building projects completed: \$8,743,251
 - 5 properties sold: \$2,394,000
- 3,485 volunteer hours – value \$104,375 (Independent Sector \$29.95/hr)
- 5,645 HVJF office/Welcome Center visitors
- 23,832 Facebook followers
- 4,809 Instagram followers
- 4,314 community e-blast subscribers
- 58 public events
- \$7,065 in gift certificates sold
- 52 district businesses are non-sponsor financial supporters (38%)
- 100% board member financial participation
- 369,400 unique visitors to the district
- 1.1 million total visitors to the district
- Website:
 - 18.1% increase in traffic over 2021
 - 66.5% mobile, 31.5% desktop, 2% tablet

SINCE 1987

- \$77,546,616 private property investment total = \$1,936,729/acre
- 473 property improvements recorded, totaling \$46,359,116
- 103 property purchases recorded, totaling \$31,187,500
- 175,140 volunteer hours recorded



2022 HIGHLIGHTS

- Return to full schedule of HVJF events
- Design guidelines approved as part of the Historic West Des Moines Master Plan process
- Hosted Main Street Iowa Spring Workshop
- West Des Moines named SBA Iowa's Small Business Community of the Year
- Valley Junction named *Reader's Digest's* Best Christmas Town in Iowa
- *Cityview Magazine* "Best of Des Moines" awards:
 - Valley Junction – Best Shopping District
 - Cooper's on 5th - Best Valley Junction Restaurant
 - Kelly Kunzler - Best Local Artist
 - Kunzler Studios - Best Local Art Gallery
 - Bing's - Best Local Gift Shop, Best Valley Junction Store
 - The Theatrical Shop - Best Local Place to Get a Costume
 - Your CBD Store - Best Local CBD Store
 - Renewal by Andersen - Best Local Home Improvement Company
- Meredith Wells honored with Leadership Award at Main Street Iowa awards
- West Des Moines Chamber "Best of the West" awards:
 - HVJF Board – Best Volunteers
 - Cooper's on 5th – Best Restaurant/Caterer
 - The Winchester Public House – Best Bar
 - Louie – Best New Business
 - The Parlor – Best Salon
 - Let Them Eat Cake – Best Dessert Shop
- Railroad Park public restrooms completed
- Raised \$1,448 for local nonprofits



2022 FINANCIAL SUPPORTERS

2AU Limited	City of West Des Moines	Invisible Fence	The Parlor Co.	The Tavern Pizza & Pasta
A Okay Antiques	Coffee Cats	Isabel Bloom	PrairieFire Wealth	Two Oaks Wealth
Artisan Gallery 218	Complete Wellness	Kavanaugh Art Gallery	Planning	Valley Junction Insurance
Atomic Garage	Chiropractic	KCL Engineering	Profit Consultants	Services
Big Acai Bowl	Cooper's on 5th	LAB Homes	Quantum Asset	Veridian Credit Union
Bing's	Des Moines Shoe Repair	Lathermore Soap Co.	Management	Village Blacksmith
Blind Pig Cocktail Bodega	Dr. Mark Essy, DDS	Let Them Eat Cake	Red House Remodeling	West Bank
Bozz Prints	EC Design	Lowell's Towing Service	Renewal by Andersen	The Winchester Public
Candle Bar DSM	Envision Homes	Martin's Flag	Roy's Towing & Recovery	House
Cedar Hill Land & Cattle	First National Bank	Memory Lane	Sisters	Wines of Iowa
Cindy's Boutique	Five Monkeys	MōMere	Skylabs	Yarn Junction
Cirque Wonderland	G. Mig's 5th Street Pub	Morrissey Fine Jewelry	Speck USA	
City Design	Heart of Iowa Market Place	Olson-Larsen Galleries	Studio Melee	

2023 PRIORITIES

- Increase the vibrancy of the Valley Junction Main Street district
- Support district businesses
- Increase the financial security of the Historic Valley Junction Foundation