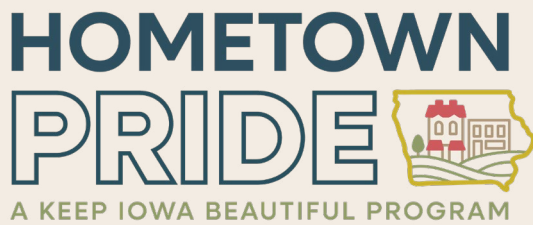




Building Stronger Iowa Communities from the Ground Up

Hometown Pride empowers local volunteers to strengthen their communities, improve public spaces and build community pride.



Since 2012:

100+

Communities Served

2,500+

Projects Completed

\$23 million

Raised Locally

1,000-2,000

Volunteers Engaged Annually

What is Hometown Pride?

Hometown Pride brings communities together to turn local ideas into lasting impact. Through volunteer-led projects supported by professional community coaching, Hometown Pride helps Iowa towns strengthen leadership, improve public spaces, grow community pride, and create momentum for the future.

Communities identify their own goals, such as new park features, community festivals, public art, trails, beautification projects, welcome signs, or community gathering spaces. Hometown Pride helps local volunteers bring these projects from vision to reality.

SUCCESS STORY: DELMAR'S ECONOMIC RENEWAL

After more than 20 years without any new businesses or amenities, the Hometown Pride committee in Delmar (pop. 542) sparked momentum by raising more than \$100,000 to build a splash pad. Their speedy success inspired renewed confidence in Delmar. Soon after, local investors opened 5 new businesses and completed \$2M in construction, while the Hometown Pride committee continued completing projects - a mural, disc golf course & more.



Maquoketa Sentinel-Press, Used with permission

Program Outcomes

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



KEEP IOWA BEAUTIFUL.ORG

**KEEP IOWA
BEAUTIFUL**
KEEP AMERICA BEAUTIFUL AFFILIATE



Across Iowa, Hometown Pride communities are turning local ideas into lasting impact. From parks and trails to murals, community centers, festivals, and fundraising events, volunteers are working together to strengthen their towns and create places people are proud to call home. These projects showcase the power of local leadership, community collaboration, and a shared vision for a brighter future.

How It Works

1. Communities Partner with KIB

7-9 towns join together to initiate the program with support and funding from Keep Iowa Beautiful.

2. A Local Coach is Selected

KIB works with local leaders to hire a community development coach to guide the region's success.

3. Communities Build a Vision

The coach works with a committee of local volunteers to identify priorities and plan improvement projects.

4. Projects Come to Life

Committees lead projects with support from their coach every step of the way. Most committees complete 2-5 projects or events per year.

5. Ongoing Support & Collaboration

Communities receive continued support from their coach throughout the 5-year partnership.

SUCCESS STORY: TEAM-WORK IN HOLY CROSS

pop: 356

Holy Cross Hometown Pride gets things done! In one recent year, they led the installation of new pickleball courts, a "field of dreams" mural, a city-wide holiday light tour, a scavenger hunt fundraiser, an easter egg hunt and a regional training on the benefits of trails. Their success is fueled both by support from the community and a positive group of volunteers who work well together. "When they decide to do something," shares Hometown Pride coach Tricia Wagner, "they get it done in the blink of an eye."



SUCCESS STORY: LAKE PARK'S FAST FUNDRAISING

When Lake Park Hometown Pride launched in 2025, they took off running! In their first year, they raised \$1.6 million for the Silver Lake City Park project, partnering with the City of Lake Park (pop. 1,167). The group has also hosted two "Community Table" dinners (pictured), helped re-launch the farmer's market, completed a mural and much more.



READ MORE ABOUT
HOMETOWN PRIDE!



Lorin Ditzler, Associate Director
lditzler@keepiowabeautiful.com

KEEPIOWABEAUTIFUL.ORG