

theDIGEST

distinctly different

November 2016

Volume 34, Issue 5

In this Issue

Letter from the CEO/ Chamber Member Spotlight	2
Business News	3
Leadership	4
Marshalltown Area News	5
Ambassador Visits	6
Chamber News	7
Business Directory	8-9
Economic Development	10
Convention & Visitors Bureau Tourism News	11
Chamber News	12



REGIONAL
PARTNERSHIP
MARSHALLTOWN



Exploring the Partnership's updated website

Marshalltown Regional Partnership (MRP) recently unveiled their newly designed website located at www.marshalltown.org. The updated look includes the Partnership's new tag line: "Distinctly Different," showcasing Marshalltown's unique and rich combination of art, business, technology, and education amidst a mix of many cultures.

"The website showcases the 'look' and 'feel' we want to express to our current and future residents and businesses," say MRP CEO David Barajas, Jr. "Marshalltown is a thriving community, with a vast amount of art and culture, business and industry, and diversity. This robust website highlights all of Marshalltown's assets in one central place."

The home page features four distinct rotating sliders, each with a message designed to invite viewers into our community. At the bottom of the home page, website users can choose from News, Directories, and Publication links. The top of the home page offers five tabs: Work (connects to Chamber topics including the online business directory and Marshalltown job posting site), Visit (connects to Convention & Visitors Bureau topics including what to do and where to stay), Build (connects to Marshall Economic Development topics including services offered, available properties, and economic data), Events (connects to the community calendar), and Contact (to meet and reach the MRP team). Be sure to visit www.marshalltown.org and explore the site with a full tour!



www.marshalltown.org features this and three other unique sliders. Check it out!

4th annual Shop Small Saturday



Again this year, the Chamber is partnering with American Express and local businesses to encourage holiday shoppers to think local and Shop Small on Saturday, November 26. In 2015, 95 million people went out to support small businesses on the Saturday after Thanksgiving.

The Chamber is seeking small, independently-owned businesses to participate in this holiday tradition. For a \$50 investment, the Chamber offers 2016 Shop Small Saturday participating businesses promotional materials, advertising, and giveaways as part of the November 26 holiday event. Participating businesses include: Art & Frame on Main, The Chalet, Haley's Grocery Store, Hellbergs Jewelers, In Stitches, Pentz Appliance & TV, Sports Page, Taylor's Maid-Rite, Thompson True Value, Tremont Grille, and Willards Furs & Fashions. To register your business for participation, please contact the Chamber office at (641) 753-6645 or by emailing info@marshalltown.org.

This direction
Affix label here
CURRENT RESIDENT OR

Pre Sort Standard
U.S. POSTAGE
PAID
MARSHALLTOWN, IA
PERMIT NO. 42

Marshalltown Area Chamber of Commerce
P.O. Box 1000
Marshalltown, IA 50158

Collabo-munity... Marshalltown, Iowa!

So you say you've never heard of the term "collabo-munity" before? Well, soon enough our friends from Merriam-Webster may be adding this term to their newest hardbound dictionary edition that will sit on bookshelves throughout the world! And when this term becomes the new buzzword worldwide, it will all lead back to our hometown of Marshalltown, Iowa!

Collabo-munity was born during our various workshops/work sessions that led up to the unveiling of our new brand/website for the Marshalltown Regional Partnership. As we were working through the process of developing our brand with our branding consultants, Flying Hippo, we found that all of our conversation was not just about Marshalltown Regional Partnership, but rather our conversation invariably became about "Marshalltown." It was during our conversations we really realized that "We are Marshalltown, and Marshalltown is We;" thus we are one in the same.

This takes me back to collabo-munity...a term that embodies who and what we are as Marshalltownians. So, let's break down our new term: collaborative – *adjective*, produced or conducted by two or more parties working together...community – *noun*, a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

YES, this is us...we are the collabo-munity that Merriam-Webster will soon be touting and that will soon be the new buzzword expressed in many different languages across the globe!

As you will see in various places in our new publication, The Digest, we are quite proud of our new logo for Marshalltown Regional Partnership; it is who we are...bold, crisp, different, artistic and forward-thinking. We are even more proud that our new brand/logo/website embodies the spirit of what a collabo-munity truly is...for our new brand/logo/website provides another opportunity for our community to come together in that old collaborative/community fashion that is clearly Marshalltown!

A.M. Exchange

Wednesday, November 16

7:00 - 8:30 a.m.

Hawkeye Care Center
(2401 South 2nd Street)

Enjoy business **before** hours with networking and a great breakfast. Meet someone new or reconnect with a business contact.

All employees of Chamber member businesses & organizations are encouraged to attend.

Sincerely,
David Barajas, Jr. CEO



CEO'S CORNER

MEMBER SPOTLIGHT

Randall's Guitar School & Music Shop

Randall's Guitar School & Music Shop has been bringing music to the Marshalltown area for the past 20 years. What started by giving lessons with a few guitars and amps has grown into a full-line music shop for owners Bruce and Jan Randall.

"Whether a person is looking for a special guitar or is simply interested in learning to play, we are the place to come," says Bruce. "We offer quality gear and private lessons for guitar, piano, and bass students of all ages and abilities."

The shop is an authorized dealer of many lines of instruments, equipment, sheet music, and accessories. "That includes Washburn, Line 6, Hartke, Rocktron, ZT, D'Addario, Planet Waves, Yorkville, and Hal Leonard to list a few," Bruce says. "What's more, we are the only music shop in the area providing lessons, sales, and repair services. Also, we match box store and internet prices on all guitars and amps we stock."

A Marshalltown native, Bruce believes in supporting local businesses, especially ma-and-pa stores like his. "The great benefit of stores like ours is being able to give one-on-one service to customers when they come into our shop," says Bruce.

Bruce and Jan are supporters of both the Chamber and the community. "We are a Chamber member because it's great to work together to make the 'best of the best' with our businesses," Bruce says. They also make the best of their talents by being involved in numerous community organizations. Their musical ability naturally leads them to be active in the music ministry at First United Methodist Church. In addition, Jan is a member of Tuesday Musical Club, volunteers at Southridge Specialty Care, and plays for many funerals and weddings. Bruce is a weekly volunteer at the House of Compassion Supply Closet. He also recently joined Marshalltown's "Inner Lite" band, an IRRMA Hall of Fame 2015 inductee.



Randall's Guitar School & Music Shop, 1008 Summit Street, is open by appointment.

Reach them at (641) 752-8876.

Randall's
guitar school & music shop

Iowa Valley Leadership Class

HISTORY DAY: Marshalltown history and icons topped the agenda of Iowa Valley Leadership's October session, sponsored by Anderson Funeral Homes and Zeno's Pizza. Presentations featured Riverside Cemetery, Tallcorn Ballroom, Zeno's Pizza, the courthouse, the Orpheum, Marshall County Historical Society, and Susie Sower House plus a tour of art collections at Fisher Community Center. "I've lived in Marshalltown all my life and never knew the things I learned today," one participant said. "You take for granted things when they are in your own backyard."

CLASS SPOTLIGHTS:



Norma Dorado-Robles

Name: Norma Dorado-Robles

Title: ISU Extension and Outreach Family Nutrition Program Coordinator.

What that means: I coordinate the Buy, Eat, Live Healthy program to help clients with limited resources save money, eat healthy and get active. I'm also leader for the MHS 4-H Club, facilitator for the "Juntos" program (helping 8th graders learn high school and college opportunities), and local coordinator for the Shop Healthy Iowa Initiative (to help Hispanic stores increase produce sales.)

Best part of my job: Everyday is a new story and reaching out and helping others is the best part.

Other community involvement: I'm active in church (both girls and Hispanic ministries) plus helping with a local political campaign.

Why I am in IVL: To grow professionally/increase community outreach.

Best part about living/working in Marshalltown: Having lived here 10 years, I consider Marshalltown my hometown. It's a nice community with many great opportunities available and a lot of agencies willing to help.



Josh Wesley

Name: Josh Wesley

Title: Marshalltown Community School District - Director of Technology

What that means: I'm responsible for all things technology related for the students and staff at MCSD.

Best part of my job: Implementing new technologies in the classroom and preparing students for a tech centric workforce.

Other community involvement: Still new to the community. Looking for opportunities!

Why I am in IVL: IVL was suggested to me as a great way to kick-start my introduction to Marshalltown.

Best part about living/working in Marshalltown: Great people! Seriously, everyone I've met so far has been wonderful.


SHOMO-MADSEN INSURANCE


Independent Insurance Agent

*Your Locally Owned
Choice For All Your
Insurance Needs!*



**Auto • Home
Business • Farm
Life • Health**

753-6691

Toll Free 1-888-753-6691

22E. Main St. • Marshalltown

AREA CHAMBER
OF COMMERCE
MARSHALLTOWN



Board of Directors

Gary Schaudt, Chair
Mike Fitzgerald, Vice Chair
Tom Campbell, Treasurer
Dennis Drager, Past Chair
Mary Wertzberger, Econ. Dev. Chair
Paul Beals
Deb Borton
Pete Charboneau
Heidi Dalal
Laura Farrington
Deirdre Gruendler
Ross Harris
Dan Moellers
Jeff Rasmussen

Ex-Officio

Jenny Etter, MCBD
Dennis Grabenbauer, Marshall Co.
Dr. Robin Shaffer-Lilienthal, MCC
Mayor Jim Lowrance
Dr. Theron Schutte, MCSD

CONVENTION &
VISITORS BUREAU
MARSHALLTOWN



Board of Directors

Tyler Wollam, Chair
Ken Huge, Vice Chair
Rich Heckner, Secretary
Jessica Vint, Treasurer
Julie Thomas, Past Chair
Al Hoop
Shelley Lechnir
Annemarie Selness
Bob Untiedt

ECONOMIC
DEVELOPMENT
MARSHALL



Board of Directors

Mary Wertzberger, Chair
Matt Garber, Vice Chair
Steve Sincox, Secretary
Curt Hoff, Treasurer
Gary Schaudt, Chamber Chair
Bryan Amundson
Paul Beals
Ellen Bergman
Denny Grabenbauer
Miguel Gutierrez
Mayor Jim Lowrance
Steven Shupp
Steve Valbracht

Ex-Officio:

Jacque Goodman, IVCE
State Representative Mark Smith
State Senator Steve Soddors

REGIONAL
PARTNERSHIP
MARSHALLTOWN



Board of Directors

Chris Brodin, Chair
Paul Beals, At-Large
Dennis Drager, Chamber
Denny Grabenbauer, At-Large
Sharon Greer, At-Large
Matt Garber, Econ. Dev.
Gary Schaudt, Chamber
Julie Thomas, MCVB
Mary Wertzberger, Econ. Dev.
Tyler Wollam, MCVB

Thank you volunteers!

A great group of volunteers helped personally deliver thank-you gifts to local Chamber members during Chamber Member Appreciation Week the first week of October. The Chamber extends a heartfelt thank you to:

Amanda Accola-Alliant Energy
Linda Bell-Home Federal Savings
Lauren Borcharding-Jeff Linton State Farm
Chris Brodin- Coldwell Banker Premier
Cindy Brodin-Coldwell Banker Premier
Jasmine Cripps-Farmers Savings Bank
Joe DeMonte-Emerson – Fisher
Heidi Drager-Animal Clinic – The Vet
Tracey Gerard-MICA
Dave Heddens-Lennox Industries
Jerrod Leffler-Farmers Savings Bank
Jeff Linton-Jeff Linton State Farm
Kayleen Mahlstede-Home Federal Savings
Gary Schaudt-SagePoint Financial
Andy Schwandt-On Media
Paula Wantiez-Casey's General Stores
Jacque Wyant-MCSD

**Chamber Area Dollars
make great
holiday gifts!**

Staff:

David Barajas, Jr., CEO Marshalltown Regional Partnership
Lynn Olberding, Executive Director Chamber
Barbara Johnson, Executive Assistant Chamber
Val Ruff, Executive Director MCVB
Shauna Banks, Executive Assistant MCVB
Tom Diemerly, Executive Director Marshall Economic
Development

The Digest is a monthly publication of the Marshalltown Regional Partnership which is comprised of the Marshalltown Area Chamber of Commerce, Marshalltown Convention & Visitors Bureau, and Marshall Economic Development who collaborate in creating opportunities for business, residents and visitors.

Receive Total Home Comfort At

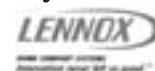
KAPAUN & BROWN, Inc.

A Premier Lennox Dealer



1002 West Lincolnway

753-3563





MARSHALLTOWN NEWS

(we just have to *brag a little*)

Announcing...

Congratulations to...



Gabriela Vargas Avalos, new Branch Manager of the Great Western Bank office located at 11 North 1st Avenue. She has served as a Personal Banker there for 11 years.

**Vargas
Avalos** **Child Abuse Prevention Services (CAPS)**, recipient of a \$132,000 federal grant each year for five years to establish a Migrant Family Services program in Marshall County. A Marshalltown-based nonprofit agency, CAPS recently celebrated 35 years of service to our community.



Paul Gregoire, Vice President of Global Human Resources for **Emerson Fisher** based in Marshalltown, on receiving the Legend of Manufacturing award for companies with more than 300 employees as presented by the Iowa Association of Business and Industry (ABI). **John W. Norris, Sr.**, former

Gregoire President of **Lennox Industries** founded in Marshalltown, received the Posthumous Legends of Manufacturing award also presented by ABI. (His award was accepted by Plant Manager **Miguel Gutierrez**.) The annual awards are given to Iowa manufacturers who have excelled in promoting advanced manufacturing careers while challenging outdated stereotypes about the industry. A committee chose the 2016 winners from more than 60 nominations and based their selection on many factors including community and statewide support of manufacturing.



Kirk Niehouse, art instructor a **Marshalltown High School**, on receiving the Outstanding Secondary Art Educator Award for 2016-17 from the Art Educators of Iowa. Awards are given each year to Iowa arts education professionals who show exemplary dedication in teaching art to others.

Niehouse

Clapsaddle-Garber Associates merger with Shoff Consulting Engineers of Cedar Falls. The joined firms move forward under the CGA banner with expanded resources, serving both central and northeastern Iowa.



Kim Jass-Ramirez as new Financial Development Director for the Marshalltown YMCA-YWCA. She most recently was Director of Mission Advancement and Healthy Living at the Cedar Rapids Metro YMCA.

**Jass-
Ramirez**

Art & Frame on Main (formerly known as The Perfect Setting) located at 13 West Main Street has a new business name. The change reflects an updated image and services on the occasion of the business' 10th anniversary.



Does

Dylan Does as new Director of the Community Foundation of Marshall County (CFMC). He is founder and lead pastor of Restore Church in Marshalltown, a position he will continue while serving CFMC part-time. CFMC works to improve the quality of life in Marshall County by building charitable endowments and addressing critical community needs in partnership with donors and nonprofit organizations.

If you have Marshalltown area news to brag about, submit it to The Digest via email to bjohnson@marshalltown.org or via mail to P.O. Box 1000, Marshalltown, IA 50158. Grand openings, management changes, employee promotions, moves, name changes, expansions, accomplishments, awards, and major developments all qualify. Space is limited, so please keep submissions to a maximum of six sentences. Photos should be sent in JPEG format. The editor reserves the right to determine what is included. All information in this section is supplied by Chamber member businesses and organizations and is not an endorsement by Marshalltown Regional Partnership.



AMBASSADOR PHOTOS

Left: On September 18, staff of the Marshalltown Public Library (105 West Boone), community leaders, and Chamber Ambassadors held a ribbon cutting celebrating the library's new Sunday hours.

Right: On September 21, Directors Amber Young and Ashley Johnson, staff, students, and Chamber Ambassadors cut the ribbon celebrating the opening of Bobcat Academy (1910 S. Center Street).





CHAMBER | AMBASSADORS VISITS



Left: Marshalltown Community College administration and Chamber Ambassadors cut the ribbon on the newly remodeled MCC William “Bill” Faust Student Union (3700 South Center Street) on September 22.



Right: Chamber Ambassadors hosted a courtesy call with owners Roger and Laura Vajgrt and the staff of Home Rental Center & Sales Co. (603 South 6th Street) on September 27.



Left: Managers and staff of Casey's General Stores and Chamber Ambassadors celebrated the opening of the new store (108 Iowa Avenue West) with a ribbon cutting on September 30.



Right: Management of Marshalltown Company (104 South 8th Avenue) gave Chamber Ambassadors a tour of the manufacturing facility during a courtesy call on October 11.

**CENTRAL IOWA
HEALTHCARE**

is transforming for the future.

Have a question? Want more information about what the future holds for CIH? Check us out at futureforCIH.com or scan the QR code with your technology device to be connected with up-to-date information.



Visit www.marshalltown.org for all the latest Chamber news and upcoming events.

Thank You Ambassadors!

AREA CHAMBER
OF COMMERCE
MARSHALLTOWN



Cupcake Challenge winners

The 2nd annual Cupcake Challenge was held during this year's Chamber Member Appreciation Picnic. The panel of esteemed judges had a tough job, but in the end **Extra Extra eat all about it! Coldwell Banker Bliss** created by Peggy Hannam & Cindy Brodin took the Judge's Choice award. All picnic attendees sampled the entries and voted for the People's Choice award which went to **CIRSI Sweet and Salty Cupcakes** created by Julie Williams & Renee Phillips. Congratulations!

Thank You Reinvesting Members

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

Animal Medical Clinic, P.C.	29	Marshalltown Community College	24
Best Western Regency Inn	41	Maxim Advertising	9
Central Iowa Art Association	15	Super 8	1
Central Iowa Family Planning, Inc.	7	TSP Inc.	19
Hy-Vee Drugstore	46	Temp Associates	18

YOUR FINANCIAL FUTURE IS OUR #1 PRIORITY!

We have a wide variety of products and services available to construct a portfolio consistent with your financial goals and objectives.

Call today and let us help you plan your financial future.



Gary Schaudt - Registered Principal
25 S. Center Marshalltown, IA 50158
641-752-2041/800-369-1588

Securities, insurance and advisory services offered through SagePoint Financial, Inc., member FINRA, SIPC.

Finding 100 extra minutes a day

Can we control the clock? No! But, we can manage ourselves. The Chamber, in partnership with ATW Training, is offering "Finding 100 Extra Minutes a Day," on Tuesday, December 13 from 9:00 a.m. to Noon at Fisher Community Center. Cost is \$55 per person (includes breakfast and materials.) Register at www.marshalltown.org/register.

New Members

The following businesses have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support these businesses with your patronage.

JCPenney

Ryan Peck, Manager

2500 South Center Street, Marshalltown, IA 50158

(641) 753-5583

Dedicated to bringing customers the very best in stylish and affordable goods, the journey towards better value starts and ends with JCPenney.

www.marshalltown.org Statistics

	September 16	Avg/Month	YTD Total
Unique Visitors	6,835	3,679	33,115
Number of Visits	10,792	6,777	60,991
Page Views	57,984	29,303	263,727
Hits	192,130	119,125	1,072,121

The Marshalltown Regional Partnership's website traffic is strong. The website includes information about each of the organizations that comprises the Partnership: the Chamber, Convention & Visitors Bureau, and Economic Development. Be sure to check the website for business news, legislative updates, event photos, program information, job postings and community calendar.



Norm Bach

Planning your future?

We offer
Trust & Investment Services
tailored to fit your needs & help
you achieve your financial goals.



Put your trust in us!

fsb-iowa.com

641-752-2525



Cathy Underhill

ADVERTISING SPECIALITIES

**MARSHALLTOWN
TIMES-REPUBLICAN**
135 W. Main
Marshalltown
753-6611

ATTORNEYS AT LAW

CARTWRIGHT, DRUKER & RYDEN
Rex J. Ryden
John F. Veldey
Joel T.S. Greer
Sharon Soorholtz Greer
Christopher R. Wertzberger
112 W. Church St. Marshalltown
641-752-5467

CARPET CLEANING

SERVICEMASTER
Carpets • Upholstery
Duct Work
Commerical
Janitorial Services
752-3956

HEATING & COOLING

**KAPAUN &
BROWN**
1002 W. LINCOLNWAY
MARSHALLTOWN
641-753-3563

APARTMENTS

**SOUTHERN HILLS
APARTMENTS**
753-4533
BOULDER PROPERTIES
1 & 2 Bedroom Apartments
641-752-7767
www.venturellc.com

**PEGLOW,
O'HARE & SEE**
118 East Main Street
Marshalltown
752-8800

CONTRACTORS

**LANDON-
LANDON
& ASSOC.**
709 W. Madison St.
Marshalltown, IA 50158
www.landon-landon.com

INSURANCE

**CHASE
INSURANCE SERVICES**
105 A. Westwood Dr.
Marshalltown
752-5733

ART

**CENTRAL IOWA
ART ASSOCIATION**
Est. 1946
• Art Instruction for All Ages
• Art Supply Store
• Monthly Art Exhibits In Fisher Auditorium
709 S. Center St., Marshalltown
 **753-9013**
www.theartcentermarshalltown.org

AUTOMOTIVE

**ARNOLD MOTOR
SUPPLY**
116 E. Anson St.
Marshalltown
753-5533

ENGINEERING & LAND SURVEYING

**CLAPSADDLE-GARBER
ASSOCIATES, INC.**
16 E. Main St.
Marshalltown
752-6701

**INDEPENDENT
INSURANCE SERVICES**
11 E. Church Street
Marshalltown
752-4618

ATTORNEYS AT LAW

**MOORE, McKIBBEN,
GOODMAN, & LORENZ, LLP**
Larry E. McKibben
James L. Goodman
William J. Lorenz
Douglas W. Beals
Michael R. Horn
Norma J. Meade
Sean K. Heitmann
Brandon W. Ruopp
Brandon J. Buck

26 S. 1st Avenue
Suite 302
Marshalltown
641-752-4271
www.marshalltownlaw.com

**HELPER
AUTO SERVICE**
108 W. State St.
Marshalltown
752-5225

HEARING AIDS

**Concept by IOWA
Hearing AID Centers**
Marshall Town Center
2500 S. Center Street
Marshalltown, Iowa
641-753-1426

**SHOMO-MADSEN
INSURANCE**
22 E Main St.
Marshalltown
753-6691

BUILDING SUPPLIES

**SPAHN & ROSE
LUMBER CO.**
110 W. Madison St.
Marshalltown
752-1541

HEATING & COOLING

B & G HVAC
1208 E. Main Street
Marshalltown
641-752-3429





BUSINESS DIRECTORY

MISCELLANEOUS

AUGUSTINE COMPANY

1210 Industrial Blvd.
Marshalltown

753-3875

SALVATION ARMY

107 W. State St.
Marshalltown

753-5236

MUSIC INSTRUCTION & SALES

Randall's

guitar school & music shop
Lessons On Guitar • Bass & Piano
Guitars • Amps & Accessories
Repairs • School Band Supplies
1008 Summit Street
Marshalltown • 752-8876
www.randallsguitarschoolandmusicshop.com

NURSING HOMES

GRANDVIEW HEIGHTS

910 E. Olive St.
Marshalltown

752-4581

CARE INITIATIVES

Southridge Specialty Care
309 W. Merle Hibbs Blvd.
Marshalltown

752-4553

NURSING HOMES

HAWKEYE CARE CENTER MARSHALLTOWN

2401 S. 2nd Street
Marshalltown

752-1553

PAINTING

PRO FINISH COMMERCIAL & INDUSTRIAL PAINTING

641-752-7896

www.profinishiowa.com

PLUMBING & ELECTRIC

ELECTRIC SUPPLY OF MARSHALLTOWN

1008 S. 12th Ave.
Marshalltown

752-4672

HARTWIG PLUMBING & HEATING INC.

1002 W. Lincolnway
Marshalltown

752-5707

RADIO

KFJB-KXIA

123 W. Main St.
Marshalltown

753-3361

TAX SPECIALISTS

H&R BLOCK

Tax & Business Services

204 E. Linn, Suite C
Marshalltown

752-4418

ACCU-TAX

1302 W. Main St.
Marshalltown

752-6033



Marshalltown
WORKS
for *BUSINESS*

**Would you like
to have your
Chamber
Business listed?**

**Contact your
Times-Republican
Sales Representative to
have your Chamber
Business Listed on this
Chamber Directory.**



ECONOMIC DEVELOPMENT

What is a “collabo-munity,” and

how does it relate to economic and community development?

Part 1 of 2 in a series highlighting Marshall County collaboration and economic development

by Tom Deimerly, Executive Director, Marshall Economic Development

What is economic development anyway?

Economic development is the progression of economic wealth of countries, regions or communities for the well-being of their inhabitants. From a policy perspective, economic development can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs, supporting or growing incomes, supporting workforce/education efforts, enticing visitors to town, and increasing the general the tax base. So you say, what do all those words really mean, how does it impact me locally, and what in the world is a “collabo-munity”?!

How does collaboration impact economic development?

It takes a village to raise a child, and it takes a village to make that community one in which the child wants to live, work and grow their own family. It takes the work of the members of the Marshalltown Regional Partnership (Marshall Economic Development, Marshalltown Area Chamber of Commerce and Marshalltown Convention & Visitors Bureau), Marshalltown Central Business District, Marshall County, City of Marshalltown, Iowa Valley Community College District, Iowa Farm

Bureau, Region 6 Planning Commission, Consumers Energy, Alliant Energy, Heart of Iowa Telecommunications, State Center Development Corporation, Conrad Main Street, Business Education Alliance, Central Iowa Healthcare, Central Iowa Art Association, Live on Stage Marshalltown, Marshalltown YMCA-YWCA, USDA, Trails, Inc., Vision Marshalltown, and local religious institutions to add to this effort. I know I’ve missed groups...please don’t shoot the messenger!

Marshalltown is collaborative

My point is that we in Marshalltown are a collaborative bunch and that collaboration is the foundation of local-based economic development. As the list above shows, there are a number of players out there with a common goal and, on many projects. It takes multiple entities to make a project successful whether it be for a new business, neighborhood revitalization project, education/workforce project or new convention coming to town. It’s all about bringing the right players to the right table, at the right time, when appropriate for the project to make Marshall County an even better place to live and work. That becomes the cornerstone of efforts to recruit, retain, and grow businesses here which ultimately makes a sustainable community with a high quality of life. And that, my friends, is the very core of economic development!

In next month’s article, I will outline specific community and economic development projects, the organizations that came together to make them a reality, and the role of local business and economic development agencies in partnering to bring those efforts to fruition.

“It’s all about bringing the right players to the right table, at the right time...”

Economic Statistics

Employment – Marshall County August	2016	2015
<i>(Source: Iowa Workforce Development)</i>		
Labor force	19,280	19,740
Unemployed	950	810
Percent unemployed	4.9	4.1
Total employment	18,330	18,930
Marshall County Construction September		
<i>(Source: Marshalltown Building Department)</i>		
Building permits	22	16
New Residential Construction	\$369,000	\$864,000
Residential Addition/Remodeling	\$61,000	\$0
New Commercial/Industrial Const.	\$411,000	\$2,080,000
Commercial/Industrial Remodeling	\$405,000	\$0
Housing Sales Data August		
<i>(Source: Iowa Association of Realtors)</i>		
Single family home sales	59	38
Average sale price	\$123,678	\$124,188
Median sale price	\$124,900	\$125,500

“Your Hometown Tire and Auto Service Center”

McAtee
Tire & Service Center, Inc.

205 E. Linn St.
Marshalltown
752-7511



CONVENTION & VISITORS BUREAU

25th Holiday Stroll and 130th courthouse anniversary

Marshalltown Central Business District is proud to announce the 25th annual Holiday Stroll as well as Tiny Tim Festival of Trees. This year's event, titled "Silver Bell Celebration," will take place on Saturday, November 19 from 4:00 to 8:00 p.m. in downtown Marshalltown. The Tiny Tim Festival of Trees will be featured in the Orpheum's Black Box Theater.



The stroll includes entertainment for the whole family with horse-drawn carriage rides, Santa's workshop, carolers/choir, gingerbread houses, and bell ringers plus food, mead and wine tasting, hot cider and cocoa, and much more.

Besides the stroll and tree festival, the community is invited to help celebrate the Marshall County Courthouse's 130th anniversary. "There will be free tours of the grand courtroom, as well as the bell and clock tower on both Friday, November 18 and Saturday, November 19," says Lisa Gassman, Marshall County Supervisors Administrative Assistant. "Tours leave every half hour from 1:00 to 4:00 p.m. each day with light refreshments served on Saturday. All participants will receive a timeline of the courthouse, as well as a chance to view the new history display case. Please use the Main Street courthouse entrance only."

Committee co-chair Tammy Barajas says, "Our committee invites the community to join us for this special celebration of the silver anniversary of our Holiday Stroll event and 130 years for our courthouse."

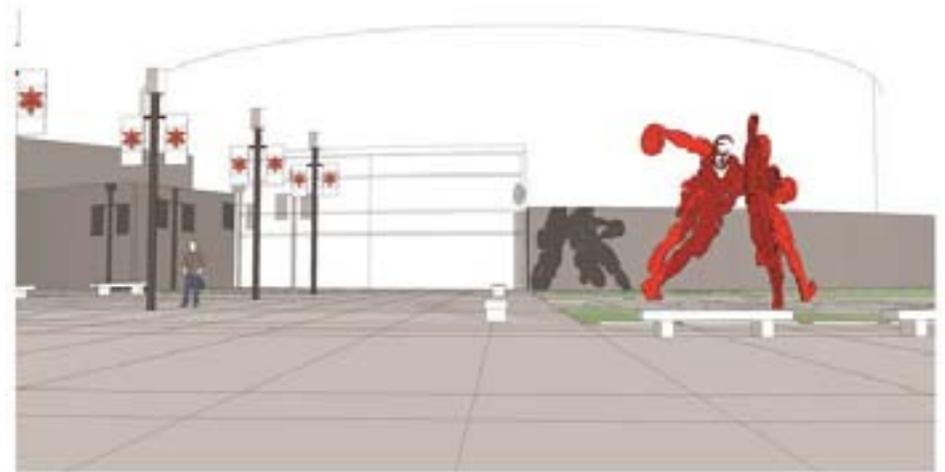
3rd Annual Bluegrass Festival

Join the Bluegrass Music Association of Iowa on Thanksgiving weekend for the 3rd Annual Bluegrass Festival. This family friendly event includes The Baker Family, Kenny Stinson & Perfect Tym'n, Back Four More, The Sterlings, and Missouri River Band. There will also be workshops available, jamming rooms and an open stage time.



Held at the Best Western, 3303 South Center Street, make hotel reservations by calling (641) 752-6321; ask for the "Bluegrass" rate. Dates and times of this event are Friday, November 25, 6:30 to 10:00 p.m.; Saturday, November 26, 10:00 a.m. to 4:45 p.m. and 6:30 to 10:15 p.m. Purchase tickets in advance at www.iowabluegrassmusic.com or at the door. For more information, call (641) 799-1442 or visit their web page.

"Drills": the MHS Roundhouse public art project



The Marshalltown Public Art Committee (M-PAC) is excited to share the site plan for the public art, "Drills," to be installed at the MHS Roundhouse in late November. The design, chosen from among 60 applicants, was created by Gail Folwell of Boulder, Colorado and is currently under construction. For more information on the artist and her work, visit Folwell Studios' website at www.folwellstudios.com. The project is funded by the Iowa Great Places program administered by the Iowa Department of Cultural Affairs.



Post your community events in 4 EZ steps!

Marshalltown's Convention & Visitors Bureau (MCVB) self-posting calendar of events is the HUB for all activities in the Marshalltown area. Post your organization/group events, performances or festivals (which are open to the public) in four easy steps:

1. Start at www.marshalltown.org/events
2. Scroll to the bottom of the calendar page; click "Add New Entry"
3. Fill out the online form as applicable
4. Click "Submit Entry"

Posting events on the MCVB online calendar is free! Passwords are not used and all events, open to the public, can be added at any time day or night for your convenience. An automatic 'no-reply' email will be sent when your event has been approved on the calendar.

Chamber's 2017 Experience Trip

The Chamber recently announced the destination for its 2017 Experience Trip: Panama featuring Panama City, Gamboa, and Playa Blanca. This 7-day, 6-night trip, led by Chamber Explorations, is scheduled for October 20 - 26, 2017. Informational meetings will be held Tuesday, November 15 at 5:30 p.m. and Wednesday, November 16 at 8:30 a.m. at Fisher Community Center.

"We are excited to offer this unique excursion package, given the importance of this region to our global economy," says Lynn Olberding, Chamber Executive Director. "It features a Panama Canal Transit Cruise, as well as observation of a rainforest and lifestyle experience of a tropical native tribe. We'll also get a taste of city life with a tour of Panama City."



Cost is \$2,995 per person (double occupancy) and includes: roundtrip airfare from Des Moines International Airport, international air departure taxes/fuel surcharges, 13 meals, professional tour director, motorcoach transportation, hotel transfers, admissions per itinerary, and baggage handling.

NOVEMBER

November 1-9: Chamber Experience France trip
November 3: Business to Business Showcase
November 16: A.M. Exchange hosted by Hawkeye Care Center
November 24-25: MRP offices and Fisher Community Center closed for Thanksgiving holiday
November 26: Shop Small Saturday
December 13: "Finding 100 Extra Minutes a Day" training session

upcoming
EVENTS

 Nick Diets Agent	 Pat Hageman Agent	 Marna Mitchell-Bufler Agent-CSA	 Lance Harbach Agent	 Samantha Vance Agent	 Paul Beals Agent	 Mark Rohde Agent	 Dan Mead Agent Claims Administration	 Sue Gannaway Agent-CSA	 Rich Mahon Agent	 Doug Josin Agent
 Bonnie Ohrl Processor	 Robin Angelman Agent-CSA	   <p>THE POWER OF CHOICE!</p> <p>11 EAST CHURCH STREET - MARSHALLTOWN, IA (641) 752-4618</p> <p>AUTO - HOME - BUSINESS - FARM PROPERTY & LIABILITY - CROP/HAIL - LIFE HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES</p> <p>LOCAL CLAIMS SERVICE www.InsureCentrallowa.com</p>				 Matt Roelsgard Information Systems	 Kelli Carlson Office Manager			
 Daria Rowley Agent-CSA	 Samantha Perry Agent-CSA					 Megan Weir Agent-CSA	 Heather Harus Agent-CSA			
 Kathy Meikel Administrative Assistant	 Jasmin Cisneros Administrative Assistant					 LeAndrea Abel Administrative Assistant	 LeighAnn Kuopp Agent-CSA			