



*Main* Main Street FORT DODGE

*Street*

*Telephone* 515.573.3172

*Email* kris@mainstreetfd.org

*Website* Coming Soon (March 12)  
www.mainstreetfd.org

FOR IMMEDIATE RELEASE

March 14, 2018

## MAIN STREET FORT DODGE TO HOST CREATIVE PLACEMAKING EVENTS

Main Street Fort Dodge will be hosting a series of events on April 11 & 12 to generate ideas and excitement for local projects that combine arts, culture, and creativity in downtown Fort Dodge. The events will be led by the Better Block Foundation and supported by Main Street Iowa and the National Endowment for the Arts. Main Street Fort Dodge was one of five Iowa communities selected through a competitive process to participate in this onsite technical service opportunity.

The Better Block Foundation, an innovative urban design nonprofit based in Dallas, has worked with communities throughout the US from Aberdeen, SD to Charlotte, NC and internationally from Sydney, Australia to Copenhagen, Denmark. Better Block recently led an [interactive training](#) in Ottumwa, Iowa, with Main Street leaders from across the state demonstrating the partnership and implementation of creative placemaking initiatives.

The visit will kick off on **April 11, 2018 at 1003 Central Ave** in Heartland Communication's 1<sup>st</sup> floor conference room at **5 p.m.** with a public presentation by Jason Roberts, Founder of the Better Block Foundation and recently named one of the 100 "Most Influential Urbanists." Jason's presentation will educate and inspire attendees through examples of revitalization projects utilizing short-term, high-impact approaches. Following the presentation, Better Block will lead a mini-build project to demonstrate the transformative effects of creative placemaking elements shared in the presentation and plant the seed for larger scale project ideas.

On Thursday, April 12, the Better Block team will facilitate a series of targeted discussions to generate locally-driven ideas to engage people in downtown revitalization efforts in new and exciting ways. As a follow up to the visit, Better Block will also provide a report summarizing longer term ideas to support Fort Dodge's creative placemaking and downtown revitalization efforts. The discussions will be held at the Greater Fort Dodge Growth Alliance Community Room with area business leaders meeting at 9 a.m.

###

If you would like more information about this topic, please contact Main Street at 515.573.3172 or email at kris@mainstreetfd.org.