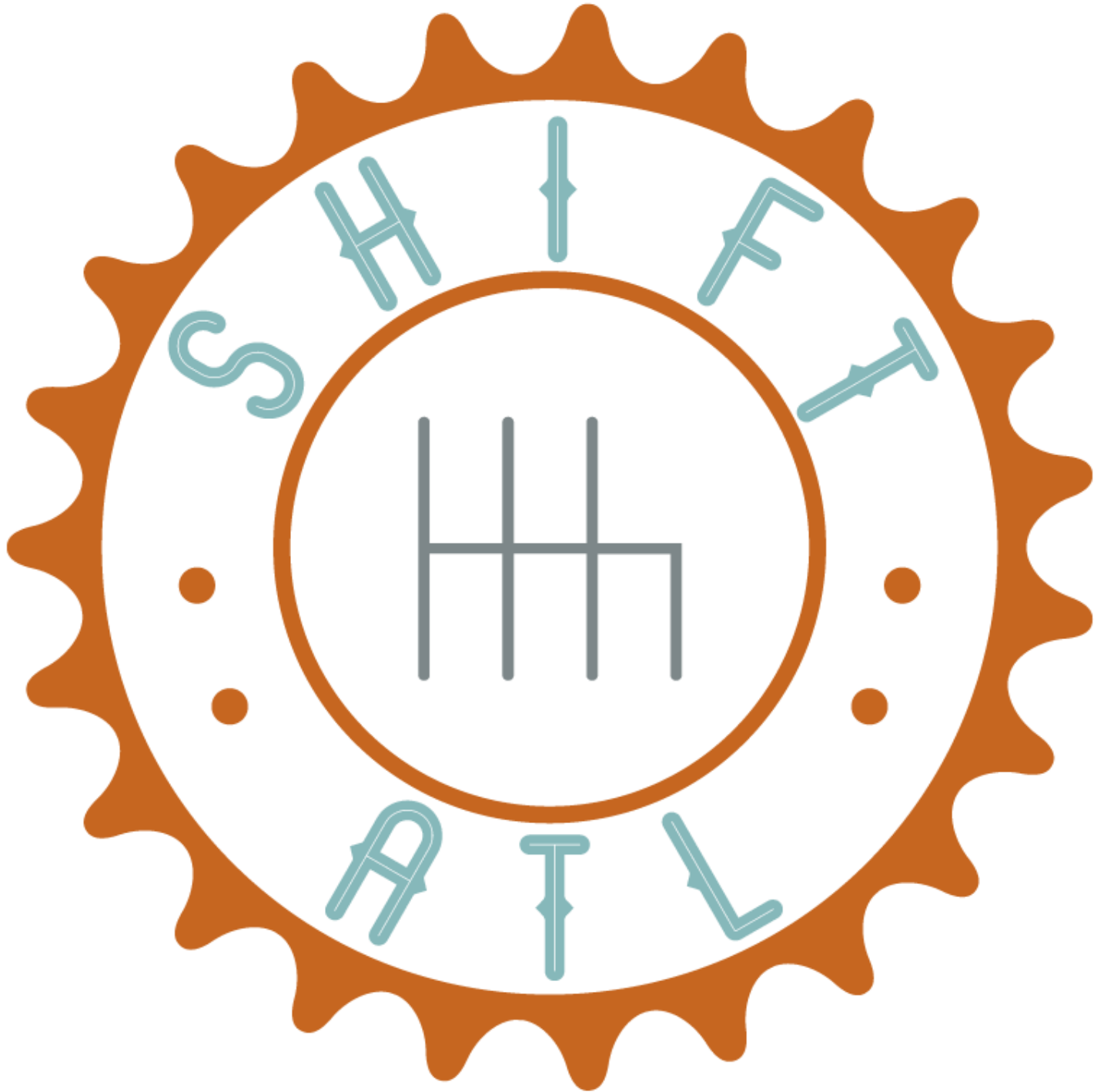


ANNUAL REPORT

— REVITALIZING ATLANTIC ONE PROJECT AT A TIME





**TO REVITALIZE ATLANTIC THROUGH
PROJECTS, SERVICES AND
PROGRAMS THAT WILL ENHANCE THE
COMMUNITY AND FOSTER A SENSE OF
DEVELOPMENT AND GROWTH**

MISSION

**TO SHIFT THE DIRECTION OF
ATLANTIC'S ECONOMIC DEVELOPMENT
AND SOCIAL OPPORTUNITIES BY
LEVERAGING PARTNERSHIPS AND
STRENGTHENING SOCIAL BONDS
WITHIN THE COMMUNITY**

VISION



STRATEGIC PLAN

S. SOCIAL

create social gathering space(s) that encourage and foster a sense of community, connecting like-minded people, boosting the social landscape of Atlantic

H. HOUSING

identify existing homes that need a little love and pour that back into them, revitalizing our housing stock

I. INFRASTRUCTURE

utilize existing infrastructure to create spaces for new or expanding businesses through rehabilitating the physical structure

F. FINANCE

execute fundraising efforts to support our other four gears

T. TRANSFORMATION

create a network of community members that see the benefit in giving back through their time, treasures and/or talent

Atlantic

TURKEY TROT 2020



#SHAKEYOURTAILFEATHERS



SOCIAL

Fundraise-a-thon Turkey Trot

This area was one of our most impacted in 2020 due to COVID-19, which meant no events. Instead of completely cancelling our big plans, we just readjusted and found the opportunities for what we COULD safely do.

In March we made the decision to cancel our much anticipated Smoke-off Block Party which would have been our big fundraiser event of the year.

Fundraise-a-thon (May 2020): For one day we allowed people to come tour our commercial renovation project, order pizza from the pizza truck (Hungry Spartan Pizza) we brought in, and just connect with our members! People donated online, donated in person, bought swag, and generally just lifted our spirits knowing there was still so much support in the community. We also partnered with Atlas Cinema in town, with the profits from that evening's concession sales benefiting SHIFT ATL.

We raised \$5,090 through this event



Turkey Trot (November 2020): Our hopes of hosting this event in-person for those that opted-in were cut short just two weeks prior to the event. Again, we pivoted and held a completely virtual event. It was so encouraging to see people still get outside to get their miles in and send us their pictures! We cannot wait to make this event bigger and better every year. A special "thank you" to Atlantic Dental Center for sponsoring our event and Brown's Shoe Fit for donating a gift card to be used as a prize.

We raised: \$2,300 through this event



HOUSING

**WE OPENED OUR 'HOUSING
FUND' AND BOUGHT OUR
FIRST FLIP IN DECEMBER 2020.**

**STAY TUNED FOR MORE TO
COME IN THIS AREA IN 2021.**



INFRASTRUCTURE

Current Project: 14 e 4th St. (the Telegraph building)

2020 was definitely the year of the "Infrastructure gear". We spent the earlier months writing grant applications, and we were excited to be able to announce that this year we were able to secure the following grants, related directly to this project.

We officially broke ground on this project in late November. Werts Construction has finished the remaining demolition work on the main level and is working on rebuilding the the structure from the floor system on up. SUCH exciting progress to see start happening for our organization and community.

Community Catalyst Grant: \$100,000

*this was awarded to use on the the entire building renovation. It was a matching grant, so we had to raise \$100,000 in funding to match, which we did!

Rural Iowa Innovation Grant: \$20,000

*this was a brand new grant to Iowa in 2020, and we were awarded these funds to be used specifically on the upper story of this project.

Cass County Community Foundation: \$4,800

*we were awarded \$3,000 during the spring cycle and \$1,800 during the fall cycle with all funds available to used throughout the entire renovation project.

FINANCE

Brick Pavers
Tea Towels
Gift Wrapping

SHIFT ATL
OLD DOWNTOWNER
BUILDING RENOVATION
8X8 BRICK
6 LINES OF TEXT
20 CHARACTERS/LINE



We planned to launch our 2020 Capital Campaign in March, but put this on an indefinite pause due to COVID. We hope to pick this back up in early 2021.

Brick Paver Fundraiser: We kicked off this fundraiser in October 2020. These pavers will serve as the patio area foundation we'll be adding on to our project at 14 e 4th St. We wanted a way to honor and recognize those that have supported and donated to our mission, so by purchasing a paver, they will have something physical to visit in town for generations to come. We will continue this fundraiser into much of 2021, until we're ready and able to build the patio area.

Atlantic Tea Towel Fundraiser: A small "maker" out of Stuart, IA, designed these limited edition Atlantic, Iowa tea towels for us to use as a fundraiser! They have been a good source of fundraising revenue for us, while providing a great keepsake for Atlantic residents, both past and present.

Gift Wrapping Fundraiser: As part of Small Business Saturday, we set up shop at the Atlantic Chamber and offered free-will donation gift wrapping. While this was not an overwhelming success for us, we have some great ideas for how to make it be so next year!



TRANSFORMATION

SHIFT Network Community Survey

Governor Reynolds stopped through Atlantic in September to specifically meet with SHIFT ATL, hear about our organization, projects and future aspirations.

We launched our SHIFT Network in January 2020, to create a network of community-minded people that want to #makeSHIFThappen in Atlantic! We lean on this network for volunteers, fundraising ideas and connections. They are our sounding board for projects and ideas, and their input (financially, physically and mentally) is essential for our organization to maintain for years to come.

The 2020 SHIFT Network resulted in \$3,100 of operating revenue for us.

We posted a community survey online in the fall to gather first-hand information from community residents, as well as those that come to Atlantic to stay, shop and dine. We learned what types of establishments they're looking for Atlantic to add, what types of food/drink they're wanting and what types of pop-up events they would be interested in.