



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 4 primary goals of the program are:

- Foster civic pride
- Enhance community amenities
- Cultivate more local leaders
- Boost economic vitality

Since 2012, we have worked with more than 100 communities in 16 counties, providing them with a “community coach” who activates teams of local volunteers to do community betterment work. Together we have completed more than 1,500 betterment projects (including raising \$13 million to complete the work) and provided “hands on” leadership coaching for more than 1,700 Iowans.

Project Examples

Our Hometown Pride teams complete a wide variety of community betterment projects, including public art, festivals, clean-ups, welcome signs, park improvements, and volunteer skill-building.



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



Public amenities and entrance signs. Pictured: 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



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: Louisa County, Rolfe, Indianola



Community Leadership & Visioning. Pictured: 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:

- Amenities and Art:
 - 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)