

261—39.2(15) Definitions. The following definitions will apply to the main street Iowa program unless the context otherwise requires:

“Authority” means the economic development authority created in Iowa Code section 15.105.

“Director” means the director of the economic development authority.

“Eligible activity” includes organization, promotion, design and economic vitality activities to create a positive image and an improved economy in a city’s traditional commercial district.

“Eligible applicant” means a city in Iowa that files a joint application with a local nonprofit organization established by the community to govern the local main street program.

“National Main Street Center” means a nonprofit subsidiary of the National Trust for Historic Preservation, a nonprofit organization chartered by the United States Congress. The National Main Street Center owns the licensed, trademarked Main Street Four-Point Approach®.

“Program” means the main street Iowa program established in this chapter.

“Traditional commercial district” means a downtown or neighborhood area that is walkable and is dominated by historic or older commercial architecture and contiguous commercial uses. A traditional commercial district defines the target area of the local program efforts.

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