

November 2021

Volume 39, Issue 5



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Business-to-Business Showcase

This revamped version of the popular Business After Hours offers Chamber members an opportunity to network and promote their business in an informal and fun atmosphere. The Business-to-Business Showcase will be held on November 4 from 5:00-6:30 p.m. at the Best Western Regency Inn.

Presenting Sponsor: Hy-Vee

Participating Exhibitors:

Bankers Advertising-Peggy Hannam
Buena Vista University
Glenwood Place
Guiding Star Marshalltown
Maria's Tacos
North Star Community Services
The Bridge Home
Thrivent Financial-Laurie Gowdy
Timber Creek Enterprise



Shop Small Saturday

Small businesses are major contributors to the strength of the American economy. They are the backbone of our business community. More than half of Americans either own or work for a small business. Small businesses also create 60 - 80 % of new jobs in the country. As part of National Small Business Week, the Marshalltown Area Chamber of Commerce recognizes the important impact made by outstanding entrepreneurs and small business owners by hosting a Shop Small Saturday promotion. The promotion will be open to small business owners and promoting shopping small during the holiday season. Shop Small Saturday is Saturday, November 27, 2021.

To sign up your business for Shop Small Saturday participation (\$50) contact Chamber Membership Director Sarah Smith at ssmith@ marshalltown.org

MACC the Holiday Elf

We are looking for Chamber member businesses to participate in a returning promotion this holiday season! Weekdays December 1-17, participating Chamber member businesses can have a visit from MACC, the elf. MACC will have his picture taken in your business and posted on Facebook. Where Facebook followers will name his mystery location for a chance to win participating businesses' gift cards. Cost to participate is a \$25 gift card/certicate to your business!

Space is limited! Contact the Kristen at the Chamber to reserve your spot today! (641-753-6645 or office@marshalltown.org)

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Chamber Bucks are a great way to THINK LOCAL FIRST!

MEMBER SPOTLIGHT

Glenwood Place

Glenwood Place was one of the first assisted living communities in Marshalltown. They began 20 years ago with just 36 assisted living apartments. Over time the demand for senior care grew. Today, they provide 50 assisted living apartments, a cozy memory care, independent living apartments, spacious townhomes, and offer respite care. Glenwood Place has 40 very compassionate and dedicated staff members who care for residents day and night.

The Glenwood Place culture is giving residents the "Red Carpet" philosophy. That means that they provide exceptional dining, knowing residents' likes and dislikes, and every resident being called by name. The Glenwood Place "Red Carpet" philosophy extends beyond the residents, this philosophy carries on with families and guests as well. Every person who enters Glenwood Place will feel at home.

As an organization Glenwood Place is a member of the Senior Provider Alliance, Elite Grand Champion fundraiser for the Alzheimer's Association, 100 Women Who Care, and the Marshalltown Area Chamber of Commerce. Being located in Marshalltown and being members of the Chamber, Glenwood Place appreciates the continuous networking opportunities that the Chamber provides. Conducting business in Marshalltown has been a unique experience because Marshalltown provides a big town atmosphere with the small-town feel. At Glenwood Place they always love making connections with new residents who have called Marshalltown home for many years.

At Glenwood Place the goal is to provide a happy and healthy work environment, in turn, they provide a happy and healthy home for their residents. Glenwood Place is meeting that goal with dedicated tenure staff and "Red Carpet" philosophy.







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.

Mojitos Bar & Grill

Juan Dominguez, Owner Virginia Montes, Owner 3303 S. Center St., Marshalltown 641-752-5551

www.facebook.com/mojitosmarshalltown

www.mojitosiowa.com

The key to our success is simple: providing quality consistent food that tastes great every single time. We pride ourselves on serving our customer's delicious genuine dishes like tacos, burritos and more Mexican cuisine.

Looking to volunteer?

Check out the Chamber volunteer page on our website: business.marshalltown.org/volunteer-opportunities

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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.

Animal Medical Clinic, P.C.	34	Northwestern Mutual Financial	
aSPArations Salon & Day Spa	8	Krough & Leth	32
Boliver Law Firm	39	Novaspect	61
Boy Scouts	9	Oliver Beene the Other Side	1
Brandenburg Tax & Acct.	14	Packaging Corporation of	
Child Abuse Prevention Svcs.	11	America (PCA)-Marshalltown 3	
Comfort Keepers	14	Primary Health Care, Inc.	13
Culver's of Marshalltown	19	Randall's Guitar School &	
Elim Lutheran Church/		Music Shop	9
Elim Children's Center	13	Riverside Cemetery	2
Elmwood Country Club	56	Slumberland Furniture	5
Five Star Real Estate Group	27	Southridge Specialty Care	53
Goodwill of Central Iowa	2	St. Andrew's Grill & Bar	1
Hahn Roofing	21	Stalzer Photography	17
Happy Tails Pet Grooming	7	State Street Trading Company	3
Hardon's, Inc.	2	Super Shine Car Wash	11
Hartwig Plumbing &		Superior Cleaning, Inc.	23
Heating, Inc.	63	Superior Welding Supply Co.	13
Hawkins Electrical Svcs. Inc.	13	Tele-Difference	5
Hay Construction Svcs. Inc.	25	The Farmer's Daughter	
Historical Society of		Photography	1
Marshall County	15	The Final Draft Films	1
Inflexion Solutions	3	Thompson True Value	
Iowa Veterans Home	33	Hardware	11
Jiffy Convenience Store	29	Tremont on Main	27
Landon-Landon & Associates	57	Trending Media (KFJB/KXIA)	46
Legends American Grill	12	Wolfe Clinic P.C.	29
Marshalltown Family Dentistry	8	Wolfe Ranch/Quakerdale	
		Family Services	1
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LEADERSHIP





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Greetings from the Small Business Development Center (SBDC)!

Can you believe it? We are moving deeply into fourth quarter 2021? There is no better time than now to begin designing your marketing and sales plan for 2022. Why is marketing and sales planning important you ask. Well, without at least a little planning, we tend to default to our past practices, which means next year looks a lot like last year.

True story... I had been operating my small business in my hometown for roughly five years. I rented a gigantic billboard in the middle of town. It prominently displayed my name, my business and contact information. My hometown was laid out in such a manner that it was virtually impossible to drive through town and NOT pass that billboard at least once per day. The billboard has been prominently displaying my business for the entire five years. Well, one evening I was attending a social gathering in the community. I was chatting with another community member, who suddenly popped the question, "so, Sheri, what are you doing these days?" Gulp! I learned that what I thought was a strategic piece of my marketing plan may not be at all.

If you have a marketing and sales plan, pull it out and give it a thorough review before 2022 arrives. If you would like someone to review your plan with you, please let me know. I'm glad to help! Have you decided this is the year that you would like to incorporate new marketing strategies and would like to step into digital marketing? Check out Region Six Resource Partners IA on YouTube. The video series was commissioned by the Region VI Council of Governments and created by the Iowa SBDC team. These are awesome introductory videos to digital marketing. After watching the videos, if you decide that you would like to learn more, SBDC has staff members, who specialize in marketing, who can help you get going. Let's get you connected.

Finally, if your business continues to feel the effects of COVID, and the PPP loans were not quite enough, there is time to apply for an Economic Injury Disaster Loan. These loans are administered directly by the SBA and are available until December 31, 2021. You can find more information at sba.gov.

SBDC is here to work with you. How can we help? Let's get a conversation going. You can reach us through a click or a call. The fastest method to connect with us is to open iowasbdc.org, select the request counseling button, complete the electronic form and choose Iowa State as your center of choice. Call us at 515-296-7828 or, ask a Chamber official how to reach us and they will point you in our direction.

Enjoy today-Sheri Benson, CBA, CGBP, ISU SBDC business counselor

Upcoming Business After Hours

Thursday, November 18
Hellberg's Jewelers
(13 W. Main St.)
4:30 - 6:30 p.m.

Wednesday, December 8 Strand's

(11 E. Meadow Ln.) 4:00 - 6:00 p.m.

Young professionals group formed

A new group of young professionals has formed in Marshalltown. They are known as MTown YP and meet for a social gathering the first Wednesday of each month, sponsored by the Chamber. Anyone is welcome to join in.

The next MTown YP social gathering is scheduled for 5 to 7 p.m. on November 3 at Tannin. The Chamber will pay for your first drink and the appetizers that night.

We are looking forward to seeing this group continue to grow as we tap into the future leaders of Marshalltown.

To get on the MTown YP email list, contact Andrew Potter apotter@marshalltown.org.

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





Women's Health Services Expand in Marshalltown

Women's health services have expanded in Marshalltown, providing care and services for obstetrics and gynecology. Services are available at McFarland Clinic Marshalltown located at 312 E. Main Street weekly on Monday, Wednesday, and Thursday.

Board-certified obstetrician-gynecologists Bonnie Beer, MD, and Beth Soulli, DO will be providing obstetric and gynecology services on the second and fourth Monday of each month. Nurse-Midwives Rachel Hayward, CNM, Crystal Iddings, CNM, Alice May, CNM, Mattea Otten, CNM, and Aubree Remsburg, CNM, will rotate coverage to Marshalltown on Monday, Wednesday, and Thursday of each week.

McFarland Clinic's Obstetrics and Gynecology (OB/GYN) department is dedicated to keeping women well with a full range of women's health services.

"We look forward to establishing and continuing health care relationships for women in the Marshalltown area from adolescent to menopause ages," says Dr. Beer.

OB/GYN physicians and midwives care for all aspects of women's health including preventative health and reproductive health. Services that will be provided in Marshalltown include annual and wellness exams, contraceptive counseling, family planning, infertility evaluation, prenatal services for expectant mothers, postpartum care, and menopausal evaluation and treatment. Obstetric delivery will continue to take place at Mary Greeley Medical Center in Ames. Future plans for OB/GYN outreach to Marshalltown include adding ultrasound services.

"Providing obstetric and gynecological women's health services locally is beneficial to women in Marshalltown and its surrounding communities, especially when it comes to convenience," says Alice May, CNM.



(we just have to brag a little)

Congratulations...

Congratulations to Karen Vandegrift, who is retiring after 40 years at Eyecare Associates. The business at 501 E. Main Street is hosting a retirement open house for Karen from 5 to 7 p.m. on November 3.

New Clinic Express opens in Marshalltown



The new UnityPoint Clinic Express opened recently in Marshalltown. It's located at 1704 S. Center St. The clinic is open from 8 a.m. to 8 p.m., 365 days a year.

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



The Chamber Ambassadors made a courtesy call stop on September 28, 2021 to visit with the friendly staff at Maurices, which is located at 50 Lafrentz Drive.



The Chamber Ambassadors held a ribbon cutting on September 30, 2021 to celebrate the new city parking lot and the beautiful mural on the south side of the Tremont. Both great additions to our downtown!



The Chamber Ambassadors stopped by Applebee's Grill & Bar for a courtesy call on September 28, 2021. Applebee's is located 3101 S. Center St.

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!



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

Thank You Ambassadors!







Business After Hours-Eyecare Associates



Member Apprecation Luncheon



School Board Candidate Forum



Business After Hours-McGregors Furniture & Mattress



Member Apprecation Luncheon



Marshalltown City Council and Mayoral Candidates Forum





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JOB POSTING

Find Marshalltown Area Jobs www.marshalltown.org/jobs

www.marshalltown.org Statistics

Se	ptember '21	Avg/Month	YTD Total
Unique Visitors	8,605	7,513	67,621
Number of Visits	26,904	19,138	172,244
Page Views	258,435	265,693	2,391,240
Hits	570,689	517,681	4,659,127

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

PRESENTED BY:



"It doesn't matter if yesterday was good or bad, it's over.

Today you have the opportunity to prepare better, perform better and lead better."

– Jason Su

WWW.MARSHALLTOWN.ORG/JOBS



ECONOMICDEVELOPMENT

More than \$1 million in grants landed for downtown Marshalltown

Downtown Marshalltown is on the rise and three recent grants totaling more than \$1 million will help propel its recovery.

City receives \$550,000 for Willard Building renovation

The City of Marshalltown is receiving \$550,000 from the Iowa Economic Development Authority to assist the developers of the Willard Building in the creation of five new upper story housing units. The funding comes from a Community Development Block Grant designed to encourage upper story housing development, with \$50,000 of the grant to add solar panels to the project as part of a GreenStreets project requirement.

The City Council heard a presentation from Janelle and Joe Carter and Peter Cutler and Scott Cutler on August 9 about the proposed scope of work to take the now vacant store and perform a historic renovation to convert it into upper story housing with first floor commercial spaces. The group is also focusing on plans next door for the Hopkins Building.

\$500,000 Downtown Revitalization Grant for facade work

The City of Marshalltown was awarded \$500,000 from the Iowa Economic Development Authority under the Community Development Block Grant- Downtown Revitalization Program to assist with façade improvements in the downtown. It is anticipated that 11 storefronts will be addressed with the total estimated project being \$1,250,000. The focus area includes the intersection of Center and Main Street and certain buildings along W. Main Street. Region 6 Resource Partners prepared

Economic Statistics				
Employment – Marshall County - August	2021	2020		
(Source: Iowa Workforce Development)				
Labor force	16,950	16,480		
Unemployed	850	820		
Percent unemployed	5.0	5.0		
Total employment	16,100	15,660		
Marshall County Construction - August	2021	2020		
(Source: Marshalltown Building Department)				
Building permits	19	16		
New Residential Construction	\$53,000	\$35,000		
Residential Addition/Remodeling	\$143,000	\$46,000		
New Commercial/Industrial Const.	\$0	\$0		
Commercial/Industrial Remodeling	\$39,000	\$420,000		
Housing Sales Data - September	2021	2020		
(Source: Mid-Iowa Regional Board of Realtors)				
Single family home sales	33	49		
Average sale price	\$178,945	\$154,598		
Median sale price	\$164,000	\$139,000		

the application with design assistance from RDG Planning & Design and from the Marshalltown Central Business District. Funding was matched by property owners, the Community Foundation of Marshall County Rebuild Marshalltown Fund and the City of Marshalltown. The work on buildings is anticipated to take place in 2022 and 2023.

MCBD lands \$100,000 grant for Hopkins Building renovation

The Iowa Economic Development Authority awarded Marshalltown Central Business District Main Street Program a \$100,000 grant for the Hopkins Building exterior envelope renovation. This historic building is located at 132 W. Main St., Marshalltown. Twelve other Main Street Iowa communities also received grants.

MCBD Executive Director, Deb Millizer said: "The historic preservation and renovation of the Hopkins Building will bring 8 upper story housing units, and 2 retail spaces to the Main Street District, creating another catalyst to downtown recovery and growth."

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From disaster to destination

Damaged tree from tornado gets new life as a gnome

There is a brand-new tourist destination in Marshalltown and a dead tree had something to do with it. A pin oak damaged from the 2018 tornado was transformed into a six-foot Hawkeye gnome by the amazing chainsaw artist Gary Keenan.

It is located at the home of Lonnie and Beth Barnes at 509 N. 1st. Street. The couple loves to cheer on the Iowa Hawkeyes, so they wanted to show their allegiance in their front yard.

Beth Barnes said the response has been very positive to the gnome, which was created over a few days in October. "People have stopped and have taken pictures," she said. "We see lots of smiles and people are kind of amazed at how big he is."

Keenan often can be spotted at the Iowa State Fair making wood sculptures and amazing visitors.

See a video on this story on the Marshalltown Area Chamber of commerce YouTube channel.



Halloween fun in Marshalltown

There are several opportunities to celebrate Halloween in Marshalltown. Get your costume on and have some fun! See full list of events at www.marshalltown.org/events

Here is a selection of Halloween-themed events:

Thursday, October 28 - Haunt the Block, Downtown, 3- 6 p.m.

Thursday, October 28 - Trunk or Treat, Glenwood Place, 5-7 p.m.

Sunday, October 31 - Trunk or Treat, Journey Church, 5-7 p.m.

Sunday, October 31 - Trick or treating, City of Marshalltown 5:30-7 p.m.

Sunday, October 31 - Trunk or Treat, Police/Fire Building, 5:30-7p.m.





Americans and the Holocaust exhibit coming to Marshalltown next spring

A major exhibit is on its way to Marshalltown and the Marshalltown Public Library will be its only stop in Iowa.

Americans and the Holocaust is tentatively scheduled to be in Marshalltown March 26 to May 6, 2022.

The library is planning several special events and speakers to surround the arrival of the exhibit so stay tuned for more information in the future.



CHAMBER**NEWS**

29th Annual Holiday Stroll Saturday, November 20 4:00 - 8:00 p.m. Theme: Holly Jolly Christmas

Many community members are anticipating the return of the Holiday Stroll, which is Saturday, November 20 in downtown Marshalltown. The stroll will feature a lighted parade, specials in stores, entertainment and more. It's a great way to get the community in the holiday spirit.

For a full list of events visit www.marshalltown. org/events

Event organizer Alushia Fitzgerald is still looking for participants for the lit parade and Festival of Trees and as well as general volunteers. Contact Alushia for more information or to sign up for these at alushia@staging2sellit.com.







Come downtown on Saturday November 20th from 4pm-8pm for all of the festivities...Carriage Rides, Lit Parade, Santa's Workshop, The Festival of Trees, The Christmas Craft Village, the Christmas Window Competition, and so much more! Don't forget to visit our downtown businesses to get a jump on holiday shopping! Have a bite to eat and an adult beverage or two at the local bars and restaurants. The Lit Parade starts at 5pm.

