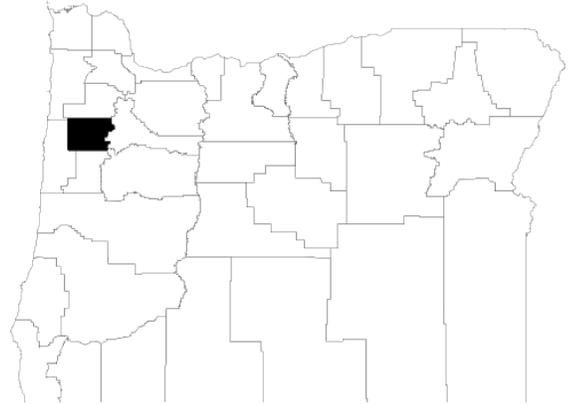




City of Independence

Community Profile

County Polk
 City Independence
 Population 9,607



Assignment

Organization City of Independence
 Supervisor Shawn Irvine
 RARE Member Alexandra Ferrara

About the Independence Downtown Association

The Independence Downtown Association is a 501(c) 3 non-profit organization which has existed for many years as a volunteer organization. Originally formed as a downtown beautification organization, IDA's mission has shifted toward business development and downtown revitalization. The organization presently has over 50 members, 10 of which come to the monthly meetings regularly. IDA has many annual events (in the order of the RARE term): Ghost Walk, Murder Mystery Dinner, Downtown Trick or Treat, Parade of Lights, Walk of Hearts, Flower Basket Fundraiser and Art in the Park.

Alexandra will take a leadership role in fundraising, strengthening existing efforts while exploring new opportunities. Part of this work will be to engage the Board in goal setting for each fundraiser as well as creation of a plan on how to get the word out about events, particularly using online platforms. Another project is to gather community input on what will improve the aesthetics of downtown and determine next steps in pursuing this project. In order to build capacity, Alexandra will also work on volunteer recruitment and development through a volunteers database, training opportunities, and work plan utilization. Last but not least, she will research downtown association social media usage, develop a strategy and begin implementation of this strategy.

Meet Alexandra Ferrara



- B.S. in Interior Design with a minor in Urban Studies – Illinois State University
- People may be surprised when they learn that I have spent over one hundred hours volunteering during my college spring breaks alone. While my friends were planning trips to the beach, I was preparing to head to another community to dedicate my time serving a specific social issue. My participation in this service occurred through a program called Alternative Spring Break (ASB).
- While I strive to excel in my studies, I am also proud of my participation outside of the classroom. Many students find a niche and stick to it throughout their time at a university. My curiosity and determination to grow pushed me to place myself in many areas throughout campus, such as Leadership and Community Connections. This allowed me to develop into an open-minded individual and bring many different viewpoints to each organization in which I am involved.