

theDIGEST

distinctly different

April 2021

Volume 38, Issue 10

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



MARSHALLTOWN AREA CHAMBER OF COMMERCE

3rd Annual Women in Business event

Join the Chamber and presenting sponsor Emerson for the 3rd Annual Women in Business event on April 21. This year's event will take place at Elmwood Country Club (social distancing practices in place, masks required) with a to-go lunch provided at the end of the keynote presentation by Miriam Erickson Brown, President/CEO of Anderson-Erickson Dairy Company.

Registration required. Open to any employee of Chamber member business/organization. Cost is \$35/person. Program from 11:00 a.m. until noon. Register at www.marshalltown.org/womeninbusiness.

This event made possible by the following sponsors:

Presenting Sponsor: Emerson

Award Sponsor: McGregors Furniture

Gold Sponsors: Farmers Savings Bank & Trending Media



Miriam Erickson Brown

Ladies Night Out

The Marshalltown Area Chamber of Commerce is promoting Think Local First through events geared toward ladies. The events are April 8, April 15, and April 22 from 4:00–8:00 p.m. These events are free and open to all public to attend. There will be different promotions, as well as refreshments, served at each location with the opportunity to win a large prize package.

Keri Morris, Membership Director, says she is excited to organize this Ladies Night Out event. "This is a great opportunity for the public to support local through shopping at some of our local boutiques, wine, chocolateries, and women's stores. The fall Ladies Night Out was such a success that we couldn't help but do a series of spring events. With folks being cooped up all winter, this is a great way to support local. Since April is Child Abuse Prevention Month, we thought it appropriate to tie in with Child Abuse Prevention Services (CAPS), of Marshalltown, to help raise awareness."

The following businesses will be participating in the Ladies Night Out events.

April 8: Hy-Vee Wine & Spirits (In Meadow Lane Mall); Maurices; Oliver Beene Designs; Oliver Beene-The Other Side; SAS & Co; Shoe Sensation

April 15: 319 Décor & Design; 7 Rayos Liquor (in Hellberg's Store); Ambellish Salon; Brit Marie's Country Boutique; Brown's Shoe Fit; Hellberg's Jewelers; Main Street Thrifty Buzzarr; State Street Trading Company; Tannin Wine Bar, Small Bites & Craft Beer

April 22: Appleberry Farm; Be Unique Floral Boutique; C Eye Care; The Flying Elbow; Lillie Mae Chocolates; Messy Missy's and Pitchfork, Primitives & Fodder (In C Eye Care office)

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

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



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

**Chamber Bucks are a great way to
THINK LOCAL FIRST!**

MEMBER SPOTLIGHT



Chris Brodin,
Owner of Premier
Real Estate says
“Currently the
market is a sellers’
market with a need
for more houses both
used and new. The
interest rates are still

near all-time lows and absolutely a great time to borrow money for your dream home. Chances are it won’t last much longer at these low rates.”

The Brodins opened Premier Real Estate on March 1 of 2001. Chris has been in the real estate business since 1998 and later, wife Cindy, joined and then their youngest son Matt. With an office of 13 dedicated realtors and two office staff, they are able to make a difference in the community. They have the ability to practice throughout Iowa but their focus is Marshalltown and “making Marshalltown better.”

When asked what sets Premier Real Estate apart from the rest, Brodin answered “Our people and relationships.” Brodin says their group believes in building long-lasting relationships and they truly care about helping people. They don’t just search for a house for their client but rather they search for a home. They do this by listening carefully to understand their client’s real estate goals and then work hard to create solutions by utilizing expertise, proven track record, and resources. They also believe in staying fully engaged in technology and staying abreast of current advertising trends and staples so they can provide the best value to their clients.

Premier team members are no strangers to giving back to the community as they are involved on various boards and committees. Things like chairman for the annual Oktoberfest celebration, RAGBRAI committee, a Sustainer for Assistance League, Co-President for Marshalltown Ambassadors, and presidents for Marshalltown Board of Realtors. Other areas of involvement include United Way, the Coliseum, Animal Rescue League, Big Brothers-Big Sisters, Ducks Unlimited, ARC, Marshalltown Zoning, Marshalltown Park and Rec, Marshalltown Board of Adjustment, Rotary Club, Kiwanis Club, Iowa Valley Board, 13th St, Marshalltown Chamber, and many more. It’s easy to see that the Premier team is fully engaged in helping Marshalltown grow.

Premier Real Estate is located at 2003 S Center St in Marshalltown. For more information call 641-754-5678 or visit online at www.marshalltownhomesonline.com.



Membership Hack:

Utilize the Chamber's Volunteer Webpage

The need for volunteers in the Marshalltown Area is evident. In response to the growing need for committee members and other volunteers, the Chamber has introduced a listing of volunteer opportunities available in the Marshalltown area. This benefit is available for any Chamber member non-profit or organization, where volunteer opportunities can be posted at no charge. The public can access the database to find volunteer opportunities with participating organizations. Now is a great time to give back to the community.

For a list of volunteer opportunities, visit: <https://business.marshalltown.org/volunteer-opportunities>.

As a Chamber member, this is one of your many benefits. When you are ready to post a volunteer opportunity, reach out to Sarah Marckres at smarckres@marshalltown.org for details about promoting your organization's volunteer openings.

Thank You Reinvesting Chamber Members

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

| | | | |
|--|-----------|---|----|
| Alliant Energy | 52 | GNB Bank | 9 |
| Animal Rescue League | 13 | Kwik Star #607 | 26 |
| Applebee's Neighborhood Bar & Grill | 23 | Live On Stage - Marshalltown | 7 |
| Dr. Joel Beane | 24 | Marshalltown Community College Foundation | 8 |
| Boliver Law Firm | 38 | Redeemer Lutheran Church | 2 |
| Brit Marie's County Boutique | 1 | Top Notch Tree Service | 8 |
| Farm Credit Services of America | 10 | | |



Farmers SAVINGS BANK
Looking for a New Home?
 Contact Cindy or Jasmine today—
 We'll help you OWN it!
 Apply 24/7
cindy@zipforhome.com
jasmine@zipforhome.com

Cindy Jasmine

 **fsb-iowa.com / 641-752-2525** **FDIC**



Have you seen the first of the "Made in Marshalltown" video series? Check it out on YouTube.

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



GOODYEAR
#1 in Tires
CERTIFIED AUTO SERVICE

"Your Hometown Tire and Auto Service Center"

McAtee
 Tire & Service Center, Inc.

205 E. Linn St.
 Marshalltown
 752-7511



Board of Directors

Jill Lutes, Chair
Joe Carter, Vice Chair
Jeff Rasmussen, Treasurer
John Dawley, Past Chair

Paul Beals
Todd Carl
Pam Delagardelle
Mike Fitzgerald
Carol Hibbs
Jessica Kinser
Dan Moellers
Abigail Pelzer
Todd Steinkamp
Dave Thompson
Deb Wollam

Ex-Officio

Dr. Theron Schutte, MCSD
Dr. Kristie Fisher, IVCCD

Staff:

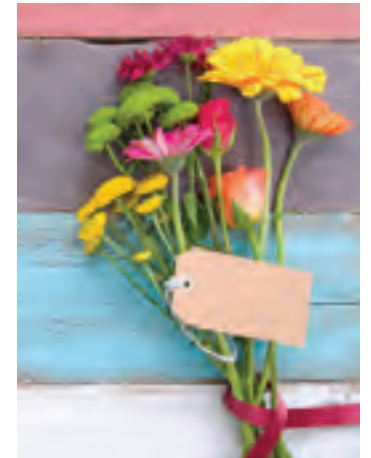
Lynn Olberding
President & CEO
Andrew Potter
Tourism Director
Keri Morris
Membership Director
Carlos Jeer
Economic Development Director
Sarah Marckres
Office and Events Coordinator

Calling all financial businesses!

The Chamber will be sharing information regarding financial literacy on our social media channels. If your business/organization would like to provide a financial “tidbit” to be shared on Facebook, Instagram, and Linked In, please contact Keri Morris at kmorris@marshalltown.org.

Mother’s Day and Father’s Day gift guide

The Chamber is looking for gift ideas for Mother’s Day and Father’s Day to promote on our website and social media. Do you have an idea that would make a great Mother’s Day or Father’s Day gift? Send ideas, including a photo, to Keri Morris at kmorris@marshalltown.org by March 31. The webpage will go live mid-April and will inspire folks to support local during these upcoming holidays. There is no cost to participate.



Meet us in Marshalltown for pickleball



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



MARSHALLTOWN NEWS

(we just have to *brag a little*)

Occupational Medicine Services begin in Marshalltown

McFarland Clinic is pleased to announce that Occupational Medicine services will begin in Marshalltown, starting in March.

Lacey Wheat-Hitchings, MD, MPH, and Jennifer Krieg, PA-C will begin seeing patients every Thursday starting March 11 at the McFarland Clinic office located at 312 E. Main Street in Marshalltown.

Occupational Medicine includes the treatment and care of work-related injuries, physical exams, periodic screenings, physical therapy, rehabilitation, and work conditioning programs.

"This is a great opportunity to provide our service locally to Marshalltown businesses," says Dr. Wheat-Hitchings. "We will work with businesses to provide services that they would otherwise have to travel to Ames to receive."

Occupational Medicine services that will be provided by Dr. Wheat-Hitchings and Jennifer in Marshalltown include DOT physicals, non DOT physicals, drug screens, workers compensation injuries, and respirator physicals. Employers can work directly with our department to set-up flu vaccination clinics and on-site TB testing. Employees may be seen by Dr. Wheat-Hitchings for impairment ratings as well as fitness for duty evaluations.

To schedule an appointment, contact the McFarland Clinic Occupational Medicine department at 515-239-4496



Congratulations to Chamber member **Drs. Downey & Gantz, DDS** on returning to your "home" location after storm repairs and some nice updates. Check them out at as they are back at 201 Nicholas Drive in Marshalltown.

Congratulations

Pinnacle Bank is pleased to announce the promotion of Amy McCready to Assistant Vice President/Loan Operations Manager. McCready joined the staff of Pinnacle Bank in November of 2011 as a customer service representative and assumed the role of loan administrator in 2013. McCready has taken on additional IT, management, and training roles, in addition to her current loan processing responsibilities, contributing to Pinnacle Bank's growth.



Pinnacle Bank is pleased to announce the promotion of Rose Duffy to Assistant Vice President. Duffy joined the staff of Pinnacle Bank, in June of 2004, as a customer service representative, and assumed the role of customer service supervisor in 2011. In September 2020, she was promoted to branch manager. Duffy has taken on additional management, supervisory, and training roles in addition to her current responsibilities contributing to Pinnacle Bank's growth and employee development.

Reminder! We have temporarily relocated.
The Chamber is located in the lower level of Trinity Lutheran Church at
1011 S. 3rd Ave.
Please mail payments and correspondence to
P.O. Box 1000.

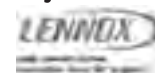
**Receive Total
Home Comfort At**

KAPAUN & BROWN, Inc.

A Premier Lennox Dealer



**1002 West Lincolnway
753-3563**



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 AMBASSADORS VISITS

Thank you to this incredible group of volunteers our 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



The Chamber Ambassadors held a ribbon cutting at the dedication ceremony of the newly-renovated Veterans Memorial Coliseum on March 15, 2021.

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.

Check out what's happening in "This Week in Marshalltown"

For more information on area events, visit
our events and community calendar listings at
www.marshalltown.org.

You can also get signed up for our weekly
events email newsletter by contacting
Tourism Director Andrew Potter at
apotter@marshalltown.org.

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

Thank You Ambassadors!





New Chamber 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.

Blissful Expressions

Sara and Shane Faltys, Owner
30 E Main St, Marshalltown
573-429-1501

www.facebook.com/BlissfulExpressions1

Provides Botox and filler injections, as well as IV hydration. They also do private parties for those that prefer a more intimate setting.

Crosby Park of Marshalltown – MHS Properties

Janelle Carter, Owner
Samantha Vance, Manager
1-39 Crosby Park Dr, Marshalltown
641-751-2736

www.crosbyparkmarshalltown.com

Executive level townhomes featuring 2-3 bedroom floor plans and 'park like' views.

Edward Jones-Nathan Blayer

Nathan Blayer, Financial Advisor
507 W High St. Suite B, Marshalltown
641-752-3426

nathan.blayer@edwardjones.com

Edward Jones offers a personal approach to investing with financial advisors ready to support your retirement, education savings and insurance needs.

Fire House Aquatics

Tom Bowman, Owner
2945 Taylor Ave, Gilman
641-478-3271

www.firehouseaquatics.net

Pet store aquatics supplies, Fresh and salt water, reptiles, and live bait.

The Flying Elbow

Garrett Goodman, Owner
229 N. 13th St, Marshalltown
641-328-4114

www.facebook.com/theflyingelbow

A restaurant specializing in over-the-top hot dogs and sandwiches. They also have a food truck.

*New Associate Member: **Jim Lowrance***

Main Street Thrifty Buzzarr

Wendy Siefken, Owner
122 E Main St, Marshalltown
641-854-0687

www.mainstreetthriftybuzzarr.com

A thrift store on Main Street Marshalltown that includes books, clothing, household items, steam punk, crochet items, jewelry and so much more.

Maria's Tacos

Balvina Gomez, Owner
110 W. State St, Marshalltown
641-751-5327

www.mariastacosmarshalltown.com

Mexican restaurant that offers a variety of authentic Mexican dishes including tacos, quesadillas, and tostadas. Be sure to ask about our Texas Burrito. Catering also available.

Play IT!

Kristine Drinovsky, Manager
William Spatz, Owner
1702 S. Center St., Marshalltown

Slated to open this summer, this multi-sports complex will include batting cages, pitching machine, indoor soccer, indoor turf area, roller hockey, ½ basketball court, futsal, pickleball, party room, exercise program with personal trainer, and kids club.

Shelter Insurance

Jessica Bolen, Agent
204 E. Linn St, Marshalltown
641-752-2500

www.shelterinsurance.com/CA/agent/JBOLEN

Insurance offerings in auto, home, life, renters, personal articles, business, ATV, boat, motorcycle, RV, and farm.

Supermarket Villachuato

Edgar Regalado, Owner
Crystal Regalado, Owner
107 N. Center St, Marshalltown
641-758-3270

www.facebook.com/Supermarket-Villachuato-108440244287653

A supermarket that offers homemade ice cream, a Mexican restaurant, meat counter, bakery, and deli as well as a full grocery store.

If you would like to schedule a ribbon cutting or courtesy call with the Chamber Ambassadors contact

Keri Morris, Membership Director at kmorris@marshalltown.org or call at 641-753-6645.



BUSINESS DIRECTORY

ADVERTISING SPECIALITIES

MARSHALLTOWN TIMES-REPUBLICAN

135 W. Main
Marshalltown

753-6611

APARTMENTS

SOUTHERN HILLS APARTMENTS

753-4533

BOULDER PROPERTIES 1 & 2 Bedroom Apartments

641-752-7767

www.venturellc.com

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
Raymond J. Starks
26 S. 1st Avenue
Suite 302
Marshalltown

641-752-4271

www.marshalltownlaw.com

BRADSHAW FOWLER PROCTOR & FAIRGRAVE, P.C.

Joel T.S. Greer
Nicci M. Ledbetter
Abigail M. Hillers
112 W. Church St. Marshalltown
641-752-5467
www.BradshawLaw.com

ATTORNEYS AT LAW

PEGLOW, O'HARE & SEE

118 East Main Street
Marshalltown

752-8800

GRIMES, BUCK, SCHOELL, BEACH & HITCHINS

Roger R. Schoell
Kevin R. Hitchins
Jeffrey P. Hazen
Joel R. Thronson
Zachary Louton

102 East Church St.,
Marshalltown
641-752-4507

AUTOMOTIVE

ARNOLD MOTOR SUPPLY

116 E. Anson St.
Marshalltown

753-5533

BUILDING SUPPLIES

SPAHN & ROSE LUMBER CO.

110 W. Madison St.
Marshalltown

752-1541

CARPET CLEANING

SERVICEMASTER

Carpets • Upholstery
Duct Work
Commerical
Janitorial Services

752-3956

COMMERCIAL CONSTRUCTION

WOODRUFF CONSTRUCTION, LLC

info@woodruffcompanies.com
www.woodruffcompanies.com

515-232-4535

CREDIT UNIONS



Lennox Employees Credit Union
1004 E. Main Street • Marshalltown, IA 50158

641-754-4501

ENGINEERING & LAND SURVEYING

CLAPSADDLE-GARBER ASSOCIATES, INC.

16 E. Main St.
Marshalltown

752-6701

HEATING & COOLING

B & G HVAC

1208 E. Main Street
Marshalltown

641-752-3429

HEATING & COOLING

KAPAUN & BROWN

1002 W. LINCOLNWAY
MARSHALLTOWN

641-753-3563

INSURANCE

CHASE INSURANCE SERVICES

105 A. Westwood Dr.
Marshalltown

752-5733

INDEPENDENT INSURANCE SERVICES

11 E. Church Street
Marshalltown

752-4618

SHOMO-MADSEN INSURANCE

22 E Main St.
Marshalltown

753-6691

KITCHENS

THE CABINET SHOPPE

217 N. 13th Street
Marshalltown

753-4969

www.cabinetshoppe.net





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

Accura
HEALTHCARE
Of Marshalltown
"Partners in Care, Family for Life"
2401 S. 2nd St. Marshalltown
641-752-1553

PAINTING

**PRO FINISH
COMMERCIAL & INDUSTRIAL
PAINTING**
641-751-3568
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

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

TELEPHONE SYSTEMS

Tele-Difference
Telephone Sales & Installation
Phone & Data Cabling Specialists
641/753-6422
telediff@heartofiowa.net
Steve Hubbard • Adam Grant



www.marshalltown.org Statistics

| | February '21 | Avg/Month | YTD Total |
|------------------|--------------|-----------|-----------|
| Unique Visitors | 4,774 | 5,890 | 11,779 |
| Number of Visits | 9,207 | 13,554 | 27,108 |
| Page Views | 150,820 | 236,141 | 472,281 |
| Hits | 354,391 | 422,587 | 845,173 |

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.

Wellness Tip



Exercise in short bursts.

If you don't have time to exercise for 30 minutes each day, even brief bouts of physical activity offer benefits. Try a few 10-minute walks instead. Being active throughout the day can add up to provide health benefits. Take a mid-morning or afternoon break to move and stretch, go for a walk, or do some squats or pushups.



Find Marshalltown Area Jobs
www.marshalltown.org/jobs



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.

For 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 place on everyone for essential services. Let me use an example with numbers: The base tax collected on a project before the im-

provement 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.

Elevating our region

Much of what sells is often well-branded and packaged. That not only applies to daily use items like cellphones, laptops, appliances, books and vehicles, it also plays a crucial role in cities, counties, states and regions all over the country. Our pride for what Marshalltown has to offer, what we make here and who we are must shine through externally.

We must keep in mind, that marketing and quality go together and that when high-quality is absent, marketing does not go far. In economic development especially, if there is no product (land, utilities, incentives etc.) to offer then the region being promoted will not be attractive to potential investors/entrepreneurs. The marketing aspect of growing goes down to the granular level. In every facet of business and government we must aim to excel in how we present ourselves. Marshalltown has been mastering products for decades, of every kind. Manufacturing and industrialization play a crucial role here, as well as our retail and other goods and services. However, we must tell its story, and that starts with you. In your everyday conversations, tell our story and remind others of what Marshalltown has to offer.

Movements are built at the “neighborhood” level, so to speak. This is especially true in community-related projects. A key component of Marshalltown’s growth is how we package and present the region. Cities across the country have already realized this and have taken steps to present a refined and well-thought-out image of their towns and state. We can do the same, but it all starts with you.

Economic Statistics

| | | |
|---|-------------|-------------|
| Employment – Marshall County - January | 2021 | 2020 |
| (Source: Iowa Workforce Development) | | |
| Labor force | 17,290 | 18,440 |
| Unemployed | 1,420 | 1,410 |
| Percent unemployed | 8.2 | 7.6 |
| Total employment | 15,870 | 17,030 |
| Marshall County Construction - January | 2021 | 2020 |
| (Source: Marshalltown Building Department) | | |
| Building permits | 32 | 10 |
| New Residential Construction | \$0 | \$11,000 |
| Residential Addition/Remodeling | \$215,000 | \$12,000 |
| New Commercial/Industrial Const. | \$5,940,000 | \$1,898,000 |
| Commercial/Industrial Remodeling | \$180,000 | \$0 |
| Housing Sales Data - February | 2021 | 2020 |
| (Source: Mid-Iowa Regional Board of Realtors) | | |
| Single family home sales | 14 | 13 |
| Average sale price | \$147,135 | \$119,169 |
| Median sale price | \$133,000 | \$105,000 |

Marshalltown leads the way with the growing sport of pickleball

The sport of pickleball is growing throughout the country and Marshalltown is keeping up with that trend with its current and future sports facilities.

The new Marshalltown Court Complex at Marshalltown High School is a popular place to play for the public and features three pickleball courts and 12 tennis courts. Also new is the renovated Veterans Memorial Coliseum, which allows for pickleball in the gym as does the Marshalltown YMCA-YWCA.

There are future pickleball courts in a pocket park on State Street by the Parks & Recreation office and at the new sports facility Play IT! in Meadow Lane Mall and Marshalltown has quickly become a hot bed for the sport.

Many seniors love that pickleball takes less of a toll on their body than tennis and is played at a little slower pace.

Tourism Director Andrew Potter took to the courts to learn about pickleball in a new Chamber video available on the Marshalltown Area Chamber of Commerce YouTube channel and our Facebook page.

Stay connected to events & activities in Marshalltown and the surrounding areas.

Like us on Facebook & Instagram

@mtownchamber

@marshalltowntourism

Visit our Community Events Calendar

business.marshalltown.org/community-events

Pickleball at the new Marshalltown Court Complex at Marshalltown High School



Paranormal festival planned for Marshalltown in August

Marshalltown will host the Midwest Annual Paranormal Festival, August 20-22, which is expected to draw hundreds of visitors to town from multiple states. The event will feature vendors, speakers, workshops, a beer tent, food trucks, live entertainment, opportunities to meet paranormal celebrity investigators and more.

Riverview Park will serve as the primary location of the festival with all three buildings being utilized for events, speakers and vendors. Interest in the paranormal field is growing as many television shows and social media groups have popped up in recent years.

"We have over 100 vendors and speakers who will be bringing people with them," Steffen said. "That's hundreds of people putting on the festival itself - and more than that will be attending."

Admission will be free and open to the public, with the exception of VIP events. For more information visit the Facebook page Midwest Annual Paranormal Festival.

Marshall County Arts and Culture Alliance's film series, (RE) INVIGORATE

The Marshalltown County Arts and Culture Alliance film series (RE) INVIGORATE has been a popular video series which promotes local attractions.

The purpose of the films is to continue strengthening and energizing arts and culture, while celebrating our community pride points and amplifying our talented performing artists in Marshalltown. This five-part film series features local performing artists, musicians and locations including the Gallery Garden, Downtown, MHS Roundhouse (Drills), 13th Street District (Echo) and the Fisher Community Center Pond. The films are a creation in partnership with the very talented local artists, Nick Cooper and Toree Benson.

Films are available on the Alliance's website at www.artsandculturealliance.org. The final film will be released on Friday, April 2.





UNITED BANK & TRUST

Community shred day

Saturday, April 24th | 9am - 11am
2101 South Center Street, Marshalltown

APRIL

March 31: SBDC Webinar
April 2: Chamber office closed
April 8: Ladies Night
April 15: Ladies Night
April 21: Women in Business
April 22: Ladies Night
April 24: Community shred day

For an up-to-date list of events please
visit [www.marshalltown.org/work/
chamber-calendar/](http://www.marshalltown.org/work/chamber-calendar/)

upcoming
EVENTS



Paul Inagelman
Agent



Morris Mitchell-Butler
Agent-CSA



Lance Horbach
Agent



Tyler Siegle
Agent



Paul Beas
Agent



Mark Eohde
Agent



Austin Blum
Agent



Rich Mahon
Agent



Doug Joslin
Agent



Bonnie Orr
Processor



Robin Angelman
Agent-CSA



Doris Rowley
Agent-CSA



Carla Nordstrom
Agent-CSA



Kathy Misset
Administrative
Assistant



Josephine Conner
Administrative
Assistant



THE POWER OF CHOICE!

AssuredPartners

POWER

through Partnership

11 EAST CHURCH STREET - MARSHALLTOWN, IA

(641) 752-4618

AUTO - HOME - BUSINESS - FARM PROPERTY & LIABILITY - CROP/HAIL - LIFE
HEALTH - WORKERS COMPENSATION - LONG-TERM CARE - ANNUITIES

LOCAL CLAIMS SERVICE

www.InsureCentralIowa.com



Matt Roesgaard
Information Systems



Kristi Carlson
Office Manager



Vivian Caron
Agent-CSA



Heather Harus
Agent-CSA



Samantha Garrison
Agent-CSA



LeAndrea Abel
Administrative
Assistant