



**EAST VILLAGE**

Historic East Village, Inc. is organized under the provisions of the Iowa Non-Profit Corporation Act, and, as a result of its status as a Section 501(c)(3) corporation under the United States Internal Revenue Code, operates exclusively for charitable and educational purposes within the meaning of Section 501(c)(3). Our mission is “to lead the preservation, support and development of the East Village community.” Our vision is to create a thriving, energized, self-sustaining association that assures East Village is a welcoming, diverse, beautiful and prosperous community.

## **2014/2015 Goals**

### **Update Website:**

Currently working on an RFP to change our website host and update the current word press site to match out growing membership and event needs as well as our new brand/look.

### **Systematize Social Media:**

Implement a social media server like HootSuite to streamline and time all posts. Develop a consistent hashtag and consistent social media presence. Develop a stronger partnership with Yelp and Trip Advisor to make our neighborhood a prime destination to people unfamiliar with Des Moines and the East Village.

### **Events:**

Market and promote regular small-scale events to engage members, and provide value to residents and businesses. East Village Quarterly Business Forum and the East Village Monthly Happy Hour are to examples of this growth.

Host 2 fundraising events a year. The annual gala held in the spring and the annual bash held in the fall.

### **Public Relations:**

Provide media a point person for economic development stances, event promotion, and neighborhood awareness.

### **Increase Residential Membership by 2%:**

### **Create Public Awareness at Local Events:**

Have a booth at various walks, concerts, and other events located in the East Village to encourage participation. Create more memberships for “Friends of the East Village.”

### **Neighborhood Image:**

Drive projects that enhance the neighborhood’s image. Continue the holiday lights as a signature project for the EV. Update existing signage with new logo. Follow up on current Kiosk project and potentially install more in the future throughout the neighborhood.

### **Find Alternative Funding:**

Develop a strategy for applying for neighborhood grants through various city, state, federal and non-profit opportunities.

### **Advocacy:**

The Historic East Village, Inc.'s Economic Development and Design Committee, generated a set of guiding in regard to economic development, design and the quality of life in the East Village.

1. **Walkability** is a critical and defining feature of the East Village. The design concepts that promote walkability are empirically proven and well-documented. We will in general support initiatives and projects that are consistent with these concepts and oppose those that are not.
2. **Human scale** is another feature we believe helps define the East Village and thus should be protected. By this we mean buildings and other structures should be kept within a scale that is comfortable for pedestrians.
3. The vitality of an urban mixed-use neighborhood depends on providing residents and visitors with a range of **transportation** options. These include use of personal vehicles, taxis and ride-sharing, bicycles and walking. We advocate a coordinated strategy that enhances all of these options over time, rather than favoring some at the expense of others.
4. We believe it is important to **preserve the historic structures in the East Village**, and in keeping with this we encourage and support adaptive reuse. At the same time, we recognize that the historic aspect of the East Village has become less critical as a defining element for the neighborhood. Going forward, for new buildings and other structures we favor progressive design. By this we mean design approaches that respect their context (contributing to a cohesive look for the neighborhood) but are not bound by rigid rules that aim to mimic the past.
5. A well-developed infrastructure is essential to the continued growth of our neighborhood and we recognize the prohibitive cost that is often assigned to developers and business owners to improve our aged infrastructure. As a result, we are committed to partnering with elected and appointed officials and others in order to advance infrastructure-related initiatives and projects such as **burying power lines, fiber optic installation, and upgrades to utility systems**.
6. Parking is of course one key infrastructure element. In this context, we **advocate creative parking solutions** and good communication to make the most of currently available parking. Going forward, we believe new developments should be self-sufficient in regard to parking. Developers should be responsible for designing ample parking and should work with the City to incorporate parking wayfinding into their plans.
7. Several long-term vision and planning documents pertaining to the East Village were published over the past decade. These are valuable and should be consulted when new development is considered. However, we also recognize the city, the business environment and technology have changed dramatically since many of these plans were released. As a result, previous plans should not become "straight-jackets" to be taken literally. Instead it is important to update and expand plans as circumstances change. **In this context, we encourage incorporation of nationally respected policy and design standards** (e.g. Complete Streets) as the East Village continues to grow.