



Mission of the Avoca Main Street is to sustain our downtown district as the economic cultural and social center of our community by utilizing the four point approach of the National Main Street Trust.

Main Street Update Newsletter

May 2017

Avoca Main Street Gearing Up for Another Farmers Market Season

The Avoca Main Street Farmers Market will return to North Elm Street in on June 7, 2017 and continue every Wednesday evening from 5-7 p.m. until September 27, 2017.

The market will once again be featuring fresh local produce and baked goods from farmers and food producers along with family entertainment and community events. This year the market will also host "V.I.P." nights every third Wednesday: Vendors, In-home salespeople, and Produce.

The farmers market brings residents and visitors out into the Main Street of town socializing and keeping their dollars local. Amber Mohr, Avoca Main Street Program Director, says "as an economic device, farmers markets are an excellent way for farmers and vendors to test their products on the market and establish a customer base for a viable business. We also like to feature our other Main Street busi-

nesses by hosting a weekly raffle from a business in our district. Purchases from market vendors earn an opportunity to win an item from another Avoca business, increasing the impact on our city's economy."

Market Chair Linda Schumacher adds, "As the season begins to warm we all look forward to seeing our neighbors and shopping from our local producers. The Avoca Main Street Farmers Market is a great excuse to visit our beautiful Main Street District."

Each week different entertainment and performers may be hosted, and the Avoca Main Street Facebook page will regularly announce activities and featured events.

Please contact Avoca Main Street if for a vendor application form if you would like to sell at the market: 712-307-0172, mainstreet@cityofavoca.com, or PO Box 257, Avoca, IA 51521.

Brent Hansen Recognized for Leadership by Main Street Iowa



This year Avoca Main Street recognized Brent Hansen for the Leadership Award. Hansen has been instrumental in Avoca Main Street even prior to its inception. He was a founding member of the organization and served as the first board president. Hansen continues to serve as treasurer. He also gives his talents as chair of the Business Improvement Committee and as a member of the Organization Committee where he is the lead planner in the annual Golf Tournament fundraiser. The honors were presented by Governor Terry E. Branstad, Lieutenant Governor Kim Reynolds, and Debi Durham, director of the Iowa Economic Development Authority (IEDA).



Connect With Us:

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Avoca Main Street, Inc. Board of Directors for 2016-2017: President Linda Schumacher, Vice President Lance Brisbois, Treasurer Brent Hansen, Secretary Kris McCarthy, Clint Fichter, Rhonda Hope, Roger Kubik, and Sandy Petersen.