

IDED's Downtown Resource Center is pleased to announce:

## **Window Display and Interior Merchandising Technical Assistance for Main Street Iowa communities!**

**FOR A LIMITED TIME ONLY!!!**

For the next three plus months Main Street Iowa will have a summer intern working with us. She will be assisting Main Street merchants with window display changeovers and interior merchandising. Anna Buhmeyer is a Senior at Iowa State University. Her major is in apparel merchandising, design and production with a primary emphasis on merchandising and a secondary emphasis on consumer behavior/marketing. Anna has first hand experience with Victoria's Secret & Maurices. Additionally, she interned with the Ames Main Street Cultural District. Currently, she is involved with the Main Street Makeover Marathon underway this week in downtown Oskaloosa. This marathon is a collaborative effort between Main Street Iowa, Main Street Oskaloosa and Iowa State University.

Here's the details:

**Who is eligible for assistance:** Main Street district Merchants in Main Street Iowa communities.

**What's the catch #1:** Merchants who sign up must commit to two things:

- 1. They commit to work side by side with Anna or commit to have a staff person work with Anna during the entire time she is there;**
- 2. They commit to invest up to \$50 for miscellaneous items/props needed to complete the window display.**

**What's the catch #2:** Local Main Street programs must be current with monthly reports at time of requesting service and at the time that Anna is in your community.

**What's the cost:** The Downtown Resource Center will be picking up Anna's travel, lodging, meals and wages. There is no cost to the local Main Street program. Only costs associated with this service is the merchant commitment as noted above.

**When will Anna be in our town:** As communities sign up, a schedule will be compiled so we can regionalize visits and save travel costs. We expect Anna to be working in towns on Tuesdays, Wednesdays and Thursdays.

**What is the local Main Street Director's role:** Introduce Anna to each merchant; have lunch or dinner with her; help with the make-over if you have the time; be available if she needs some support or assistance.

**How do we sign up:** Send an email to [bmicheel@visitmvl.com](mailto:bmicheel@visitmvl.com) with:

**name of retail business:**

**name of merchant:**

**address of business:**

**phone number:**

**email address of Merchant:**

**statement of agreement from Merchant indicating commitment as noted above:**

**I, owner of \_\_\_\_\_ request window display/interior merchandising technical assistance as described above and agree to have myself or a staff person work with MSI intern while she is working in my business. I further agree to commit to invest up to \$50 for any needed props/materials to complete window display.**

**Signed: \_\_\_\_\_ Date: \_\_\_\_\_**

**Main Street Community: \_\_\_\_\_**

*Currently, each community will be limited to one or two merchants. More may be accepted later in the summer if dates are available.*

If you have any questions, please feel free to contact Bill Micheel at [bmicheel@visitmvl.com](mailto:bmicheel@visitmvl.com) or by phone: 319-210-9935