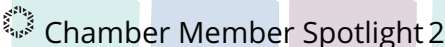





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MARSHALLTOWN
AREA CHAMBER
OF COMMERCE

Continuing to accelerate Marshalltown forward in 2022

Only one person on our team is in the same seat that they started in for 2021, and a few more changes are coming with regards to our team in 2022. In the last year, we chose to eliminate the Economic Development position and instead I retained those duties as President & CEO. This was done for two reasons; first, my background and expertise are economic development and second, we know that this is a major focus of our organization and the goals of the community into the future. This meant that many of the duties previously held by my position shifted to the rest of the team and they took it with great stride. In 2022 you can expect to see a couple of new faces on the team as well. We are just wrapping up the process of hiring a Workforce Development Coordinator that will replace the Economic Development position. The focus of this role will be based on supporting and growing our workforce locally through a multitude of strategies. Additionally, we will be bringing on a new Administrative Assistant as our current Office Assistant has taken a new position and will be leaving us just before the

We certainly can't reflect on 2021 without recognizing and celebrating the fact that we were able to return to in-person events! I think that early in 2020 when the pandemic first began, we all enjoyed a brief moment of slow down, but as 2020 dragged on we all missed the company of one another. Well, this last year we were finally able to come back together and celebrate again. We look forward to continuing to expand our offerings and doing more in-person in 2022. But we certainly came through with some new skills from the pandemic so be on the lookout for more webinars and ways to engage remotely with information at your convenience.

As for the bulk of our 2022 efforts, look for our efforts to continue accelerating as we push our economy to be full steam ahead and begin building toward the future of Marshalltown. With all of our hotels expected to be returning to open early in the year, we expect tourism to return to pre-pandemic *continued to pg. 12....*



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MEMBER SPOTLIGHT

Heart of Iowa Big Brothers Big Sisters is celebrating 50 years in 2022

It all began in 1972 with Lew Miller and a group of buddies who wanted to provide mentors for boys without a father in the home. The first boy matched was 13-year-old Denny Hass and Big Brothers began. In 1975, Big Sisters was added and Big Brothers Big Sisters of Marshall County continued to make an undeniable difference for youth. In 2003, the name was changed to Heart of Iowa Big Brothers Big Sisters. The community based program was broadened to include a school based program in the Marshalltown School District in 2006. West Marshall Schools were added in 2017 followed by BCLUW schools in 2021.

Fifty years of existence for a non-profit is a huge success to be celebrated. Funding for BBBS comes through multiple sources and yet none are definite or predictable. Big Brothers Big Sisters relies on great faith and a fabulous community that supports the mission. With those in tow, BBBS continues to impact the future, Little by Little.

Heart of Iowa Big Brothers Big Sisters has served thousands of Littles over the past 50 years and the power of mentoring has helped kids make good choices and be successful in school. This has made Marshall County a better place.

The power and impact of mentoring has been recognized by the Federal Office of Juvenile Justice and Delinquency Prevention and supported through grant funding from Iowa Mentor Partnership. BBBS has found that 99 percent of the youth we serve have avoided the juvenile justice system. A mentor inspires good choices today that impact the future.

You can support Big Brothers Big Sisters by sponsoring a bowling team in the upcoming Bowl for Kids' Sake, a key fundraiser for the agency. The fundraiser will be held at Wayward Social and the 2022 dates are: March 4 at 7 p.m.; March 5 at 1, 4 and 7 p.m.; and March 12 at 4 and 7 p.m.

We will be celebrating 50 years throughout all of 2022! Join our support village by becoming a mentor. Learn more at www.heartofiowabigs.org.



**Heart of Iowa
Big Brothers
Big Sisters**

EST. 1972

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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.

AAA Septic Service Inc.	14	Lillie Mae Chocolates	1
Accura Healthcare of Mtown	25	Lydall Sealing Solutions	26
Appleberry Farm	1	MAMA DiGrado's	
Brown's Shoe Fit Co.	14	PASTA & PIZZA	15
Central Iowa Fair	17	McRill-Stowell-Christensen	
Dank's Lazer Engraving	6	Insurance	34
Hellberg's Jewelers	27	REM Iowa Host Home	2
Hunting the Moon		Schendel Pest Control	27
Creative Studios	3	Spahn & Rose Lumber Co.	20
Isle of Green	27	St. Francis Catholic School	14
The Kelli Thurston & Fauna Nord Team	4	Zamora's Fresh Market	3

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

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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.

Karl Auto Group

Anthony Mills, Head of Marketing

Aaron Axtel, General Manager

Kristin Huyser, General Sales Manager

1000 N. 3rd Ave, Marshalltown

641-752-7101

www.facebook.com/karlmarshalltown

www.karlbuickgmc.com

www.karlcdjr.com

Karl Auto Group is your certified Buick, GMC, Chrysler, Dodge, Jeep, Ram dealership in Marshalltown. Whether you need sales, service, or parts - Karl Auto Group is your dealer for life!

Executive Inn Motel

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Executive Inn Motel is a 30 room motel, offering rooms with outside access, full bathroom, mini refrigerator, and microwave.

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Jennifer Olson, Executive Assistant

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Legacy Real Estate (new name)

The Kelli Thurston & Fauna Nord team

Kelli Thurston, Realtor/Broker/Owner

Fauna Nord, Realtor

1901 S. Center St, Marshalltown

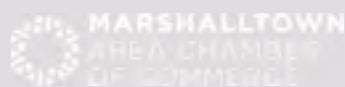
641-751-8284, Kelli

641-751-2748, Fauna

www.kellithurston.com

www.facebook.com/KelliFaunaTeam

Kelli and Fauna have been supporters of the Chamber through the years. They are now under a new name! Kelli and Fauna are an honest, diligent, hard working real estate team and they are both Marshalltown natives. Call for a no obligation consultation.



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Mike Miller, Vice Chair
Damon Morrison, Treasurer
Jill Lutes, Past Chair

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Todd Carl
Pam Delagardelle
Carol Hibbs
Jessica Kinser
Erin McGregor
Dan Moellers
Abigail Pelzer
Todd Steinkamp
Dave Thompson
Deb Wollam

Ex-Officio

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

Staff:

John Hall
President & CEO
Andrew Potter
Tourism Director
Sarah Smith
Membership Director
Kristen Kopsa
Office Assistant

Greetings from the Small Business Development Center!

In 1982 the music idol, Prince, released the smash hit, "Party Like It's 1999." Perhaps some of you found yourselves doing just that in the early 80's. After all, 1999 was 17 years into the future, and unimaginable. Who could have guessed that as 1999 pulled to a close that we would store water, candles, canned foods, withdraw more cash from the bank than usual and wonder if the world would screech to a halt as December 31, 1999, became January 1, 2000. To "Party Like It's 1999" was A LOT more appealing than facing the unknown 2000.

Challenge- contemplate what your business will be like in 2039- seventeen years into the future. Will you be ready to leave the business behind? What does that look like? Will you sell the business, close it, retire from it? Do you know what you need to do now to make sure your business is saleable, when that time comes? Have you thought about its value? What will a buyer pay? How do you find a willing buyer? These are all great thoughts to have now...before you want to let the business go. Who can help you when you are ready to dig a little deeper into this topic? These questions make

for great conversations with your banker, accountant, attorney, and SBDC counselor. A little planning now is much better than defaulting to partying like it is 1999!

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 at 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

MCSD looking for area professionals to volunteer for Junior Achievement

The Marshalltown Community School District is currently seeking volunteers for Junior Achievement. Throughout the school year MCSD will have volunteer opportunities at every elementary school and at Lenihan Intermediate School. MCSD is currently seeking volunteers for Hoglan and Rogers during the months of January, February or March.

If you think you might be interested, please contact Erica Finders at efinders@marshalltown.k12.ia.us or Jenny Allen at jallen1@marshalltown.k12.ia.us or by phone at 641-754-1000.

What do Junior Achievement volunteers do?

Volunteering with Junior Achievement allows children to learn financial literacy, entrepreneurship, and work-readiness skills from community members like you. The experience is fun, rewarding, and impacts our most valuable resource: our students. As a JA volunteer you would commit to 5 visits to the same classroom for 30-45 minutes for each visit. All lessons and materials are provided for you, and the teacher will stay in the classroom the entire time with you to help with any discipline. After an hour training, it will be up to you to set up the dates and times directly with the classroom teacher. The students love to have community members lead these sessions and look forward to these visits.



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

See a full list of our Think Local First sponsors at marshalltown.org/think-local-first



Congratulations...

Pinnacle Bank would like to announce Jane Heatwole's intent to retire at the end of January 2023. Heatwole began her career with Pinnacle Bank in March of 1989 when the bank was chartered as Tama State Bank. Throughout her banking years, she began in customer relations, became a proof operations coordinator, bookkeeping supervisor, assistant cashier, Vice President/Operations Officer, and currently serves in the positions of Vice President/Cashier/Operations Manager/Compliance Officer/IT Security Officer.



"Pinnacle Bank has been a great place to work, and I've enjoyed the many challenges presented to me over the years. The next year will be bittersweet as I assist with the transition of my responsibilities to my replacement," Heatwole commented.



Pinnacle Bank is pleased to announce the promotion of Amy McCready to Vice President. McCready will also be transitioning into the role of Cashier/Operations Manager/Compliance Officer/IT Security Officer in anticipation of Jane Heatwole's retirement at the end of January 2023. 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. Earlier this year, she was promoted to AVP/Loan

Operations Manager. She will maintain her current Loan Operations duties while in this transitioning period.

Damon Morrison, president of Pinnacle Bank, stated, "It is my pleasure to announce the promotion of Amy McCready to Vice President. She will be transitioning from her current role as the Loan Operations Manager to the Cashier/Operations Manager/Compliance Officer/IT Security Officer. Amy began her career with Pinnacle Bank 10 years ago and has worked in the Retail, Operations, and Loan Departments. Amy's strong experience and her knowledge across several departments will have a long-lasting positive impact on the Bank's continued success."

McCready has been with Pinnacle Bank for just over a decade. She is a member of the American Legion Auxiliary Unit 46, serving as treasurer, and resides in Marshalltown with her husband, Dan, and daughter, Ivy.

(we just have to *brag a little*)

Congratulations...



Congratulations to Derrick Powers who has been named the new grocery manager at **Fareway** in Marshalltown. He comes to our community from Winterset.



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.

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.

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

If you would like to schedule a ribbon cutting or courtesy call with the Chamber Ambassadors contact Membership Director Sarah Smith at the Chamber at ssmith@marshalltown.org or call at 641-753-6645.

Thank you to this incredible group of volunteers: our Chamber Ambassadors!

Each month, the following individuals give their own time to visit 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 Pat Gulbranson
Joe Hannam Denny Hass Andrea Jordan Kari Kilstrom Terry Kluck Tom Mack
Dan Moellers Kris Naughton Mark Osmundson Jon Pierce Mary Rund
Gary Schaudt Roger Schoell Andy Schwandt Kevin Vaughn Tom Wahl

To view images from past ribbon cuttings & courtesy calls visit our website at
www.marshalltown.org/work/ribbon-cuttings-courtesy-calls/

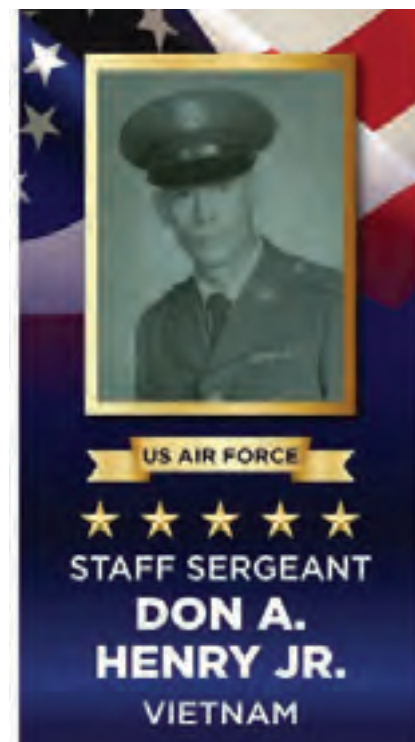


Marshalltown Young Professionals monthly social gathering took place on December 1 at Wayward Social's Rosie's Bar. The program plans to revamp in 2022. Email apotter@marshalltown.org to sign up for the Young Professionals email blasts.

Banners to honor military service

The Marshalltown Central Business District is pleased to be accepting applications for the military banner program that recognizes and honors those who are serving or have served in the United States Armed Forces.

The program is intended to recognize and show appreciation for veterans and military personnel and their families who have ties to Marshalltown. Banners will be double sided and display a photo of the service person, as well as their name, branch, and dates of military service. They will be placed on decorative light poles throughout the Marshalltown Central Business District and the Center Street viaduct around Memorial Day and will remain until mid-summer for 2022 and 2023. There will be 86 banners sold at \$200. Applications and payments must be received before March 1, 2022. For more information call the MCBBD at 641-844-2001.





Chamber Bucks FAQ

How do I purchase Chamber Bucks?

Chamber Bucks can be purchased at the Marshalltown Area Chamber of Commerce office located in the lower level of Trinity Lutheran Church at 1011 S. 3rd Avenue.

Chamber Bucks come in \$5, \$10, and \$25 increments. We accept cash, check, or credit card for payment. Need to place a large order? You can pre-order Chamber Bucks by contacting the Chamber office (office@marshalltown.org or 641-753-6645).

Where can I use my Chamber Bucks?

Chamber Bucks can be used at any business or organization that is a member of the Marshalltown Area Chamber of Commerce. In addition to redeeming Chamber Bucks at retail locations, you can use them to pay a utility bill or donate to a local charity/non-profit! Contact our office for an updated copy of the Chamber Bucks Redemption list.

How do I use my Chamber Bucks?

Chamber Bucks are treated like cash. Simply hand the Chamber Bucks over to the business or organization that you are redeeming them and that's it!

I am a Chamber member business/organization. How do I accept Chamber Bucks?

All Marshalltown Area Chamber of Commerce members can accept Chamber Bucks just like they would cash/check.

1. If the payment is more than the amount of the bill, simply give the customer change.
2. Be sure to stamp or otherwise clearly endorse the back of the check so that your organization name is clearly visible.
3. Deposit Chamber Bucks checks along with other checks and cash in your normal bank deposit. The full amount of the Chamber Bucks check will be credited to your account.

It's that simple!

Don't see your question answered here? Contact the Chamber Office for more information.

(office@marshalltown.org or 641-753-6645)

Chamber Bucks make great holiday gifts!

The last day to purchase Chamber Bucks before the holiday is December 23. Contact the Chamber office to order.
office@marshalltown.org or 641-753-6645

Did you know?

Blood donations to **LifeServe Blood Center** will help save lives in the Marshalltown area as they are the sole provider of blood to **UnityPoint Health – Marshalltown.**

Would you like to see your business or organization featured in the "Did you know?" section?

Chamber members can send their "Did you know?" tidbits to Membership Director, Sarah Smith at ssmith@marshalltown.org.

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

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Visit our Community Events Calendar

business.marshalltown.org/community-events

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WWW.MARSHALLTOWN.ORG/JOBS

www.marshalltown.org Statistics

	November '21	Avg/Month	YTD Total
Unique Visitors	11,778	8,209	90,296
Number of Visits	36,410	22,796	250,752
Page Views	397,377	275,760	3,033,364
Hits	904,087	561,294	6,174,235

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.

5 things to do in Marshalltown in 2022!

Yes, there will be way more than five things to do in Marshalltown next year, but we thought we would whet your appetite with just a handful as we all look forward to 2022.

1. Ride the newly-surfaced Linn Creek Recreational Trail. Portions of the trail will be brand new for use in 2022 including the stretch through Marshalltown. Parks & Recreation Director Geoff Hubbard said the trail through town was paved in concrete sections by Con-Struct. "It should be a smoother ride next year once that work is completed," Hubbard said.

This work is being done in addition to the overlay already completed by Marshall County on portions of the trail toward Grimes Farm.

2. Soak in Oktoberfest. This annual fall festival was back this past year and was a huge hit. They always have things to do for all ages, top-notch musical entertainment and family-friendly activities. The carnival was also very popular in 2021. Mark your calendars for September 22-25, 2022.

3. Visit "The MACC." The renovated Marshalltown Arts & Civic Center will be open next year and will be spectacular. It is the former Fisher Community Center, which will have an updated art gallery, meeting spaces, offices and more.

4. Visit the traveling Holocaust Exhibit. The Marshalltown Public Library will be the only place in the state of Iowa to host this esteemed exhibit. Be on the lookout for programming surrounding this exhibit, which is scheduled to be in Marshalltown March 26-May 4, 2022.

5. Spend some summer days at the Central Iowa Fair. This fair is always a fun time and will return to Marshalltown from July 13-16, 2022. Whether you like to check out the animals, live entertainment or food, our county fair never disappoints.



Home holiday light show back again

2021 Marshalltown High School graduate Marek Jablonski has done it once again. His holiday light show has returned and it's even bigger than before. Jablonski's light show is coordinated to music that is broadcast on an FM radio channel that can be tuned into from your car. He has done the show for several years at 1737 Country Club Lane, near the entrance of Elmwood Country Club in Marshalltown. It is on display nightly through the holiday season.

Donations are not required but accepted at a box on site with all donations going to the House of Compassion.



Tourism grant deadline is January 3

The Marshalltown Area Chamber of Commerce offers tourism grants to help promote and support local events and capital projects that would lead to visitors to the area.

These grants are funded from the hotel-motel tax received by the Chamber and assist in bringing more visitors to Marshalltown.

The next deadline for these quarterly grants is January 3, 2022. For more information or to get an application contact Tourism Director Andrew Potter at apotter@marshalltown.org.



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**Business After Hours at
Hellberg's Jewelers on November 18**



**Business After Hours at
Strand's Flooring & Paint on December 8**



Marshalltown Central Business District hosted the 29th Annual Holiday Stroll on November 20



Economic Statistics

Employment – Marshall County - October (Source: Iowa Workforce Development)	2021	2020
Labor force	16,120	16,640
Unemployed	640	620
Percent unemployed	3.8	3.7
Total employment	15,480	16,020
Marshall County Construction - October (Source: Marshalltown Building Department)	2021	2020
Building permits	11	60
New Residential Construction	\$52,000	\$243,000
Residential Addition/Remodeling	\$39,000	\$164,000
New Commercial/Industrial Const.	\$0	\$2,390,000
Commercial/Industrial Remodeling	\$545,000	\$9,468,000
Housing Sales Data - November (Source: Mid-Iowa Regional Board of Realtors)	2021	2020
Single family home sales	43	42
Average sale price	\$175,615	\$167,783
Median sale price	\$159,000	\$137,900

continued from pg. 1...levels with hopefully some new events and activities choosing Marshalltown as their preferred location to host. Our conversations next year are going to be centered around workforce and how to improve our ability to attract more workforce into the future. Look for advancements in housing and retail efforts as elements of attracting new people. Downtown is going to have a major focus in 2022. Hopefully the deconstruction will be completed early in 2022 and we can lean into our redevelopment opportunities. Finally, we hope to find our new home next year. Since the derecho we have been operating in temporary office space. With the Marshalltown Arts & Civic Center (formerly Fisher Community Center) changing their focus, new space is on the docket for us. We will share more as that process unfolds for us, so stay tuned.

What is clear to my team, our board, and hopefully you as business leaders in our community is that we can put a mark in the sand today to show where we have been because in 2022 we aim to start taking incredibly large steps forward and building a Marshalltown that is bigger, stronger, and more inclusive for everyone.

John Hall, Chamber President & CEO



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Agent



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