

theDIGEST

distinctly different

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In this Issue

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

Tourism News 11

Chamber News 12



AREA CHAMBER OF COMMERCE MARSHALLTOWN



Reflecting on 2019 and looking forward to 2020

As I reflect on what happened in 2019, I'm thankful for the progress Marshalltown and our local businesses have made since July 19, 2018. Much of 2019 was spent continuing to put the pieces of the community back together. And while we're not 100% recovered, we have certainly made a lot of progress since that fateful day nearly 18 months ago.

Some highlights from 2019 for your Chamber include:

- Being recognized as the Chamber of the Year from the Iowa Chamber of Commerce Executives
- Introducing our "Women in Business" luncheon
- Restructuring the organization to include economic development and tourism as primary functions of the Chamber
- Adding Sarah Marckres as our Office Assistant and Andrew Potter as our Director of Tourism
- Implementation of Entrepreneurial Operating System (EOS) as a staff and board
- Growing our membership
- Continuing to serve this wonderful community

In 2020, we're looking forward to:

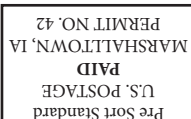
- Growing our membership to 500
- Welcoming new meetings, conventions, and conferences
- Announcing new economic development projects
- Implementing a stronger business retention program
- Growing local entrepreneurs
- Upgrading our online calendar of events
- Implementing a new database that will help us better serve our members



We have lots of ideas for 2020 and hope we can count on your support to help make them a reality! We want to hear from you on what events or programs you would like to see in 2020, how the Chamber can better serve you, and what your aspirations for Marshalltown's future are. Please take a few moments between now and January 31, to complete the survey distributed to all Chamber members via email. We want to know what you want, so we can better serve you.

Happy New Year! Here's to a fantastic 2020!

Lynn Olberding
President & CEO
Marshalltown Area Chamber of Commerce



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

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MEMBER SPOTLIGHT

REM Iowa

Since 1979 REM Iowa has provided support to adults with disabilities offering services to gain more independence in communities across Iowa. REM Iowa has been a presence in Marshalltown since 2012 providing residential and day services to over 54 adults. The REM Iowa Host Home Program is the newest program to the Marshalltown Area Chamber of Commerce.

Dede Eschen, mentor recruiter of REM Iowa, said they are excited to join the Chamber. "The Chamber is key to pulling all things Marshalltown together and connecting people and businesses passionate about the area with others," Eschen said. "We couldn't be more thrilled with this relationship. We love the Marshalltown area with its small-town feel. Everyone is out to help each other and support the town as it continues to rebuild from the tornado devastation of 2017."

REM Iowa Host Home was launched in 2012 with the opening of the first home in the Cedar Rapids area. The program now supports 23 homes and 26 individuals. "We are currently working to bring the Host Home model to the Marshalltown area," Eschen said.

The Host Home model provides an alternative to the more costly, less-effective institutional settings and programs. It is a shared living arrangement where a community member(s) open their home and share their life's experiences with an individual with a disability while providing the supports the individual needs. This program provides a natural "home" setting in the community to allow for better opportunities for individuals to be successful in attaining their own life goals.

"We currently have several individuals looking for a family to join in the Marshalltown area," Eschen said. "We are looking for people in the community (single people, married couples, families, empty-nesters, retirees, etc.) who are interested in welcoming an individual into their lives and earning a living from home as an independent consultant or mentor."

A mentor must be 21 years of age, have an extra bedroom in their home, and have a commitment to making a difference in someone's life. Any Chamber member that refers someone to the program who becomes a mentor, will get a \$250 referral bonus.

For more information, contact Dede Eschen at dede.eschen@thementornetwork.com or visit makeadifferenceathome.com



Chamber names new Director of Membership Services

Keri joins us as the Director of Membership Services. Keri grew up and lives in northwest Marshall County. She obtained a Bachelor's degree in Communications; Electronic Media from the University of Northern Iowa and has years of experience working in communications, marketing, and sales. Most recently, Keri comes to us from working at Iowa State University as a Communications Specialist in the College of Agriculture and Life Sciences where she managed social media accounts, wrote copy for newsletters, and planned and executed large events. Keri is excited to join the team and assist with the common goal of making chamber membership attractive to new and current business owners.



**Need an employee?
Looking for an employer?
Check out the Chamber's online Marshalltown
Job Postings at:
www.marshalltown.org/work**

Thank You Reinvesting Chamber Members

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

Jamie Bland	16	Live On Stage - Marshalltown	5
Bruin Manufacturing	55	MAMA DiGrado's	13
Cartwright, Druker & Ryden	43	McRill-Stowell-Christensen	32
Central Iowa Fair	15	Nutrien Ag Solutions	28
El Portal, Inc.	10	Pizza Ranch	9
Hammer Medical Supply	12	Re/Max Partners Realty	2
Hy-Vee Drugstore	49	Douglas Reese	5
Hy-Vee Food Store	56	The Salvation Army	22
Inner Peace Health	1	Schendel Pest Control	25
KDAO AM/FM/TV	41	St. Francis Catholic School	12
Landon-Landon & Associates	55	Superior Welding Supply Co.	11
Legends American Grill	10	Union Pacific Railroad	9



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Tom Deimerly
Director of Economic Development
Andrew Potter
Director of Tourism
Sarah Marckres
Office Assistant

"We were very pleased we selected Marshalltown. The venues were wonderful and the people were friendly and welcoming."

Gayle Olson, of Iowa's Center for Agricultural Safety and Health, organizer of a recent conference in Marshalltown



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on 99.5 KDAO FM

7:30 a.m.
on 1190 KDAO AM

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MARSHALLTOWN NEWS

(we just have to *brag a little*)

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If you have Marshalltown area news to brag about, submit it to The Digest via email to 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.

Chamber presents to Rotary Club

Chamber President & CEO Lynn Olberding recently presented the Chamber's new structure to the Marshalltown Rotary Club. Included in her presentation was an outline of ten-, five-, and three-year goals established by the Chamber Board of Directors. Those goals are: "Be the fastest growing community in Iowa in 10 years," "Reduce commuter rate by 50% in five years," and "Restore medical services in three years." Additionally, Olberding shared the Chamber's Core Focus, including the Purpose of the Chamber: To support and grow an amazing community, as well as the Chamber's Niche: To advocate and promote business and tourism.

The Chamber board and staff are currently implementing Entrepreneurial Operating System (EOS), as created by Gino Wickman. Wickman's approach is outlined in the book Traction and focuses on six key components of a business. By working on these components, businesses and organizations like the Chamber, can gain traction on gaining more focus, more growth, and more enjoyment in work.

For more information on the Chamber's new structure, to schedule a presentation for your organization, or to learn about EOS, please contact Olberding at the Chamber office at 641-753-6645 or lolberding@marshalltown.org.



Happy Holidays

from the staff of the
Marshalltown Area Chamber of Commerce

*Fisher Community Center and the
Chamber office will be closed
December 24, 25, 31 & January 1
in observance of the holidays.*



CHAMBER AMBASSADORS VISITS



A look back at some of our 2019 Chamber Ambassador visits

To schedule a ribbon cutting or courtesy call contact the Chamber office at 641-753-6645



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

Thank You Ambassadors!

AREA CHAMBER
OF COMMERCE
MARSHALLTOWN





Macc, our Holiday Elf... was a success!

Thank you to all of our participating businesses! Macc hopes to see you all next year!



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www.marshalltown.org Statistics

	Oct '19	Avg/Month	YTD Total
Unique Visitors	9,179	13,091	78,548
Number of Visits	22,088	27,490	164,937
Page Views	169,325	283,423	1,700,540
Hits	442,481	708,704	4,252,226

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.

2020 Chamber Trips

Washington D.C.

May 14, 2020

Thailand

October 13, 2020

For more information on
upcoming Chamber trips contact
Lynn at the Chamber office.
(lolberding@marshalltown.org or
641-753-6645)

*Fisher Community
Center and the Chamber
office will be closed
December 24, 25, 31 and
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Tax Increment Financing: A Critical Tool for Local Economic Development

One often misunderstood, but critical tool in the public sectors economic development toolbox is Tax Increment Financing (TIF). At its core, 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 of a geographic area. These investment and reinvestment 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, Tax Increment Financing is a method of reallocating property tax revenues which are produced as a result of an increase in taxable valuation above a “base valuation” figure within a tax increment area to spur investment by a private entity. You are probably asking yourself right now, “What did you just say?” I did the same thing 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 hearing it.

Let me try to give you a local example, picture an existing cornfield or hayfield that has a new big box retail store built. The taxes generated from the original use (as an agriculture production 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 particular case, the additional tax revenues generated by the project are utilized to meet the needs of the business to expand a road to three lanes and meet their own needs. The ancillary effect of that opens an additional 37 acres for increased development and ultimately additional tax revenue which will lower taxes for everyone as we all pay to have the civil services that each resident and business pays for through taxes. An increased tax revenue base lowers the overall burden placed on everyone for essential

services. Let me use 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. They lost nothing they had already been collecting.

Naysayers of the use of TIF say it diverts property-tax revenue from other local taxing bodies which include counties, schools, and colleges. While this is true for a set period of time at the beginning of a project, those taxing entities still receive the tax revenue originally generated from the development area. Only taxes from the higher value of the new development are diverted. Both the existing and new tax revenue is eventually collected by all taxing bodies when our elected officials treat the tool with the respect it deserves. Those additional taxes received may have never been available had the project not received assistance through Tax Increment Financing and other development tools.

This tool is critical to the residents of both Marshalltown and Marshall County and is controlled by our locally elected officials as a part of their economic development toolbox. If you have additional questions about TIF or other public sector development tools, please contact our office.

Economic Statistics

Employment – Marshall County - October (Source: Iowa Workforce Development)	2019	2018
Labor force	18,150	17,950
Unemployed	510	600
Percent unemployed	2.8	3.4
Total employment	17,640	17,350
Marshall County Construction - November (Source: Marshalltown Building Department)	2019	2018
Building permits	N/A	70
New Residential Construction	N/A	\$90,000
Residential Addition/Remodeling	N/A	\$315,000
New Commercial/Industrial Const.	N/A	\$2,114,000
Commercial/Industrial Remodeling	N/A	\$913,000
Housing Sales Data - November (Source: Mid-Iowa Regional Board of Realtors)	2019	2018
Single family home sales	25	26
Average sale price	\$156,644	\$124,262
Median sale price	\$130,000	\$129,000

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Tourism is big business in Iowa

Tourism is often called the invisible industry because many don't see or understand the impact it can have on a community. Tourism is very important to the state of Iowa, which is not exactly a state that comes to mind first when thinking of tourist destinations.

In 2018, tourism was a \$8.99 billion industry in Iowa, raising \$517.5 million in taxes. In the Marshalltown area, we continue to find new ways to attract people so we can get a bigger piece of that tourism pie.

There was \$96 million in tourism spending in Marshall County in 2018, according to the U.S. Travel Association.

Tourism is an economic engine that creates jobs and supports businesses in town. A restaurant visit, a tank of gas, an overnight stay or retail spending can add up and greatly benefit the area economy as a whole.

Don't overlook the importance of tourism and its impact on the community. Let's welcome our visitors with open arms and show them all that we love about our community. We can assure you we won't stop looking at ways to draw more visitors and interest to the area.



Marshalltown Chamber Tourism grant program

Each fiscal year the Marshalltown Chamber Tourism office sets aside a predetermined amount of its budget to be applied towards grants. The office offers three different types of grants for marketing purposes to help increase potential overnight tourism in Marshalltown.

Meetings, Conventions, Sporting Events and Tournaments: This grant is geared toward design and production costs for brochures, fliers, posters, direct mail pieces and postage costs for pre-meeting mailings; placement costs for newspaper, radio, magazine, or television ads and signage (off-site only); bid costs to obtain conferences, meetings, sporting events or tournaments (possible reimbursement) and motor coach rental to be used for local tours; transportation costs between scheduled Marshalltown meeting/lodging facilities.

Local Events: This grant is geared toward design and production costs for brochures, fliers, posters, direct mail pieces and postage costs and placement costs for newspaper, radio, magazine, or television ads and signage (off-site only).

Capital Funding: Eligible applicants are limited to capital improvements for existing or newly developed buildings and/or structures of Marshall County that will generate tourism activity for the Marshalltown area.

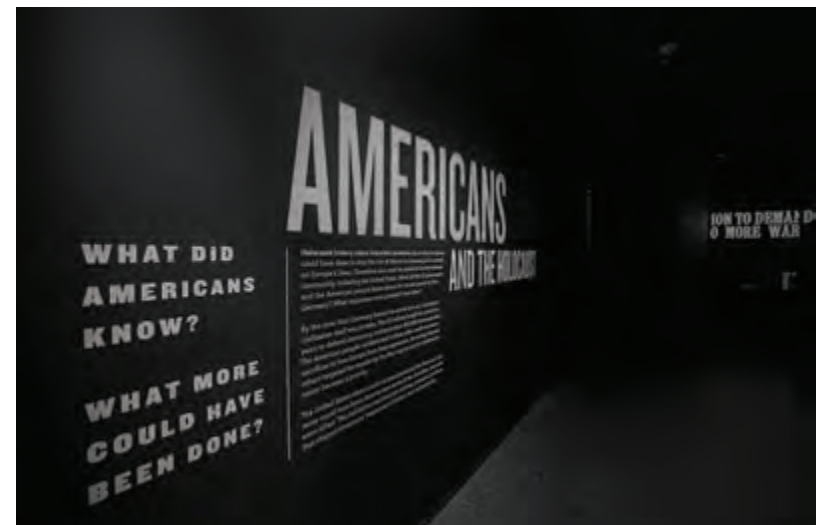
All grant applications must be received by the 1st Monday of April, July, October or January. The next grant deadline is Monday, January 6. If you have any questions or for a grant application, contact our office at 641-753-6645 or apotter@marshalltown.org.

Americans and the Holocaust traveling exhibition coming to Marshalltown Public Library in May

The Marshalltown Public Library is one of 50 U.S. libraries selected to host *Americans and the Holocaust*, a traveling exhibition from the U.S. Holocaust Memorial Museum that examines the motives, pressures and fears that shaped Americans' responses to Nazism, war and genocide in Europe during the 1930s and 1940s.

The touring library exhibition — based on the special exhibition of the same name at the Museum in Washington, D.C. — will travel to U.S. libraries from 2020 to 2022.

"We are so proud to be selected from a pool of more than 250 applicants to host this important and powerful exhibition," said Marshalltown Public Library Director Sarah Rosenblum. "We encourage community members to come explore it, and we're excited to be partnering with the Marshalltown Community School District, Marshalltown Community College, the Iowa Jewish Historical Society and the UNI Center for Holocaust and Genocide Education. The exhibition will challenge people to not only ask 'what would I have done?' but also, 'what will I do?'"



Americans and the Holocaust will be on display at the Marshalltown Public Library, along with a series of related special events, from May 11, 2020 to June 22, 2020.



JANUARY/FEBRUARY

Dec 24-Dec 25: Office closed

Dec 31-Jan 1: Office closed

*We are currently looking for
Business After Hours hosts for
2020!*

UPCOMING EVENTS

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Member Appreciation

Legislative Luncheon

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EVENTS



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