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Accelerating Opportunities and Growth

Chamber 2007 Legislative Priorities Set

The Chamber Board of Directors has adopted the recommendations of the Local Government Committee for the 2007 Legislative Priorities. Those priorities are:

- Continuing support for the appropriate use of Tax Increment Financing (TIF) as an irreplaceable local economic development tool
- Support for raising the cap on historic tax credits and removing the five-year limit on future credits to stimulate downtown business, cultural growth and renovation
- Renewal of funding for the Vision Iowa program that targets major destination development across Iowa
- Support comprehensive property tax reform to create a system that more fairly taxes all sectors versus the current system that is unfairly taxing commercial and industrial property
- Fund an aggressive workforce development strategy that provides resources to local and regional initiatives to retain, attract and train workers

- Support changing the wage threshold requirements as part of incentives provided to businesses that are retaining and creating new jobs from a County average wage to something that reflects a more regional wage threshold
- Supporting efforts to help small businesses with the continuing rising costs of health insurance

Access to information about these issues and other issues important to the business community will be available on the Chamber website, as well as quick access to legislator contact information. Plans are also underway for the annual Des Moines Legislative Day with the tentative date set for Tuesday, March 13, 2007, and the Washington D.C. Summit set for May 14-16, 2007.

More information is also available to local chamber members about issues at the Federal level as part of the new U.S. Chamber Federation Partnership. Local Chamber members have access to not only great information resources to help their business, but also considerable information about issues being considered by Congress.

“The Right Direction” is theme for new video



The Marshalltown Area Chamber of Commerce, Marshalltown Convention & Visitors Bureau, and MEDIC recently released a new community promotion video entitled, “The Right Direction.” The seven-minute video/dvd presentation

portrays the Marshalltown area as a vibrant place to live, work, and play.

The last community promotion video was produced in 1992, and a new collaborative effort was necessary to develop a tool that would be beneficial in attracting new businesses and investment, young professionals, and tourists. Several groups provided funding for the project including the Chamber, MCVB, and MEDIC, Marshalltown Development Foundation, Marshalltown Rotary Club, Marshalltown Medical & Surgical Center, Fisher Controls/Emerson Processes, and Independent Insurance Services.

The community is invited to view the video online at www.marshalltown.org, to link to the video from their website, and to share the video with friends, family, and businesses associates interested in re-locating to the Marshalltown area. Copies of the video are available at the Chamber office.

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Chamber holds five ribbon cuttings in the past month

Chamber



Movie Production planned for Spring 2007 in Marshalltown

Convention & Visitors Bureau



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Marshalltown, IA 50158
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New Members

Following is a list of businesses that have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support these businesses when making purchases and business decisions.

The Perfect Setting

13 West Main Street, Suite 102
Marshalltown, IA 50158
641-752-5373
Pam Swarts

11 Renewing Members

The renewing members printed in bold type marks those with memberships in increments of five years.

Country Financial & Insurance (3 years)

Greater Iowa Credit Union (5 years)

In Stitches (6 years)

Jiffy Convenience Stores (15 years)

Linda Harrington (7 years)

Midwest Wireless (4 years)

Newbury Management/Grant Park Apartments
(7 years)

Qwest (15 years)

Tremont Grille (13 years)

Tremont on Main (7 years)

U.S. Cellular (11 years)



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Marshalltown Works

is a monthly publication of the Marshalltown Area Chamber of Commerce, Marshall Economic Development Impact Committee and Marshalltown Convention & Visitors Bureau who collaborate in creating opportunities for business, residents and visitors.



LEADERSHIP

Happy Holidays



Joel



Ken



Shauna



Amy



Amy



Lisa

CPA

Roger F. Hackman, CPA, P.C.

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Cell (641) 485-4351

E-Mail: rghack@marshallnet.com

The Office of the MCVB, Marshalltown Area Chamber of Commerce and MEDIC will close at noon on December 22 and 29 and be closed all day on December 25 and January 1

WADE THALBERG
Manager/Trainer



641.752.2927
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2007 Home Show Planned for March

It's that time again! Marshalltown's BIG spring event is coming March 16, 17 & 18. The 2007 Marshalltown Area Chamber of Commerce Home Show will be held at the Marshall Town Center.

The Marketing Committee of the Chamber sponsors this event that is attended by approximately 14,000 people annually. According to Lynn Olberding, the Marketing Committee Chairman, "The Home Show has become the most popular way for businesses to showcase their products or services to potential customers.

"It is also a great vehicle for the Marshalltown Area Chamber of Commerce. It allows us to show our abilities and services to the public, as well as enabling us to keep in touch with businesses both new and established. It also provides an excellent opportunity to promote Marshalltown and the surrounding area, which is one of the main priorities of the Marketing Committee and the Chamber."

The show will run Friday through Sunday. Hours are 5 to 9 p.m. on Friday, 10 a.m. to 8:00 p.m. on Saturday, and noon to 5 p.m. on Sunday.

If you are interested in an application or further information regarding the show call Amy Pieper at 753-6645 for details.



Deb Borton with Consumer Energy at the
2006 Spring Home Show



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>All Consumers Energy members automatically receive Co-op Connections cards & a list of participating businesses.

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ECONOMIC DEVELOPMENT

Online tool helps MEDIC obtain accurate data

Marshall Economic Development Impact Committee (MEDIC) uses an on-line research tool, DemographicsNow, to gather accurate, timely and comprehensive demographic information.

This online service provides MEDIC with complete access to a wealth of data including current year estimates and 5-year projections, and 2000 and 1990 US Census information. It contains data on population, income, housing, race, age, education, and employment.

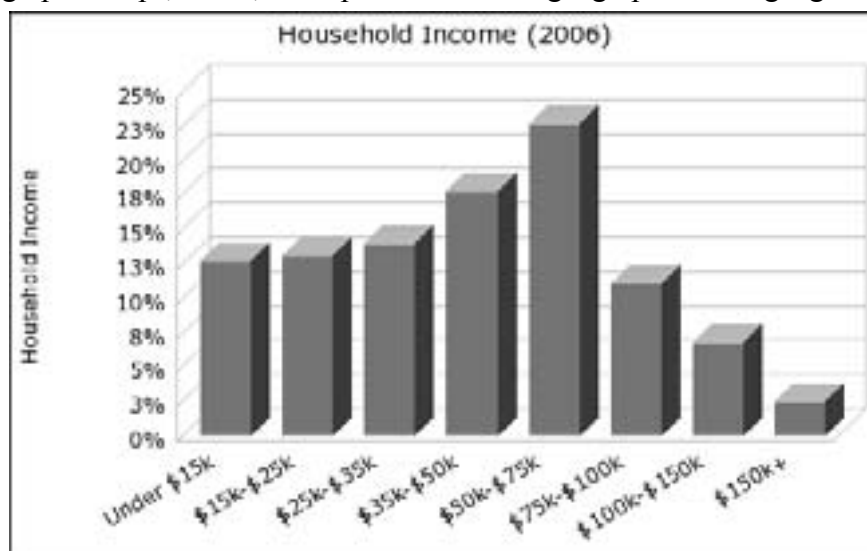
By using this online service, MEDIC is able to create unlimited custom reports using thousands of variables and has access to demographic maps, charts, and reports for all U.S. geographies. The geogra-

phies include custom radii, custom drive times, states, counties, census tracts, block groups, cities, and zip codes.

There are over 40 pre-formatted summary, comparison and rank reports available. Using the geographies listed above and the pre-formatted reports, MEDIC is able to get custom information tailored specifically for the location and demographics needed.

MEDIC also uses this program to generate specific reports for businesses and individuals needing this research information.

The sample report below shows a demographic snapshot comparison report using the zip codes 50158 and 90210.



Sample chart showing Marshall County household income.

	50158 M'town	90210 Beverly Hills
Total Population	31,583	23,899
Male Population	49.4%	47.2%
Female Population	50.6%	52.8%
Median Age	39.7	45.8
Population density (per sq. mile)	147.1	2,248.3
Employees	21,972	28,519
Establishments	1,501	4,340
Median Household Income	\$41,698	\$129,461
Total Households	12,604	9,634
Owner Occupied Housing Units	69.3%	73.9%
Renter Occupied Housing Units	23.8%	24.1%

Having access to this timely and comprehensive information helps MEDIC better understand the community, region, and state, and be able to make accurate decisions with greater confidence.

Economic Statistics

Employment	October 2006	YTD
Marshall Co. Residents in labor Force	21,400	21,060
Percent Unemployed	3.2%	3.8%
Total Employment (residents)	20,730	20,200
Marshalltown Construction	October 2006	YTD
Building Permits	16	182
Residential Dwelling Units	2	24
New Residential Construction Value	\$276,000	\$5,302,000
Residential Addition/Remodeling Valuation	\$117,000	\$1,543,000
New Commercial/Industrial Permits	0	11
New Commercial/Industrial Valuation	\$0	\$1,249,000
Remodeling Commercial/Industrial Valuation	\$51,000	\$5,331,000
Housing	October 2006	YTD
Home Sales, Single Family Dwelling	58	532
Average Sale Price	\$95,552	\$105,460
Median Sale Price	\$93,000	\$91,000

Visit www.marshalltownworks.com for additional statistics

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YOUNG PROFESSIONALS



Marshalltown Young Professionals Upcoming Activities

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21 Irrefutable Laws of Leadership

Join the Marshalltown Young Professionals for "21 Irrefutable Laws of Leadership" on Thursday, January 18 at the Fisher Community Center. The event will be held from 11:30 am- 1:00 pm, with lunch catered. There is no fee for MYP members and \$5 for non-members. The event is open to the public. Please RSVP to Amy Pieper at the Chamber before January 11.

Other Upcoming MYP Events:

January 3	Leadership Lunch
January 31	MYP After Hours
February 7	Leadership Lunch
February 24	Family Bowling Party

MYP Progressive Dinner

MYP will host a progressive dinner for its members on Saturday, January 20. Appetizers will be served at Mexico Antiguo, main course at Tremont on Main and the evening will end with dessert at Lillie Mae's. Cost is \$30 per person or \$50 per couple. Watch for more information coming soon.

Noon at Creek Bottom Coffee House
5pm at Applebee's
Noon at Creek Bottom Coffee House
Time TBD, Totem Bowl

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Branch Office Manager
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Do you know a young professional in the community that might be interested in the Marshalltown Young Professionals? Please contact Amy Pieper at the Chamber, 641-753-6645, for more information.

www.marshalltownyp.com

Listen Weekly to Chamber Chat Sunday Mornings

6:30 am on 99.5 KDAO FM
7:30 am on 1190 KDAO AM

Keep up with the latest
Chamber, MCVB and
MEDIC News.



YOUNG PROFESSIONALS

Sip. Savor. Support. Success.

The Marshalltown Young Professionals would like to thank the community for their support for the December 6, **Sip. Savor. Support.** wine-tasting and silent auction event at Elmwood Country Club.

More than 150 guests enjoyed wine-tasting provided by John Earnest Vineyard and Winery of Tama, enjoyed the premier of the Marshalltown promotional video and bid on silent auction items, donated by various community members.

The silent auction raised more than \$1300 for the Community Y's Partner with Youth Campaign. Nonperishable food items were collected and will be used for the Y's Young Mothers program.

A very special thank you to the following businesses for donating items for the silent auction: About Face Day Spa, American Legion Golf Course, Mayor Gene Beach, Community Y of Marshalltown, Elmwood Pro Shop, Eyecare Associates, Rusty Feldman, Fields Restaurant, Home Federal Savings Bank, Lew Miller, Lillie Mae's, Marshall Town Center merchants, Marshalltown Area Chamber of Commerce/MCVB, Marshalltown Community College, Marshalltown Broadcasting, Pinnacle Bank, Renner's Flowers, Times-Republican, Tremont Inn on Main, Ultimate Web Design, and United Bank and Trust.



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- Dinner Buffet for Two
- Two Dance Tickets & Reserved Seating
- Two Drinks at the Party & Party Favors
- Breakfast Buffet for Two New Year's Day
- NYE Photos posted on Website

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plus tax

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Mr. G's New Year's Buffet Menu:

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MCVB website sees

dramatic increase in usage

Since January 2006, visitors to the Marshalltown Convention & Visitors Bureau's website has increased significantly. When the MCVB announced the newly renovated site, www.visitmarshalltown.com was averaging about 10,000 "hits" per month. In November 2006, the MCVB website logged over 233,000 hits. The term "hits" is a technical term relating to the number of people who log on to the website.

Most people viewing the MCVB website are looking for events on the calendar page. This is encouraging to both event planners and MCVB officials -- the MCVB is providing a free and widely viewed venue for planners to promote their event. If you haven't posted your 2007 event, be sure to do so!

In 2007, more enhancements will be made to the MCVB website to increase user-friendliness and relevance. If you have ideas on how to improve the site, email MCVB at Purvis@marshalltown.org.

Month	Hits	Month	Hits
Jan 2006	10,185	Jul 2006	41,335
Feb 2006	27,636	Aug 2006	42,498
Mar 2006	33,184	Sep 2006	41,127
Apr 2006	33,552	Oct 2006	62,922
May 2006	35,603	Nov 2006	233,930
Jun 2006	56,857	Dec 2006	TBD

Creativity in the Workplace

Business Week recently proposed "...that making innovation work is the single most important business challenge of our era." *Time* featured "The Hidden Secrets of the Creative Mind" outlining research that dispels the myth that only certain people are creative. Creative people just work harder at it!"

Though lofty, these references demonstrate that there is a new buzz in the workplace. Successful business depends on innovation and innovation depends on creativity. Arts and culture is a societal expression that impacts an area's employee recruiting and long-term economic development.

Marshall County realizes its current resources and is creating new ones that ensure a high quality of life for residents. The Marshall County Arts & Culture Alliance supports these efforts through advocating for life-long enrichment through the arts and culture in the community.

Article submitted by Beth Burkemper, executive director of the Marshall Co. Arts & Culture Alliance.



TOURISM

Movie project delayed, producers looking forward to Spring 2007 filming



Xaypani Baccam

After several delays with other projects, executive producers of the feature film "The Curse" will be looking to film in Marshalltown in the Spring of 2007. "The Curse," a new supernatural thriller, will be shot at various locations throughout the community and surrounding area. The movie is to be co-directed by Xaypani Baccam and Bryan Brewer. Baccam a Marshalltown native is thrilled to be shooting in is home town.

"The Curse" will feature ex-"Bold & Beautiful" star Shanelle Workman, who recently completed production on the feature film "Even Money" with Kim Basinger and Ray Liotta.

Duane Journey, the film's Producer says, "The Marshalltown Convention & Visitors Bureau and the Iowa Film Office have been instrumental in securing locations, amenities, technicians and equipment for the production." Iowa Film Office Director Tom Wheeler says "Iowa is experiencing steady growth in a very competitive region so I'm very glad that Xaypani and his team have chosen Iowa over other locations. It's fantastic to have yet another Iowan return home to produce a project."

This production will have a significant positive economic impact on the community with lodging and catering revenue in addition to the hiring of electricians, carpenters, productions assistants and many more crew positions from the local area. Journey says "We want to round out a lot of the filming crew from the community, both behind and in front of the camera." Announcements on crew and casting calls will be issued soon. Raffle tickets are still available for sale, with the proceeds benefiting the Orpheum Theatre Renovation Project.

For the time and a description of the events below, log on to the MCVB website's Calendar of Events... www.VisitMarshalltown.com

January 2007

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
StoryTime	Tues. & Fri.	Public Library
Nature Story Hour	Jan 3	GrimesFarm & Conservation
Winterfest 2007	Jan 13	Green Castle (Ferguson)
Elvis-The King Lives On!	Jan 13	Iowa Valley Continuing Ed
Nature Story Hour	Jan 17	GrimesFarm & Conservation

January 2007

Meetings, Conventions, & Events
United States Trotting Association
Iowa Christmas Tree Growers Association
Iowa Fruit & Vegetable Growers Association
International Harvester Collectors

Location
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Best Western Regency Inn
Best Western Regency Inn
Best Western Regency Inn



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Nancy Flores
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CHAMBER

Chamber Ambassadors Courtesy Calls and Ribbon Cuttings

The Ambassadors are the goodwill arms of the Chamber.

Their scheduled time for courtesy calls and ribbon cuttings is at 4:30 and 4:45 on the second and fourth Tuesday of the month.

Please contact the Chamber office if you would like to schedule a visit, 641-753-6645.



Tim Miltenberger celebrated relocating Marshalltown Christian ATA to 3211 South 14th Street with a ribbon cutting on November 14



Bart and Deb Jacobson celebrated opening, Vincent's Healthy Nutrition at 3211 South 14th Street with a ribbon cutting on November 14



Phoenix E-Waste Solutions, 12 South 8th Avenue, owners Mike and Brent Ladehoff celebrated the completion of their expansion with a ribbon cutting on November 16.



MICA celebrated opening their new office location for Health & Nutrition Services at 102 North 1st Street with a ribbon cutting ceremony on November 28.



Pam Swarts celebrated the opening of her new store, The Perfect Setting, at 13 West Main Street with a ribbon cutting on December 7

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View the Chamber Newsletter on-line at www.marshalltown.org





BUSINESS



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- Great for gifts for employees, family and friends!

All gift card purchases have a \$1.50 per card activation fee.

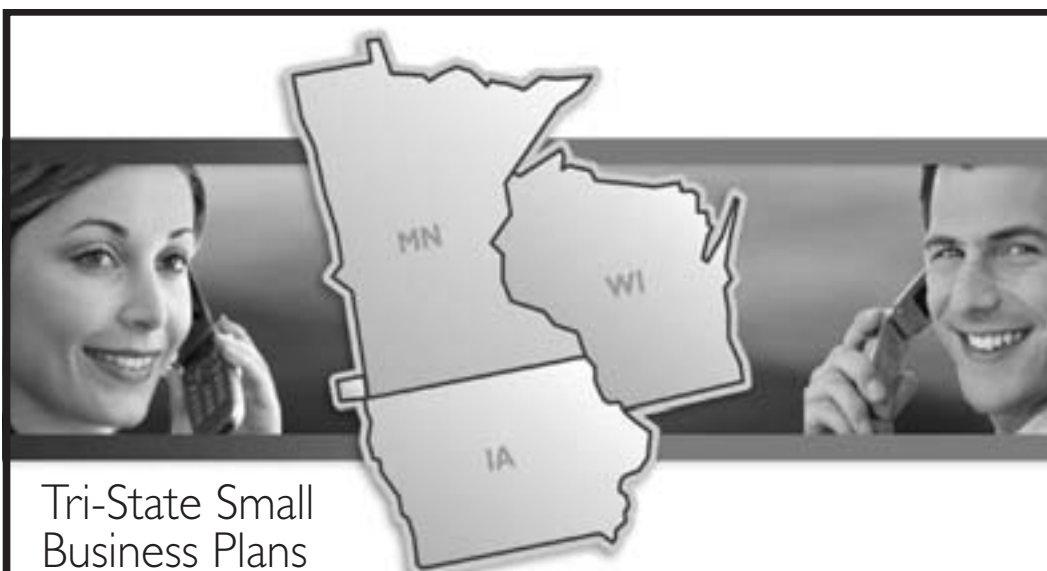
Visit www.marshalltowncenter.com for upcoming event, store sales and specials, holiday hours and much more!

Healthy Marshalltown

Asset of the Month - January - Asset #16

High Expectations

Both parent(s) and teachers encourage the young person to do well



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MAIN STREET



Marshalltown Central Business District Year in Review

The end of another year is upon us and the Marshalltown Central Business District has experienced another successful year. It was November of 2005 when Marie Steenlage accepted our offer to be the Marshalltown Main Street Director...and WOW! what a job she has done! The organization skills she has brought to this program are numerous; the ability to bring volunteers to the table and her ability to make things happen when all around us there are fires to put out! The Board of Directors & Main Street Investors are so very pleased to have Marie directing our program.

We have seen several new businesses evolve over the past year...C&T Used Furniture (which is already moving to a larger location!), expansion of The Cabinet Shoppe, JE&J's Beauty Supply Shop, Northwestern Mutual Financial Network, The Marketplace, 7 Rayos Liquor Store, Foto Fiesta, and most recently, The Perfect Setting! And these are just the few that I can name off the top of my head!

With growth, there is change and we will miss Gildners owned & operated by Dave & Diana Swanson as they close their store at the end of the year, along with Centre Shops owned and operated by the Garbers. Change does not come without opportunity, and we extend our best wishes to these storeowners as they pursue new ventures.

As Main Street President it has been an eventful year for the MCBBD as well as the community we live in. The growth and expansion that is on the horizon...the new

library, the renovation of the Orpheum Building, MMSC Cath Lab and new MMSC Medical Clinic, and now the commitment made to Marshalltown by Fisher Controls...I know that I am excited to be a part of our downtown as we experience this growth!

Thank you to the community for supporting the Main Street Program, the downtown businesses AND our continued outreach to you with our community events...The Garden Extravaganza, Ridiculous Days, Thanks with Franks, Holiday Stroll...to name a few. We bring you these events to bring you downtown...to enjoy the nostalgia of a historic district and to shop businesses owned by your friends and neighbors.

Thank you again for a wonderful year and we look forward to seeing you in our businesses and at our events in 2007.

Mary K. Curley, 2006 Board President

Directors:

Erin McGregor –Vice President	
DyAnne Henry Secretary/Treasurer	
Jim Clark	Dean Elder
Mary Carol Fish	Vic Hellberg
Jeff Krough	Kileen Rezac
Dave Swanson	John Reardon
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BUSINESS

Target 5 — Buy In!

The simple concept of the Target 5 - Buy In is catching on. Here are a couple of examples.

“On behalf of Marshall Town Center staff and tenants, I just want to commend you and thank you for your Target 5 - Buy In campaign. It could have a huge impact on the local economy and as more money is spent in the community there is room for retail growth.”

Lynn Olberding, CMD
Marketing Director, Marshall Town Center

“I have directed our office manager to evaluate our purchasing practices. Target 5 - Buy In has encouraged us to look at our purchasing.”

Pr. Gregg Davison, Trinity Lutheran Church

You, too, can Target 5 and Buy In — it’s easy to be a part of adding 350 jobs and \$40 million to the local economy!



Imagine - 7 big ideas by 2011

Citizens from all parts of the community are participating in the Imagine 2011 grassroots planning initiative. Over 600 ideas have been generated and more are coming in daily. The next BIG Imagine 2011 event is scheduled for Thursday, January 11, 5:30 p.m. at the Fisher Community Center. Attendees will get the chance to enjoy some refreshments, brainstorm ideas, and the members of the idea selection committee will be announced. Stay tuned for more details and keep the ideas coming!



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