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## **Grimes Governors District Receives Polk County Betterment Grant** *Funds will be used to develop marketing materials*

**Grimes, IA**, June 30, 2010 — The Grimes Governors District Alliance got a boost for its marketing efforts with the approval of a \$2,000 Polk County Betterment Grant. The funds will be used for the creation and distribution of marketing materials that highlight the goals and benefits of the [Governors District](#), an area in downtown Grimes that business leaders envision as a refurbished shopping and tourism district that pays accolades to Iowa's past and present governors.

"This grant will help us engage residents and businesses in our vision for creating a destination for Iowans to come and celebrate the history of our Governors while promoting the development and growth of our downtown area," says Keith Snow, Governors District Alliance Chair and owner of B2E Direct Marketing, Inc. in Grimes. "We especially want to thank Polk County Supervisor E.J. Giovannetti for seeing the value in this project and helping us secure the grant."

The new marketing materials will be distributed throughout the community – to residents and businesses – in several formats, including direct mail. They'll describe the project's expected impact on Grimes, including economic development, tourism attraction, community beautification and quality of life improvements. They'll also be used to enhance fundraising for the project.

Grimes residents and business owners are encouraged to contact the Alliance for more information at 515-986-1992 or visit [www.governorsdistrict.org](http://www.governorsdistrict.org).

### **ABOUT THE GOVERNORS DISTRICT**

The project's name and theme were inspired by Iowa's third governor, James W. Grimes, after whom the city is named. The Alliance imagines a 15 to 20 square block area featuring a "Grimes Village" with specialty shops, old-fashioned street lamps and cobblestone crosswalks, a Water Tower Square for festivals and community gatherings and tributes throughout to Iowa's 41 governors, including a potential Governors Museum.

The Governors District will serve as an historic link to Iowa's past and as a fun, shopping district in the present and future. The integrity of individual properties will be protected and appreciated. Consistent and professional promotion of the district's variety of unique shops will enhance its small town feel.

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