

theDIGEST

distinctly different

December 2018

Volume 36, Issue 6

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REGIONAL
PARTNERSHIP
MARSHALLTOWN



Chamber receives 5-star Accreditation

The Marshalltown Area Chamber of Commerce has been awarded a 5-star Accreditation by the U.S. Chamber of Commerce. Previously a 4-star Chamber, the award reflects the local organization's ongoing commitment to excellence via sound policies, effective organizational procedures, and positive impact on the community.

Chamber Board Chair, Dan Moellers, says, "The Marshalltown Area Chamber of Commerce has a 45-year history of Accreditation. And, the move from a 4-star to a 5-star level is a very exciting step for both our Chamber and our community. We are very blessed to have a strong volunteer base to serve on our board of directors and to have Lynn Olberding as our Executive

Director."

In order to receive Accreditation, a chamber

must meet minimum standards in their operations and programs, including areas of governance, government affairs, and technology. The process involves an extensive self-review.

Quantifying the significance of this award, Olberding explains, "Of the approximately 7,000 chambers in the United States, only 120 currently carry a 5-star distinction which places our Chamber in the top two percent of all chambers in the country."



Marshalltown Lifestyle magazine debuts



The latest edition of the Marshalltown *Lifestyle* magazine is now available from the Chamber office. "This publication is the capstone of the Chamber's relocation packet," Lynn Olberding, Chamber Executive Director, explains. "It is designed to offer important information about the Marshalltown area to both new residents and those considering relocating to our community."

As the primary tool for those researching or planning a move to the Marshalltown area, businesses and residents alike will find this useful to keep on hand for quick and easy reference.

"Human Resource departments often take these magazines along to hand out on recruiting trips or when they participate in job fairs," Olberding comments. "We also offer them to local real estate offices and

mortgage lenders for their use as people transition to our community. And, banks and healthcare providers display them in their waiting areas for customers and patients to peruse."

To request a copy (or copies) of the publication, contact the Chamber office by phone at 641-753-6645 or by email to bjohnson@marshalltown.org.

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Iowa Valley Leadership class spotlights



Hoffman

Name: Amanda Hoffman

Job: Marshalltown High School student

Best part of my job: Meeting new people and the extracurricular activities in which I am involved.

Other community involvement: I have been a fundraiser for the national Multiple Sclerosis society for five years. In addition, I have helped with Red Cross activities, participated as a law enforcement explorer, and volunteered at the hospital.

Why I am in IVL: I am wanting to learn more about

Marshalltown's history and become a better leader and communicator.

Best part about living/working in Marshalltown: The diversity and kind people!



Thronson

Name: Joel Thronson

Job: Attorney at Grimes, Buck, Schoell, Beach & Hitchins

What that means: I am an attorney with a general practice area, including but not limited to, real estate law, tax law, and estate planning.

Best part of my job: Almost each day presents a new challenge--something that I have not encountered before. I also get to meet and work with people in a wide variety of fields.

Other community involvement: None

Why I am in IVL: I recently moved to Marshalltown, so I am in IVL to learn about the town and meet other members of the community.

Best part about living/working in Marshalltown: I've enjoyed working with the people of Marshalltown.



MEMBER SPOTLIGHT

New Horizons Realty



Located at 106 East Church Street, in Marshalltown's historic downtown district, New Horizons Realty purchased their beautiful building in 1998 when the business opened.

With 10 real estate agents ready to help those who are buying or selling, New Horizons Realty works hard for their clients. Their agents have more than 213 years of combined real estate service experience which includes listing and selling properties. They also offer a free market analysis to those considering selling a home.

"Whether clients are buying or selling, we treat everyone like they are a part of our New Horizons family," says Office Manager Lisa Tichy. "While we don't say we are #1, our customers do! In fact, our office was voted 'Best of the Best' real estate office in 2018 by Times Republican readers. Also, Realtor® Bob Grimes was voted 'Best of the Best' Realtor® in 2018."

Broker Sherri Andrews indicates that feeling goes both ways. "We love being part of this community," she says. "The July 2018 tornado not only hit our office, but also shook the community. We are so blessed to be a part of a community that steps up and helps each other in such a tragic time! We were honored to be able to help victims find new housing in their time of need."

Beyond helping serve real estate needs of the area, the office is also active in the community. "We have three veterans in our office who do fundraising activities for the VFW/Legion," Andrews continues. "We also donate office space to Diamond in the Ruff Rescue to store supplies."

Andrews indicates their office is a member of the both the Central Business District and the Chamber. "The Chamber is an important part of the community," she says. "They work hard to help businesses be as successful as they can be. Membership is important because they are our voice in the time of need."

New Horizons Realty has an open door. "The coffee is always on!" Tichy says. "Even if you aren't looking for anything real estate related, we are here for advice and welcome you with open arms."




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Chamber Bucks...a great way to support the Marshalltown area!

One of the best ways to support our local economy is through Chamber Bucks. Also known as Area Dollars, these checks help keep dollars right here in the Marshalltown area. Here are answers to a few of the most frequently asked questions.

Where can I use Chamber Bucks?

Chamber Bucks are redeemable at any Chamber member business or organization. For a list of the many locations that accept Chamber Bucks, contact the Chamber office. Besides making retail purchases, Chamber Bucks can also be used to make a donation to a participating non-profit organization or church, pay a utility bill, or buy admission to a favorite form of recreation.

What amounts do Chamber Bucks come in?

\$10 and \$25 increments.

Do Chamber Bucks expire?

Chamber Bucks are good for one year after the date stamped on the check. BUT, don't toss them! Just bring them to the Chamber office where they can easily be renewed.

What happens if my purchase is less than total amount of the Chamber Bucks check?

Chamber Bucks are just like cash. For purchases less than the amount of the Chamber Bucks, the merchant gives change. The merchant deposits Chamber Bucks just like a check and is given credit for the full amount.

Where do I purchase Chamber Bucks?

Chamber Bucks are available at the Chamber office (in the Fisher Community Center--709 South Center Street). Hours are Monday through Thursday 8:00 a.m. to 5:00 p.m. and Fridays 8:00 a.m. to 4:00 p.m.

Do I need to call ahead?

If you are tight on time or have a large order, placing an order in ahead of time is suggested. Simply call the Chamber at 641-753-6645 or email bjohnson@marshalltown.org.

*Happy
Holidays
from:*

MARSHALLTOWN REGIONAL PARTNERSHIP:
Marshalltown Area Chamber of Commerce
Marshall Economic Development
Marshalltown Convention & Visitors Bureau

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OF COMMERCE
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ECONOMIC
DEVELOPMENT
MARSHALL



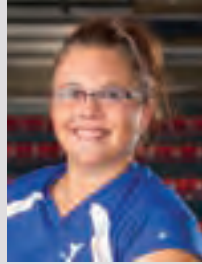
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Kevin Meyer, At-Large
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Dave Thompson, County
Steve Valbracht, Econ. Dev.

Staff:

Lynn Olberding, Chamber Executive Director
Barbara Johnson, Chamber Executive Assistant
Tom Deimerly, MED Executive Director
Val Ruff, MCVB Executive Director
Shauna Banks, MCVB Executive Assistant

Business After Hours


Thursday, December 6, 2018
Pinnacle Bank
(2206 South Center Street)
4:30 to 6:30 p.m.

Tuesday, January 15, 2019
The Willows of Marshalltown
(2315 Campbell Drive)
4:30 to 6:00 p.m.

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

**Partnership offices and
Fisher Community
Center will be closed
November 22 & 23;
December 24, 25, & 31;
and January 1
for the holidays.**

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



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Congratulations to...

UnityPoint Health - Marshalltown Area Paramedic Service on receiving the 2018 Career Service of the Year award from the Iowa Emergency Medical Services Association based on providing 911 coverage and evacuation of the hospital the night of the July 19 Marshalltown tornado.

Local law enforcement (**Marshalltown Police Department, Marshall County Sheriff's Office, and Marshall County Conservation**) on raising the most funds out of 22 participating Iowa locations for the recent Cop on a Rooftop fundraiser. The presentation was made at the **Marshalltown**



Garrison

Dunkin' Donuts which was the site of that record-breaking fundraising.

New **Hy-Vee Bakery Manager, Josh Garrison,** and new Floral Manager, Sarah Rodriquez. Garrison's promotion comes after being Assistant Manager of perishables where he oversaw and helped departments with merchandising. Ro-

driquez was promoted from a part-time clerk in the floral department.



Rodriquez

Animal Clinic - The Vet on their recent re-accredited with the American Animal Hospital Association (AAHA). This voluntary accreditation process requires inspections every three years and includes hundreds of "standards" that address patient and client care, medical records, equipment, etc. The clinic has been accredited since 1996 and is currently the only Marshall County AAHA accredited veterinary hospital.



Dr. Drager of Animal Clinic - The Vet

Iowa Valley Community College District whose LPN program is currently ranked #1 in Iowa based on having the best board exam passage rate percentage.

Marshalltown Hy-Vee on being awarded the Customer Experience Award for the fourth quarter by Hy-Vee Corporate out of all similar-sized stores across eight states. The award is determined by results from multiple Mystery Shoppers sent to judge store conditions, employee engagement with customers, service throughout the store, and speed of check lanes, among other standards.

Chamber Chat

every Sunday morning

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM

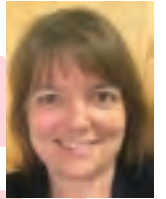
Welcome to...



Dietzenbach

Reverend Alan Dietzenbach, who was assigned as parish priest of **St. Mary Catholic Church.**

Shelli Lovell, new General Manager/Chief Executive Officer of **Marshalltown Water Works.** Lovell comes from the Iowa Regional Utilities Association where she served as chief operation officer.



Lovell

Hats off to...

MARSHALLTOWN Company whose two-story, 60,000 square-foot expansion project is underway and expected to open next spring. The facility will provide both manufacturing and office space (the latter housing engineering, accounting, human resources, IT, and sales and marketing professionals). The company anticipates adding a number of additional jobs as a result of the expansion.

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, organization 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.

Thank You Reinvesting Chamber Members

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

AAA Septic Service	11	Interface Sealing Solutions	23
Best Western Regency Inn	43	KDAO AM/FM/TV	40
Brandenburg Tax & Acctng.	11	MCC	26
C Eye Care	1	Marshalltown Mall	41
Five Star Real Estate Group	24	Quality Service Corp.	15
Hartwig Plumbing & Htng.	60	Southridge Specialty Care	50
Hawkins Electrical Services	10	Spahn & Rose Lumber Co.	17



CHAMBER | AMBASSADORS VISITS



On October 23, Chamber Ambassadors hosted a courtesy call with **Hearing Unlimited/Marshalltown Hearing Aid Center** (28 West Main Street), visiting with Karen Denzler, Office Manager.



Owner Marla Grabenbauer and salon staff met with Chamber Ambassadors during a courtesy call on October 23 at **Marla's Headliner on Main** (118 West Main Street).



Chamber Ambassadors, Owner Julie Schossow, optometrist Dr. Rob Negrete, and staff members of **The Optical Center** (116 West Main Street) visited on October 23 during a courtesy call.



The Publisher, News Editor, Circulation Director, and Advertising Director of the **Times Republican** (135 West Main Street) met with Chamber Ambassadors during an October 23 courtesy call.

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

Thank You Ambassadors!

AREA CHAMBER
OF COMMERCE
MARSHALLTOWN





On October 23, Chamber Ambassadors hosted a courtesy call with **Zeno's Pizza** (109 East Main Street), visiting with owners Aaron and Michele Buzbee and restaurant staff.



On October 30, Chamber Ambassadors attended the groundbreaking ceremony to kickoff construction of **Thompson's True Value Hardware's** new store in the 100 block of South Center Street.

Business to Business Showcase highlights



Festive decor...



Wine and beer tasting...



A chance to connect...



Sampling new foods and savory dishes...



Learning more about Chamber-member businesses...



The Chamber thanks
Presenting Sponsor:
Hy-Vee!

Did you know?

- The Assistance League of Marshalltown has given away more than \$1 million in their 80 years of existence. That is \$1 million that has stayed in the Marshalltown area, supporting various programs and events!

Chamber Bucks make great gifts and are a perfect way to
THINK LOCAL FIRST!



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www.marshalltown.org Statistics

	Oct '18	Avg/Month	YTD Total
Unique Visitors	7,818	7,820	78,200
Number of Visits	12,340	11,610	116,096
Page Views	426,023	100,299	1,002,993
Hits	649,578	282,047	2,820,472

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

JOB POSTING

Find Marshalltown Area Jobs
www.marshalltown.org/jobs

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Workplace wellness tip
LAUGHTER
is great medicine.
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ECONOMIC DEVELOPMENT

A New Tool in the Economic Development Toolbox: Opportunity Zones

By Tom Deimerly, Executive Director, Marshall Economic Development

What is the Opportunity Zone program?

The Tax Cut and Jobs Act of 2017 established a new economic tax incentive called Opportunity Zones (OZ). The incentive is designed to encourage long-term, private investments in low-income census (LIC) tracts by providing a federal tax incentive for taxpayers who reinvest unrealized capital gains into Opportunity Funds (OF), which are then invested into OZ. OF are specialized tax vehicles dedicated to low-income areas and aimed at spurring investment and entrepreneurialism. In Iowa, 25% of the state's LIC's were eligible to be nominated to the U.S. Treasury Department for OZ designation. In early 2018, multiple organizations supported the City of Marshalltown in applying for OZ designation in Marshall County. Those efforts resulted in one eligible census tract ("19127950900") being eligible for incentives and investments. It is located on Marshalltown's east side and roughly encompasses the area south of Main Street and east of Center Street, north of the Union Pacific Railroad.

How does the program work?

Own something worth money and sell it. Within 180 days of a capital

gain, an investor can put that money into a qualified OF—a partnership or corporation investing at least 90% of its assets in "property" in designated qualified OZ. Eligible property can mean stock, partnership interests, or business property (i.e. a building), purchased after 2017, or substantially improved.

For example*, say an investor sells stock today for a \$1 million gain and puts it in a qualified OF. No tax is due now, but in 2026, the investor would have to pay taxes on 85% of the original \$1 million. Then, if the investor sells the fund interest in 2028 for, say, \$10 million, there would be no taxes on the \$9 million gain. (*Information contained in this article is intended only as an introduction to the Opportunity Zone program. Consult a financial and/legal advisor for additional program details.)

Where do we go from here?

Regulations related to OZ are still being crafted by the IRS. Marshall Economic Development is creating a special tab on our website to provide the most up-to-date information possible while program rules and regulations are developed. Access it at marshalltown.org/build/economic-data.

Economic Statistics

Employment – Marshall County - September	2018	2017
(Source: Iowa Workforce Development)		
Labor force	17,920	18,580
Unemployed	670	660
Percent unemployed	3.7	3.5
Total employment	17,250	17,920
Marshall County Construction - October	2018	2017
(Source: Marshalltown Building Department)		
Building permits	101	16
New Residential Construction	\$777,000	\$326,000
Residential Addition/Remodeling	\$259,000	\$15,000
New Commercial/Industrial Const.	\$422,000	\$14,280,000
Commercial/Industrial Remodeling	\$1,678,000	\$7,206,000
Housing Sales Data - October	2018	2017
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	48	53
Average sale price	\$122,950	\$142,197
Median sale price	\$110,000	\$132,500

Need an employee? Looking for an employer?

Check out Marshalltown Job Postings at:

www.marshalltown.org/jobs.

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Welcome December visitors!

During the month of December, Marshalltown welcomes youth basketball and swim tournaments to town. Marshalltown Community College Mens Basketball Coach, Brynjar Brynjarsson, says there is great value in youth sports.

Besides offering value to the youth, these sporting events hold great value for our community as well. "Youth tournaments and sporting events bring numerous visitors to our community," explains Marshalltown Convention & Visitors Bureau Executive Director, Val Ruff. "That has a strong economic impact on our area. All these add to our visitor economy as athletes come to compete and spectators gather on the sidelines to cheer."

Weekend	Youth event type	Visitors
December 1-2	swimming and basketball	1,200
December 8	swimming	200+
December 22	basketball	500+

Messiah 2019

Sunday, December 2, marks the 65th annual presentation of Handel's masterpiece. Prelude music, presented by the Alleluia Ringers of First United Methodist under the direction of Jan Randall, begins at 2:20, followed by a short hymn sing. The Messiah performance starts at 3:00 p.m. with a coffee and cookie reception after. All this takes place at First United Methodist Church (202 West Main Street).

Adopt A Vet Christmas Party

The 17th Annual Marshalltown Central Business District (MCBD) Adopt A Veteran Christmas Party will be held Sunday, December 16 at 6:30 p.m. in the Malloy Leisure Recreation Center of the Iowa Veterans Home (1301 Summit Street). Every year, residents who do not have family or friends with which to spend the holidays receive gifts purchased by members of the community.

For more information or to be part of this special evening, contact MCBD at 641-844-2001.

13th Street on December 13th

Plan to "Pop Down for the Pop-Ups" on Thursday, December 13 from 5:00 to 8:00 p.m. 13th Street District businesses will be hosting their holiday open houses and will also be featuring pop-up shops within their businesses for a festive holiday celebration and shopping event!



The Starch Duo in concert

Comfort food for the ears is back! Rich Wagor on the upright bass and Ben Schmidt on vocals and guitar will play the blues standards, old country songs, songs from the American songbook, and Schmidt's impeccably crafted songs. Happening Saturday, December 8 at 7:00 p.m. at the **Iowa Veterans Home**, tickets are \$12.50 and available by contacting Orpheum Theater Director Bob Untiedt at 641-844-5920.

The Historical Society of Marshall County
invites you to celebrate another year of preserving our past
for future generations at our

Annual Holiday Dinner...or Brunch!

Sunday, December 16, 2018
Social Hour 11:30am
Brunch 12:00pm
Entertainment by MHS Holiday Singers

-Or-

Thursday, December 20, 2018
Social Hour 5:30pm
Dinner 6:00pm
Entertainment by Men's Chorus Quartet

Binford House, 110 North Second Avenue, Marshalltown
\$35 per person

As we enter the holiday season, we extend our gratitude to all of you who continue your support each year through donations of time, artifacts and funds.

Please indicate preferred date on the enclosed RSVP card.

Add 2019 events to the calendar

It's already time to put 2019 events on the Community Calendar! Besides letting everyone know about the event, adding it to the calendar means it will also be promoted on the MCVB Facebook page. In addition, eligible events will be placed on MCVB's electronic sign in the Hy-Vee parking lot.

To add an event to the Community Calendar:

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 to the online community calendar is FREE and can be done 24/7. Passwords are not required. All events should be of interest to visitors and open to the public. MCVB reserves the right to determine what events are included.

Shop Small Saturday



Saturday, November 24, be sure to visit the following locally owned businesses participating in the Shop Small Saturday promotion presented by SagePoint Financial. While there, sign up for a chance to win \$100 in Chamber Bucks!

Art & Frame on Main
aSPArations Salon & Day Spa
Buzzed Bee Meadery Dank's Lazer Engraving
Haley's Deli, BBQ & Catering
Hellberg's Jewelers
MAMA DiGrado's PASTA & PIZZA
Smokin G's BBQ, Restaurant and Catering
Taylor's Maid-Rite
Thompson's True Value Hardware
Tremont Grille

2019 Chamber travel



The Chamber, along with travel partner Chamber Explorations, is offering both domestic (spring) and international (fall) trip destinations next year.

Departing April 7, the domestic trip, "Great Trains & Grand Canyons," will feature the picturesque sights and cultural experiences of the Sedona, Arizona area, complete with two train journeys. The international trip, "Classical Greece Explorer," departs November 5 for nine days of exploring the historic cities, rich cuisine, and classic industries of Greece.

Find details on both trips at marshalltown.org/work.



NOVEMBER/DECEMBER

November 22-23: Partnership offices & Fisher Community Center closed for holiday

November 24: Shop Small Saturday

December 6: Business After Hours at Pinnacle Bank

December 24-25 & 31: Partnership offices & Fisher Community Center closed for holiday

upcoming EVENTS



Nick Diers
Agent



Pat Hageman
Agent



Alana Mitchell-Buller
Agent-CSA



Lance Harbach
Agent



Paul Beck
Agent



Erik Single
Agent



Mark Rohde
Agent



Dan Meeks
Agent
Claims Administration



Rich Mahon
Agent



Doug Jolin
Agent



Bonnie Crib
Processer



Scott Angstrom
Agent-CSA



Matt Roelsgard
Information Systems



Kristi Carlson
Office Manager



Dana Rowley
Agent-CSA



Dana Northrup
Agent-CSA



Wendi Larson
Agent-CSA



Heather Harris
Agent-CSA



Kufly Akmal
Administrative Assistant



Jasmin Lishotte
Administrative Assistant



Samantha Gannon
Agent-CSA



Amanda Allen
Administrative Assistant

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11 EAST CHURCH STREET - MARSHALLTOWN, IA

(641) 752-4618

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