



Storefront and Visual Merchandising Technical Service

Onsite Service Dates: October 13-16, 2025

Main Street Iowa (MSI) is offering a special Storefront and Visual Merchandising Technical Service just in time for the all-important 4th quarter retail season!

Lyn Falk and Suzanne Rafenstein, consultants with Retailworks, Inc., will be providing one-on-one business consults in four (4) Main Street communities the week of October 13-16, 2025. Communities that apply for the service must have 4-5 local businesses committed to receiving a 45-minute visit from the consultant on the same day.

During the business visit, Lyn and Suzanne will walk through the store with the owner/manager and provide suggestions to improve their space to generate additional sales and provide a stronger shopping experience for customers. This service is best suited for retail businesses that sell physical products or restaurants/coffee shops. Businesses must be located within your designated Main Street district.

A virtual 75–90 minute webinar will be available for Main Street Iowa communities. Viewing this video in advance of the site visit is a requirement for any businesses participating in a one-on-one visit.

Each business that would like to receive a one-on-one consult must [complete this form](#). When completing the application, you must submit a minimum of four (4) and maximum of five (5) completed business forms to be eligible for this technical service opportunity.

There is no cost to the business or local Main Street program for this technical service, valued at over \$4,000 per community. If selected to participate, local Main Street programs will be required to assist with scheduling and to follow up on outcomes following the onsite visits. To be eligible to apply, your program must be current with your quarterly reports.

Timeline:

July 28	Application released
September 12	Application DUE by noon
September 18	Communities notified
October 13-16	On-site visits

Link to the application [HERE](#).
Submit by Friday, September 12th at noon.

Questions? Contact Brooke Prouty
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