

# theDIGEST

*distinctly different*

**July 2019**

**Volume 37, Issue 1**



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## AREA CHAMBER OF COMMERCE MARSHALLTOWN



### JBS receives Community Impact Award

During the Chamber's recent 121st Annual Banquet, JBS was named the recipient of this year's Community Impact Award. Citing the company's resiliency following the July 2019 tornado, Chamber President & CEO Lynn Olberding also lauded the company for its diligent role in helping JBS employees who were impacted by the storm, as well as the community as a whole.

"Immediately following the storm," Olberding said, "Plant General Manager Todd Carl kept saying, 'I've got to take care of my people.' And, while they sustained considerable damage to their facility, JBS still continued to help not only their impacted employees, but also the community. They handed out bottled water, sponsored community meals, and held pork sales fundraisers. JBS has always been generous to Marshalltown; their tornado response was just a continuation of that generosity. They are very deserving."



**The annual Community Impact Award recognizes an outstanding individual, business, or organization whose work has changed the landscape of Marshalltown's community.**

### Chamber debuts new structure

The Marshalltown Area Chamber of Commerce was announced as the overarching organization to lead business, economic development, and tourism efforts at this year's Annual Banquet. Lynn Olberding has been named President & CEO to lead the team of professionals. The new Chamber structure has five focus areas: government affairs and advocacy, education and workforce, membership services, economic development (formerly Marshall Economic Development), and quality of life and tourism (formerly Marshalltown Convention & Visitors Bureau). The new organization replaces the former Marshalltown Regional Partnership.

### Speaker challenges the community

Annual Banquet speaker, Dr. Bill Withers, spoke on the need to prioritize relationships in this high-tech age, suggesting business and community leaders alike place emphasis on building and strengthening connections.

Withers is a past professor and Leadership Fellow at Wartburg College and currently serves on the executive leadership team for Lutheran Church of Hope.



## Iowa Valley Leadership Class of 2019 graduates



The Iowa Valley Leadership Class of 2019 celebrated the graduation of class members at the end of May. Dylan Does, IVL class of 2017 graduate and Lead Pastor of Restore Church, challenged the graduates to challenges the graduates to give back where they find their passion.

Kathleen Brown and Andrew Pool were chosen by fellow class members to represent the graduates by speaking at the Chamber's recent Annual Banquet. Pool shared the incredible sense of community pride the program instilled in him, stating that he "...couldn't be more proud to be a Marshall County resident."

While coursework is done, the class still awaits hands-on work days for its class project: accessible playground equipment upgrades at Anson Park. Groundbreaking for the project is anticipated for this summer.

## Iowa Valley Leadership Class of 2020 applications open



Applications for the Iowa Valley Leadership Class of 2020 are now available on the Chamber's website: [marshalltown.org/ivl](http://marshalltown.org/ivl). They will be accepted until August 10. Up to 30 class members, representing a cross-section of the community, will be selected to participate in the nine-month program designed to empower individuals to become active community leaders and influence positive change. The course is co-sponsored by the Marshalltown Area Chamber of Commerce and Iowa Valley Continuing Education.

## MEMBER SPOTLIGHT

### City of Marshalltown ...a year after weathering the storm

"Change is something we are still dealing with at the City," says City Administrator Jessica Kinser as she reflects on the approaching one-year anniversary of the July 19, 2018 tornado. "Change is difficult, and adapting to a changing job in the midst of a tornado has been very tough."

Yet, there are a number of bright spots. For one, the City applauds the citizens of Marshalltown for their patience. "This has been a year in which one-half of the community did not see any change while another was devastated," Kinser says. "Recovery is a long term process, and it will continue to require a great deal of patience from everyone."

Another bright spot is having plans to continue with the development and recovery of the community such as the plan for downtown. "The Downtown Master Plan is now complete and helps focus our efforts on restoring and rebuilding a historic district into a vibrant district that is the place to be," Kinser explains.

Recalling the outpouring of support to help Marshalltown is one more bright spot that continues to amaze Kinser. "I saw it immediately on July 19th with public safety personnel coming from all over Marshall County and the region to help...in the immediate needs," she recounts. "Then it turned into people and organizations from all over the country coming to help clean-up neighborhoods. And then it transitioned into other governmental entities, Tama and Toledo, Des Moines, Marshall County, and the Iowa DOT (to name a few), sending their public works personnel to help with the debris pick-up from public areas. It continued with financial and technical assistance from the State for Downtown and housing. The support network we didn't know existed helped us through tough times."

*See more post-tornado thoughts from other City leaders on page 5.*

*"Marshalltown continues to be a great place to live, work, learn, and play. Though the tornado was a setback, we have the ability to all work together to make our community stronger and more vibrant than it was before July 19, 2018. It will take everyone working together to make this happen."*

*Jessica Kinser,  
Marshalltown City Administrator*

**MARSHALLTOWN**  
— IOWA —





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## Thank You Reinvesting Chamber Members

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

Abarrotes La Salud	7	Maxim Advertising	12
Arnold Motor Supply	26	Moler Sanitation	7
Assistance League	2	<b>Nikkel &amp; Associates</b>	<b>15</b>
Chef King	7	Pinnacle Bank	23
First United Methodist	21	<b>S &amp; S Autobody</b>	<b>5</b>
<b>Isle of Green</b>	<b>25</b>	Shoe Sensation	4
Manatts	2	Don Turbiville	4
M. Community Theatre	21	Woodruff Construction	2

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[www.marshalltown.org/jobs](http://www.marshalltown.org/jobs).



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chair about  
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summer days  
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#### Ex-Officio

Dr. Theron Schutte, MCSD  
Dr. Robin Shaffer-Lilienthal, MCC

## Chamber welcomes new staff

The Marshalltown Area Chamber of Commerce is pleased to announce the addition of new personnel to their staff.

Ashley Pool is the new Director of Membership Services. She comes to the Chamber from Mainstream Living where she worked for the past six years. She is a graduate of Southwestern Community College and Waldorf University where she majored in Psychology. Ashley has been a resident of Marshall County her entire life. Her hobbies include golfing, biking, and spending time with her family.

"I am excited to start work here at the Chamber," Pool says. In her new role, she will work to recruit new members, as well as plan programs and events.

Chamber President & CEO, Lynn Olberding says, "We look forward to the valuable skill set Ashley brings to our staff."



**Ashley Pool, Director of  
Membership Services**



**Sarah Marckres,  
Office Assistant**

New to both Marshalltown and the Chamber office is Sarah Marckres, the Chamber's Office Assistant. Formerly with 3E-Electrical Engineering & Equipment Company, Sarah is a graduate of Des Moines Area Community College and Grand View University.

"Visitors to the Chamber offices will be warmly greeted by Sarah," Olberding says. "We are fortunate to have her on the Chamber team and know she will make a great addition to our collaborative staff. Be sure to stop in and say hello to these new team members."

## Business After Hours

**Thursday, July 23, 2019**  
**Premier Office Equipment**  
(1510 East Olive Street)  
4:00 to 6:00 p.m.

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

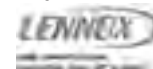
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The Digest is a monthly publication of the Marshalltown Area Chamber of Commerce which is a leader for business and partner for quality-of-life initiatives in the Marshalltown area, including promoting tourism and economic development.

#### Staff:

Lynn Olberding, Chamber President & CEO  
Tom Deimerly, Director of Economic Development  
Val Ruff, Director of Tourism  
Ashley Pool, Director of Membership Services  
Sarah Marckres, Office Assistant



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# MARSHALLTOWN NEWS

(we just have to *brag a little*)

## Congratulations to...



Sergeant Sadie Weekley, **Marshalltown Police Department** Employee of the Year. The award is given annually and is sponsored by the **Times-Republican**.

**Tremont on Main Fine Dining** on their 20th anniversary.

**Farmers Savings Bank** on their 125th anniversary.

**Weekley**

**Hampton Inn & Suites** on their 10th anniversary.

**Primary Health Care** on their expanded Pediatric Dental Clinic in Marshalltown. And, welcome to their new pediatric dentist, Dr. Richard Burke, DDS.

Todd Steinkamp, general manager and co-owner of **Trending Media**, on being named the 2019 Iowa Broadcaster of the Year by the Iowa Broadcasters Association.

**Miller Middle School** TOP Students on receiving a \$2000 Build with Bags grant from the Iowa Grocery Industry Association to place five park benches. They were sponsored by Marshalltown's **Hy-Vee** Store Director Ric Anderson and **Fareway** Grocery Manager Harold Youngblood.

## Hats off to...

**Southridge Specialty Care** in Marshalltown for being named to the National Nursing Home Quality Care Collaborative Honor Roll.

**Accura Healthcare of Marshalltown** for receiving the American Health Care Association/National Center for Assisted Living's Bronze Quality Award.

## Welcome to...



**Shelton**



**Prosperi**



**Ruegg**

The new leadership team members at **Goodwill of Central Iowa**: Ann Shelton, chief financial officer; Eric Prosperi, director of commercial sales; and, Justin Ruegg, human resources director.

If you have Marshalltown area news to brag about, submit it to The Digest via email to [lolberding@marshalltown.org](mailto:lolberding@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; it is not an endorsement by the Chamber.

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## City leaders share post-tornado take-aways

A number of City leaders shared their thoughts on the biggest things learned from the events of the past year:

### **Mayor Greer:**

Have the right people in the right positions, already collaborating with each other before disaster strikes. Then continue to help each other after.

### **Council Member Al Hoop:**

Treat everyone equally. Keep things moving. Share responsibility; don't overload one's self.

### **Council Member Sue Cahill:**

People matter more than buildings. Buildings can be rebuilt. People need to be our focus.

### **Council Member Bill Martin:**

We are truly all in this together, and many hometown heroes emerged by having neighbors help neighbors.

### **Council Member Mike Gowdy:**

City staff really stepped up when needed and have continued to do so.





# CHAMBER | AMBASSADORS VISITS



**Left:** Chamber Ambassadors along with management, staff, and mascot cut the ribbon on the newly remodeled and expanded **McDonald's** (3402 South Center Street) on May 28.



**Right:** On May 29, Chamber Ambassadors and staff of **The Primary Health Care Specialty Health Clinic** (704 May Street) celebrated the opening of the new clinic and renovated space.



**Left:** On June 11, Chamber Ambassadors hosted a courtesy call with the management and staff of **Farmers Savings Bank** (205 West Main Street), celebrating 125 years of operation.



**Right:** On June 11, Chamber Ambassadors hosted a courtesy call with the staff and residents of **Embers of Marshalltown** (1211 West State Street) in their newly remodeled facility.



**Left:** Chamber Ambassadors, owners Tom and Mary Curley, and staff of **Tannin, Inc.** (125 East Main Street) **cut the ribbon** on the new outdoor seating area of the wine bar on June 11.



**Right:** On June 13, General manager Liz Wilke and staff of **Hampton Inn & Suites** (207 Iowa Avenue West) plus Chamber Ambassadors cut the ribbon on the hotel's recent remodel.

Visit [www.marshalltown.org](http://www.marshalltown.org) for all the latest Chamber news and upcoming events.

## Thank You Ambassadors!

AREA CHAMBER  
OF COMMERCE  
MARSHALLTOWN







Chamber Ambassadors, owners George and Ruth Coutsourgeras, and staff of **Opa! Grill** (4 West Boone) cut the ribbon on the new restaurant on June 17.



On June 21, Chamber Ambassadors along with management and staff of **The Orpheum Theater Center** (220 East Main Street) celebrated the re-opening of the renovated facility with a ribbon cutting.

## Thank you Chamber Ambassadors!

Each month, this group of volunteers visits Chamber member businesses and organizations to say "thank you". We'd like to take this opportunity to thank them!

Doug Beals   Cindy Brodin   Joe Demonte   Heidi Drager  
 Dean Fogarty   Dennis Grabenbauer   Pat Gulbranson  
 Joe Hannam   Denny Hass   Andrea Jordan   Kari Kilstrom  
 Terry Kluck   Joe Leonard   Tom Mack   Deanna McGowan  
 Dan Moellers   Kris Naughton   Mark Osmundson   Jon Pierce  
 Reed Riskedahl   Mary Rund   Gary Schaudt   Roger Schoell  
 Andy Schwandt   Kevin Vaughn   Tom Wahl

## New Members

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

### Bolton-Menk Inc.

Greg Broussard, Principal Engineer; Casey Byers, Landscape Architect  
 1519 Baltimore Drive, Ames, IA 50010  
 515-233-4430

*Established in 1949, Bolton-Menk provide infrastructure solutions while creating safe, sustainable, and beautiful communities.*

### Burchland Manufacturing

Aaron Burchland, President; Lanise Burchland, Vice President  
 3311 Yates Avenue, Gilman, IA 50106  
 641-498-2063

*Developing creative solutions for the agricultural, erosion control, and construction industries. they also design and produce custom equipment.*

### Opa! Grill

George and Ruth Coutsougeras, Owners  
 4 West Boone Street, Marshalltown, IA 50158  
 (641) 758-3322

*A family owned restaurant offering Mediterranean American cuisine with a menu inspired by family recipes and authentic traditions.*

### ServiceMaster by Rice

Scott Schwieson, Regional Director  
 707 Maytag Rd, Marshalltown, IA 50158  
 641-753-1099

*With more than 60 years of experience, ServiceMaster by Rice is dedicated to cleanup and restoration services throughout the country.*

## Experience Greece: Departs November 5 for 9 days

*Limited number of seats still available.*

*Inquire at the Chamber.*

- Explore historic Corinth
- Tour ancient Olympia and the Olympic Stadium
- Taste locally produced wines/oils
- Trek Athen's Acropolis/Parthenon
- Sample Greek cuisine



## Chamber Bucks are great way to THINK LOCAL FIRST!



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## www.marshalltown.org Statistics

	May '19	Avg/Month	YTD Total
Unique Visitors	8,037	7,072	35,358
Number of Visits	14,679	14,286	71,431
Page Views	150,754	137,668	688,342
Hits	418,574	356,477	1,782,384

The Marshalltown Area Chamber of Commerce's website traffic is strong.

The website includes information about the Chamber's departments: government affairs/advocacy, economic development, education and workforce, membership services, and quality of life and tourism. Be sure to check it for business news, legislative updates, event photos, program information, job postings, and the Community Calendar.

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## HOLIDAY CLOSING

The Marshalltown Area Chamber of Commerce offices  
and Fisher Community Center  
will be closed Thursday and Friday, July 4 and 5  
in observance of Independence Day.

## Chamber Chat - Sundays

6:30 a.m. on 99.5 KDAO FM  
7:30 a.m. on 1190 KDAO AM

## Tax Increment Financing (TIF): A critical tool for local economic development

by Tom Deimerly, Director of Economic Development

TIF is one of the few tools available to cities and counties to spur economic development projects and make the necessary investments and reinvestments to infrastructure that enable new growth while also supporting the overall local economy. These projects include improved water and waste water treatment facilities, new roads/repair of existing roads, assistance to upgrade downtown buildings, and the local match necessary to utilize outside assistance programs from other governmental entities. At its core, TIF is a method of reallocating property tax revenues produced by an increase in taxable valuation above a "base valuation" figure within a tax increment area to spur investment by private entities. You are probably asking, "What?" I did when I first heard those words. In fact, I had more questions about our property taxes and public financing systems after hearing that than I did before.

Let's look at a local example. Picture an existing field with a new big box retail store built on it. The taxes generated from the original use (an agricultural field) are still put into the general use categories of all the taxing entities; the new taxes paid after it is built are put towards infrastructure improvements that allow the project to occur. These investments are paid for by the box retailer. In this instance, additional tax revenues

generated by the project are used to expand a road to three lanes and meet the needs of the business. The ancillary effect opens an additional 37 acres for increased development and ultimately additional tax revenue which will lower the tax burden for everyone.

Let's look at an example with numbers. The base tax collected on a project before the improvement is \$5,000. The improvements add valuation that will garner an additional \$4,000 worth of taxes. This \$4,000 is the increment and can be used for the improvements. The tax on the project will eventually be \$9,000. The school, city, county, and college still collect and share the base tax of \$5,000, but will eventually collect and share the additional \$4,000. Nothing is removed from existing general tax funds; ultimately everyone shares in the valuation after the infrastructure improvements have been funded. Those additional taxes received may have never been available had the project not received assistance through TIF.

### Economic Statistics

Employment – Marshall County - April (Source: Iowa Workforce Development)	2019	2018
Labor force	17,550	17,870
Unemployed	650	760
Percent unemployed	3.7	4.2
Total employment	16,900	17,120
Marshall County Construction - May (Source: Marshalltown Building Department)	2019	2018
Building permits	34	19
New Residential Construction	\$349,000	\$955,000
Residential Addition/Remodeling	\$98,000	\$100,000
New Commercial/Industrial Const.	\$161,000	\$0
Commercial/Industrial Remodeling	\$262,000	\$49,000
Housing Sales Data - May (Source: Mid-Iowa Regional Board of Realtors)	2019	2018
Single family home sales	58	46
Average sale price	\$127,809	\$132,766
Median sale price	\$125,450	\$127,500

**Times-Republican**

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# CONVENTION & VISITORS BUREAU

**Marshalltown is loaded with live music all through July!**



**July 6**  
**Jason Brown**  
in concert  
to benefit  
the Veterans  
Memorial  
Coliseum  
renovation

## *The Orpheum Theater Center's Live After 5 Concert Series*

July 5 | Rev. Raven &  
the Chain Smokin' Altar Boys

•  
July 12 | Exit 185

•  
July 19 | Switchback

•  
July 26 | Malcolm Wells



**July 13**  
**The Band Steele**  
headlines  
at the  
Central  
Iowa Fair

**July 4**  
**Marshalltown  
Municipal Band**  
and  
**Grand Marshall**

**4th of July**  
**Marshalltown Celebration**  
**at Central Iowa Fair Grounds**

**July 11 & 31**  
**Kevin Boehnke Jazz Trio**  
**Iowa River Brewing Company**

**July 11, 18, & 25**  
**Marshalltown Municipal Band**  
**The Orpheum Theater Center**

**July 13**  
**Keri Johnsrud**  
**Iowa River Brewing Company**

**For details on these and other summertime  
events, visit [marshalltown.org/events](http://marshalltown.org/events).**



**Municipal Band**

**July 17**  
**Bob Dorr Trio + One**  
**Leonard Grimes Memorial**  
**Amphitheater at GrimesFarm**

**July 26**  
**Adam Gaffney &**  
**The Highway Saints**  
**Fiddle & Whistle Irish Pub**

### Check out this incredible free live music line-up!

10:00 a.m.  
**Dave's Little Big Band**

11:15 a.m.  
**Austin Chadderdon**

12:30 p.m.  
**Dustin Smith**

2:00 p.m.  
**Lehto and Wright**

3:30 p.m.  
**Brazilian 2wins**

**Saturday, July 20 | 10:00 a.m. to 5:00 p.m.**  
Center Street to 2nd Avenue along Main Street  
Professional artists, activities, food, beverages,  
and more...all FREE!

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## Off the Clock program kicks off



A group of interns and new hires have met twice as part of a series of gatherings designed for professionals new to the community. The kick-off session, Networking 101, featured Steve Troskey of **Clapsaddle-Garber Associates** and Dylan Does of **Restore Church** who shared networking dos and don'ts. Held at **Wayward Social**, the event culminated with participants bowling. The second session centered around a community scavenger hunt.

Sponsored by the Chamber and in partnership with

**Emerson, JBS, and Stover Controls**, the series gives new employees a chance to meet others at other companies, learn about the Marshalltown community, and gather professional development pointers. A Business Etiquette Dinner is planned for July. "The events have been well received," says Chamber President & CEO Lynn Olberding.

To receive further information and updates about the program, fill out the online form at [marshalltown.org/intern](http://marshalltown.org/intern).



### JULY/AUGUST

**July 4 & 5:** Chamber offices and Fisher Community Center closed for Independence Day

**July 23:** Business After Hours at Premier Office Equipment

**July 25:** Off the Clock business etiquette dinner

**August 1:** Chamber Ambassadors Golf Outing

### upcoming EVENTS



Nick Diers  
Agent



Paul Hageman  
Agent



Maria Mitchell-Buller  
Agent-CSA



Lance Harbach  
Agent



Paul Beals  
Agent



Tyler Jagle  
Agent



Mark Rohde  
Agent



Dan Mead  
Agent  
Claims Administration



Rich Mahan  
Agent



Doug Joslin  
Agent



Bonnie-Orit  
Processor



Robin Angstrom  
Agent-CSA



Doris Kowley  
Agent-CSA



Carla Nordstrom  
Agent-CSA



Kathy Miniel  
Administrative Assistant



Jasmin Cline  
Administrative Assistant



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Matt Roelsgard  
Information Systems



Kristi Carlson  
Office Manager



Vivian Coran  
Agent-CSA



Heather Harus  
Agent-CSA



Samantha Carlson  
Agent-CSA



LeAndrea Abel  
Administrative Assistant