



2018 Year-End Report

2018 WCHP Chair: Diane Hall, Milo
2019 WCHP Chair: Deanna Schulz, Norwalk
Community Coach (Staff): Lorin Ditzler
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Overall 2018 Highlights

- 2018 marked the first year of Hometown Pride
- 7 volunteer committees of residents were formed in 7 towns
- 27 community improvement projects and events were completed
- 2,000+ volunteer hours were logged by 70+ active volunteers
- 25 other community organizations worked in partnership with Hometown Pride
- \$100,000 is the estimated 2018 economic contribution to community betterment from HP committees: Includes roughly \$42,000 raised through grants and fundraising, \$6,000 in project funding from Cities, and more than \$50,000 of value in volunteer time (Avg value of volunteer work in US for 2018 is \$24.69 per hour).
 - Collectively, the 7 cities, the County, and WCEDC paid \$20,000 to participate in Hometown Pride in 2018

Community Highlights

Carlisle Hometown Pride

- Building New Playground: \$4200 Grant received + \$2,000 fundraiser. Phase 1 installed Dec 2018.
- Hosted Downtown Block Party: 400 attendees, Raised nearly \$3,000, July 2018
- Park "Scrub" Day: North Park Clean Up and Painting, Sept 2018
- Personal Safety Class: Offered at no charge to the general public, Sept 2018
- Provided support for community events run by other organizations: Fall Festival, 5k Run, Light Up Carlisle, etc.
- Incorporated as an independent 501(c)3 non-profit organization

Cumming Hometown Pride

- Welcome packet for new residents, Gift for all residents: In progress
- Community Branding: Creating new city motto and logo
- Community online presence: Created resident Facebook group, City Facebook page, added to City website
- Currently planning a Public Art project and a landscaping project for Spring 2019

Hartford Betterment Committee (Part of Hometown Pride)

- Music in the Park Series: 3 free music events in the summer
- Memorial Bench in Park
- City-Wide Garage Sale
- Holiday Celebrations: Easter Egg Hunt, Christmas celebration, New Christmas lights (\$4,700 grant received)
- Fundraising for new playground equipment (Partnership with playground committee) – Raised \$11,000 so far
- Yard of the Month recognition program

Indianola Hometown Pride

- Community Clean-Up: Planning "Beautification Blow-Out" for Spring 2019; Helped homeowners with storm clean up in July 2018; Did square clean-up in June 2018
- Organization Hub: Providing ways for the 80+ community organizations of Indianola to collaborate. Held first Summit of org. leaders, Fall 2018. Second planned for January 2019.
- Yard-of-the-Month program - started Dec 2018 with recognition of holiday decor
- Community Chest: Provide free items to assist with community beautification (e.g. flower seeds) – In progress

Milo Hometown Pride

- Milo Community Directory: Printed booklet of all businesses and organizations in town; distributed to all homes. Raised \$1200 through ad sales.
- Completed “First impressions exchange” with Odebolt IA: Visited peer city to evaluate and share ideas
- Main Street Clean-Up: Planned for Spring 2019
- Wayfinding Signage for downtown and parks: In progress

New Virginia Hometown Pride

- Community Clean-up day (Completed July '18; 2nd planned for Spring 2019)
- New Street Signs (\$2800 Grant received)
- New Virginia Fall Festival: Worked with several partners to create a new community festival (Oct '18)
- Community Vision Session (April '18)
- Entrance signs: Working with 4-H to install 2 new town entrance signs
- Light pole banners for downtown: In progress

Norwalk Hometown Pride

- Norwalk Music Fest: First annual music festival attracted 1,000 attendees and raised \$5,000 for future projects
- Cemetery landscaping (\$4900 grant received; Additional \$5,000 contributed from other sources, completed summer 2018)
- Front Porch Norwalk: Partnership with Police Department promoting informal front porch gatherings of neighbors. Around 80 different locations participated over the course of the 3-night series. (Jun-Aug 2018)
- Veterans Memorial: Project broke ground September '18 with placement of Freedom Rock. Now fundraising for the memorial that will surround the rock. (Partnership with multiple other organizations.)
- Community Endowment: Instigated discussions about forming a community endowment and endorsed creation of separate entity to pursue

Media/Public Relations

- Facebook Pages: 2,600 followers
 - Carlisle: 560; Norwalk: 500; Indianola: 650; WCHP: 210; Milo: 50; New Virginia: 40; Front Porch Norwalk: 190; Norwalk Music Fest: 425
- Hometown Pride Column in Record-Herald and desmoinesregister.com
- Feature Articles in Record-Herald for Front Porch Norwalk and Indianola Hometown Pride
- Frequent placement in Carlisle Citizen, Warren Town & Country, and Tri-Corner Express
- Monthly e-newsletter with 170 subscribers

Collaboration and Education

- Regular meetings of the Warren County Hometown Pride chairs and vice chairs have provided a forum for sharing ideas between communities, and serve as an educational forum on topics that interest all groups. Educational topics covered so far include: Establishing Community Endowments; Trail Planning; Fundraising; Applying for Grants. In 2019, all committee members (not only the chairs) will be invited to these meetings.

2019 Goals

- Complete a County-wide Hometown Pride project (Ideas: Tourism itineraries and/or “Front Porch” events)
- Raise notoriety of Hometown Pride, improve our brand
- Strengthen connections between the different Hometown Pride committees
- Help volunteers build skills (e.g.- fundraising, PR, event planning) and keep them engaged throughout year two
- Provide support and training to help volunteers do more fundraising and grant writing
- In 2019, each committee will strive to: recruit 2-6 new volunteers, start 1-3 new projects, partner with at least 1 other organization, be recognized in media 2-4 times, and raise 20% more money than they did in 2018.