



HISTORIC™
VALLEY
JUNCTION
FOUNDATION



2023

Annual Report

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

PRESIDENT'S LETTER

Historic Valley Junction continues to be the place small business owners choose to launch or grow their businesses. In 2023, we welcomed a record 22 new businesses, with a long list of businesses that would still like to call our vibrant district home.

More than a million visitors chose to spend time and money in HVJ in 2023, a testament to the power of the Historic Valley Junction Foundation's commitment to community engagement. Our free events thrive thanks to the dedication of many volunteers and are specifically designed to benefit all stakeholders. We love welcoming visitors to Historic Valley Junction, and we know we'll see them again.

New in 2023, the HVJF held a fundraiser for a district mural – another way that we're furthering placemaking, along with City of West Des Moines streetscape projects. We awarded microgrants to five small businesses, hosted four Grow with Google Trainings for business owners and, with grant money from the City of West Des Moines, provided new blade signs for seven businesses.

The inaugural lighting of our new 25' holiday tree kicked off Jingle in the Junction, which was busier than ever thanks to mild weather, the magic of thousands of sparkly holiday lights, street entertainers, and the best shopping, drinking, and dining around.

Our board, comprised of a diverse group of dedicated and talented individuals, continues to evolve to meet the changing needs of our district and our visitors. Complacency is not on the agenda, and we're full steam ahead as we review, improve, and invest strategically to strengthen HVJ.

We've spent 2023 doing things that make people want to visit Historic Valley Junction, and we're excited to continue making our business district and all stakeholders thrive. Thank you to our partners, sponsors, staff, volunteers, and business and property owners who invest in Historic Valley Junction. Cheers to 2024!

Stephanie Trannel
Board President, 2023

2023 BOARD OF DIRECTORS

Stephanie Trannel | *President* | Red House Remodeling

Felicia Coe | *Vice President* | Cirque Wonderland

Meredith Wells | *Past President* | MoMere

Jason Keigley | *Treasurer* | First National Bank

Chloe Bratvold | *Secretary* | Candle Bar DSM

Mitchell Callahan | *Director* | Valley Junction Resident

Claire Celsi | *Director* | Iowa Senate

Ryan Cooper | *Director* | Cooper's on 5th

Tom Florian | *Director* | West Des Moines Chamber

Trevor Jordison | *Director* | Mallory Law

Vicky Long Hill | *Director* | Eddie Davis Community Center

Savannah Minnick | *Director* | Community Housing Initiatives

Susan Watts | *Director* | Olson-Larsen Galleries

Renee Hardman | *City Council Liaison* | West Des Moines

STAFF

Steve Frevert | Executive Director

Larry Kaster | Events & Marketing Manager

Bobbie Bishop | Office Assistant

Jon Bouma | Venue Coordinator

MISSION

The Historic Valley Junction Foundation guides the evolution of the original Valley Junction district in West Des Moines, Iowa by preserving and honoring our historic character, supporting small businesses, and connecting the community.

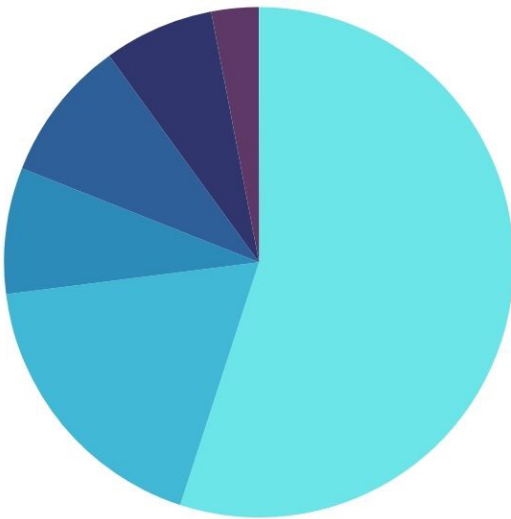
VISION

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.

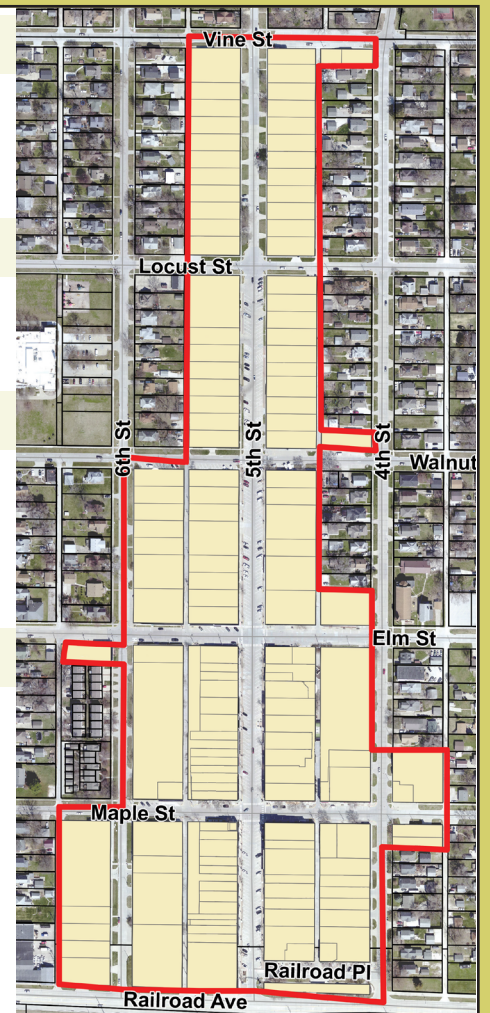
DISTRICT INFO

- Main Street Program Founded April 1987
- Employers: 150
- Full-time Employees: 669
- Part-time Employees: 621
- District size: 40.04 acres

2023 INCOME



Event Income: 55%
City Hotel/Motel Funding: 18%
Sponsorships: 8%
Contributions: 9%
Trash Co-op: 7%
Merchandise & Miscellaneous: 3%



2023 BY THE NUMBERS



- Total private property investment: \$7,092,357
 - 41 building projects completed: \$3,872,799
 - 7 properties sold: \$3,219,558
- Net gain 12 new businesses
- Net gain 54 full-time, 74 part-time jobs
- 4473 volunteer hours valued at \$142,241 (Independent Sector: \$31.80/hour)
- 5503 HVJF office/Welcome Center visitors
- 24,239 Facebook followers
- 5,696 Instagram followers
- 5195 community e-blast subscribers
- 59 public events presented by HVJF
- \$6435 in gift certificates sold
- 62 district businesses are non-sponsor financial supporters (45%)
- 100% board member financial participation
- 394,100 unique visitors to the district

SINCE 1987

- \$84,638,973 private property investment total = \$2,113,860/acre
- 514 property improvements recorded, totaling \$50,231,915
- 113 property purchases recorded, totaling \$34,407,058
- 181,728 volunteer hours recorded

2023 HIGHLIGHTS

- New website launched
- *Cityview Magazine* "Best of Des Moines" awards:
 - Valley Junction - Best Shopping District
 - Cooper's on 5th - Best Valley Junction Restaurant
 - 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
- Established mural fund with April fundraising event
- Three new buildings finished – 111-113 Fifth, 304 Fifth, 315 Fifth
- Eleven new apartments completed
- Valley Junction featured in two Main Street America blog posts – "Pride on Main Street" and "7 Unique Main Street Business Concepts" (Coffee Cats)
- Jason Keigley honored with Leadership Award at Main Street Iowa awards
- West Des Moines Chamber "Best of the West" awards:
 - The Winchester Public House - Best Bar
 - Let Them Eat Cake - Best Dessert Shop
 - Reese Marie Salon & Spa – Best Salon
- Held six merchant meetings
- \$2500 in Business Improvement Microgrants awarded to 5 applicants
- One-day record beverage sales at Music in the Junction
- Four SignUp custom 3D blade signs put up
- Completed Market-Based Strategic Planning through Main Street Iowa
- Hosted four Grow with Google merchant training sessions
- Public art added to Railroad Park restrooms
- Roofline lights changed to LEDs
- New Christmas tree added



2023 FINANCIAL SUPPORTERS

2AU Limited	Des Moines Shoe Repair	Lipovac & Associates	Sisters
A Okay Antiques	EC Design Group	<i>Little Village</i>	Skylabs
Atomic Garage	First National Bank	Lowell's Towing Service	Spice & Tea Exchange
Bing's	Five Monkeys	Martin's Flag	Studio Melec
Blind Pig Cocktail Bodega	Flash Printing	Memory Lane	Tavern Pizza
Bozz Prints	Foundry	Metro Market	Two Oaks Wealth
Calvary Chapel of Living Hope	G. Mig's	Mitzi's	Valley Junction Insurance Service
Candle Bar DSM	Gremler Wealth Management	MJ & Associates	Valley Junction Properties
Champion's Hideaway	Hart & Hammer	MoMere	Veridian Credit Union
Cindy's Boutique	Heart of Iowa Market Place	Olson-Larsen Galleries	Village Blacksmith
Cirque Wonderland	High Water Investments, LLC	Plant Junction	West Bank
City Design	Invisible Fence	Princess Real Estate Group	West Des Moines Lion's Club
City of West Des Moines	Ivy Lane	Private Wealth Management	Winchester
Coffee Cats	Kavanaugh Art Gallery	Profit Consultants	Yarn Junction
Community Housing Initiatives	KCL Engineering	Quill & Nib	Your CBD Store
Complete Wellness Chiropractic	Kunzler Studios	Red House Remodeling	
Cooper's on 5th	Lathermore Soap Co.	Reese Marie Salon	
	Let Them Eat Cake	Renewal by Andersen	
		Selzer & Company	