



What does Hometown Pride Do?

Hometown Pride enhances Iowa communities by empowering residents with the skills and resources to better the towns in which they live. The primary goals of the program are:

- Strengthen Leadership Through Volunteerism
- Improve Public Spaces
- Build Community Pride
- Create Momentum for Economic Growth
- Build Community Partnerships

We have worked with more than 100 communities across Iowa, providing them with a “community coach” who activates teams of local volunteers to do community betterment work. Together, Hometown Pride volunteers have completed more than 2,500 betterment projects, ranging from park improvements to public art to community festivals and more.

Here are a few examples:

Improving Parks and Public Spaces. Pictured below: Gilmore City park pavilion; Carlisle playground; Milo welcome sign; Warren County Veteran’s memorial; New Virginia light pole banners; Norwalk downtown planters; new sidewalks in Pocahontas



Community-building events. Pictured below: Cal-Wheat Fun Days, Holy Cross holiday event, Carlisle Block Party, Shellsburg Sip and Shop, Hartford Music in the Park, Norwalk Music Fest



Public Art. Pictured: Clinton Paul Bunyan mural, Cumming water tower mural, Carlisle sidewalk art, Sidney boot art (in honor of Iowa's oldest outdoor rodeo!)



Volunteer clean-ups and tree planting. Pictured below: Louisa County, Rolfe, Indianola



Community Leadership & Visioning. Pictured below: Warren County grant-writing workshop, Clinton community open house.



Civic Pride. Pictured: Cumming Yard of the month, Indianola Holiday lights contest



Additional projects by Hometown Pride communities have included:

- Art and Public Spaces:
 - Artistic street furniture (e.g. bike rack sculpture)
 - Wayfinding signs
 - Park upgrades: benches, tables, walking path, restrooms, art, play equipment
 - New trail or trail amenities: water fountain, bike fix-it station, landscaping, trash cans, etc
 - Historic site upgrades or signage
- Community Promotion/Civic Pride:
 - Community directory
 - Community marketing online (website, social media, promotional videos)
 - “Welcome wagon” – Gift bags and/or personal greeting for new residents
 - Volunteer/service fair (connecting volunteers with local organizations)
 - Community Vision Plans
- Beautification:
 - Holiday decorations on streets or public spaces
 - Community entryway beautification – landscaping along a significant roadway
 - Community garden and produce exchange site
 - Paint makeovers: downtown buildings, public facilities (buildings, fences, street poles)