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Business Directory



Arts come alive with addition of 16 murals in past year

The Marshall County Arts & Culture Alliance has officially wrapped up its mural season with the completion of Marshalltown's Postcard Mural at Thompson True Value and The Starry Night of Marshalltown at Great Western Bank. The Marshalltown Mural program completed a very successful 2021 season installing 16 murals around the community.

Amber Danielson, Executive Director of the Arts & Culture Alliance shared, "we couldn't be more thrilled with the success of the mural program's second year. It has been exciting to see the vibrancy added throughout our community and to expand our mural portfolio with such a wide-variety of styles from talented local, regional and national artists."

Recently Des Moines artist Jimmy Navarro completed Marshalltown's Postcard Mural on the south wall of Thompson True Value. This project was sponsored by the Marshalltown Development Foundation (MDF). MDF hand selected this location as it is the first building to welcome visitors

into our downtown. The welcoming mural incorporates landmarks and icons from around the community within the letters of Marshalltown, including the water tower, MHS Roundhouse, Iowa Veterans Home and many more!

Dave Thompson of Thompson True Value shared, "our family has



owned our business in downtown Marshalltown for 36 years. Building our new store in the downtown has shown an unwavering commitment and belief in Marshalltown and the downtown. We are very excited to have this beautiful mural painted on our new store as a welcoming entrance to the downtown. The Arts & Culture Alliance took our requests and the artist envisioned them into the mural. The artist, Jimmy, has hit this out of the park and has become a part of the True Value family! We recognize the need for additional art in the downtown and are happy to contribute \$5,000 towards sculptures in the downtown."

Community members and visitors alike will enjoy the Postcard Mural upon entering the historic Marshalltown Central Business District – the heart of where MDF originated 21 years ago – a nod to the true MDF mission that was dedicated to creating, promoting, and funding projects that enhance the appearance and attitude of Marshalltown. *Continued on page 2...*

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

www.marshalltown.org

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Continued from page 1...

Artists Jimmy Navarro and Katie Jensen shared, "it's been a great experience for us creating this mural for the City of Marshalltown. Over the last few weeks, we have been treated like family and we are especially proud of this mural. We hope it brings joy, showing the City's great pride and its history."

Additionally, local artists Landaca, Katie and Danielle Czerniewski and Melynda McCord completed their first large-scale mural at Great Western Bank. It has been named The Starry Night of Marshalltown which was inspired by Vincent Van Gogh's The Starry Night. Marshalltown details were incorporated into the piece including the Marshall County Courthouse, Orpheum, Marshalltown M's and more. In addition, a wing selfie wall was added on the south corner, inviting people to take their picture with the piece.

See a video on the Marshalltown Postcard Mural on the Marshalltown Area Chamber of Commerce YouTube channel.





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

MEMBER Spotlight

Stepping Stones Christian Bookstore

Stepping Stones Christian Bookstore has been in Marshalltown for 11 years, and also has another store located in Grinnell. Their mission is to further God's kingdom in the communities they serve and to help others along in their faith journey. At the store currently there are 8 part-time employees and 1 full-time employee willing and ready to serve the community. Each of the staff members are involved in their own individual churches within the community.

Stepping Stones offers an array of items such as books, gits, home décor, cards, apparel, toys and memorial items. If you can't find what you are looking for ask the staff about special ordering. They are able to special order items anytime, just let a staff member know what you have in mind. Being located in Marshalltown has given Stepping Stones Christian Bookstore the opportunity to live out their mission of making a positive influence in the community. Another perk of being in Marshalltown is the opportunity to be involved with the Chamber. The Chamber shares a similar vision to Stepping Stones and that is making a positive impact on the community.

Owner Mindy Uitermarkt said she is so glad to be a business owner because she gets to do what she loves each day. She gets to use the gifts God gave her to hopefully make a positive impact on the community. She also wants to let those in the Marshalltown area know that she is very grateful to those who shop local and support their mission to help others. Stepping Stones Christian Bookstore is always available to listen or to pray with those who are struggling or going through a tough time.



WWW.MARSHALLTOWN.ORG



BUSINESS**NEWS**

Greetings Marshalltown Chamber members!

The holidays are upon us! It is a busy time working IN your business. Did you know that it is, also, a great time of year to work ON your business? We change the batteries in our smoke detectors annually. We keep annual dental, vision and/or medical appointments to make sure we are running smoothly. We even honor service schedule for our vehicles! SO, how about scheduling regular check-ups or ins with the people who help keep your most important economic engine healthy- your business?

For instance, year end is a great time to talk to your accountant. Discussion topics could include: Am I maximizing my tax deductions? I am contemplating hiring a new employee, what does that look like? I understand that there are changes coming to the Iowa Sales Tax system. What does that look like for me? I am frustrated with my bookkeeping software. Can you help me? I might want to sell my business this year. What should I think about? How do I know how much it is worth?

Then, how about a conversation with your attorney? Perhaps, the business has been organized as a sole proprietorship since inception. Your attorney is a great resource to help you think about the different legal forms an Iowa business can organize. There may be benefits available to you through organizing differently than when the business first opened.

How about your insurance agent? Sometimes we steer clear of these business partners, because they might "sell us something." They might ALSO keep us from experiencing a financial loss, because the business insurance coverages do not match the current business risk. Does your agent know that the business keeps inventory at the owner's home? Does the agent know the business has expanded into woodworking and has a lathe? Does the agent know the building has recently been fitted with new wiring, plumbing and mechanicals? An annual check in/up is a great way to convey changes.

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 online 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 visit our website 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

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

> Edward Jones-Zachary M. Wahl Zach Wahl, Financial Advisor 20 S. 1st Ave, Marshalltown

641-752-3017

www.edwardjones.com/zach-wahl Edward Jones is a financial services firm dedicated to serving the needs of individual investors. Member SIPC.

Stepping Stones Christian Bookstore

14 West Main Street, Marshalltown 641-753-1430 www.facebook.com/SteppingStonesChristianBookstores www.steppingstonesbookstores.com Stepping Stones' mission is to further God's Kingdom in the communities we serve and to help you along your faith journey. Currently serving Central Iowa with stores in Grinnell and Marshalltown.

Thank You Reinvesting Chamber Members

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

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of

Chamber Explorations	4	QPS Employment Group
El Portal	12	Tremont on Main
Kading Properties	2	The UPS Store
Marshalltown Central		Youth & Shelter Services
Business District	34	Marshall County
Planet Fitness	3	





AREA CHAMBLE



Board of Directors Joe Carter, Chair Mike Miller, Vice Chair Damon Morrison, Treasurer Jill Lutes, Past Chair

> Paul Beals 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 Marckres Membership Director Kristen Kopsa Office Assistant





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.

Save the Date! Shop Small Saturday November 27, 2021

Stop in to participating Chamber member businesses for special promotions and register to win \$20 in Chamber Bucks.Shop Sooner this holiday season!

319 Decor & Design BeMobile Black Tire Bike Company Brit Marie's Country Lace Hellberg's Jewelers McGregors Furniture My Dinosaur Dreams Oliver Beene Designs Oliver Beene the Other Side Pentz Appliance & TV Smokin' G's BBQ & Catering State Street Trading Company Taylor's Maid-Rite Thompson True Value Hardware Tremont Restaurants

MARSHALLTOWNNEWS

Congratulations...



Lindi Trowbridge has been named the new executive director of **Guiding Star Marshalltown**. Lindi was born and raised in Southeast Georgia, but made the move to Marshalltown four years ago, to be closer to her husband Joey's family. She's spent the last 20 years working in property management, real estate, senior living, and most recently banking. Guiding Star provides one-stop access to services and support for women's physical, mental, and family health for a lifetime.

Welcome...



Pastor Paul Waterman started his call to **Elim Lutheran Church** on August 24. He comes with his wife and three children from southern Illinois, where he served five years in his first call. He brings a background in education, with degrees from the University of Northern Iowa and Wartburg Theological Seminary. Pastor Paul enjoys conversations over coffee, discussing faith through current events, and collaborating with others on how to strengthen the local community.



MTown YP, the young professionals group led by the Chamber, held its November social gathering at Tannin on November 3. Save the date for the next MTown YP gathering at Wayward Social on December 1. (we just have to *brag a little*) esents "The Gift of the Magi" December 2-5

MCT presents "The Gift of the Magi" December 2-5 Don't know what to get for that special someone this holiday season? Give them "The Gift of the Magi." Marshalltown Community Theatre will present "The Gift of the Magi" at Saint Paul's Episcopal Church, 201 E. Church Street. Dates: December 2, 3 & 4 at 7:30 p.m. and December 5 at 2 p.m. Tickets \$10 at the door.



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CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors held a ribbon cutting at the new location of the **Marshalltown Senior Citizens Center** on October 26. A beautiful renovation at 207 E. Church Street and awesome for our community.



The Chamber Ambassadors held a ribbon cutting on October 26 at **Real Deals-Marshalltown** located at 122 E. Main Street. What a great addition to Marshalltown and welcome to the Chamber!



The Chamber Ambassadors were on hand for the ribbon cutting celebration of the new **Kwik Star** at 814 S. 6th St. in Marshalltown on November 2.

Visit www.marshalltown.org for all the latest

Chamber news and upcoming events.



A ribbon cutting was held on November 9 at the **Center Street Dairy Queen** in celebration of the Wise family as the new owners of the business.

Thank You Ambassadors!

WWW.MARSHALLTOWN.ORG

CHAMBER**NEWS**



The Chamber Ambassadors held a ribbon cutting on November 9 with Juan and his team at **Mojitos Bar & Grill,** which is located in the Best Western Regency Inn.



on November 9 with
is located in the BestThe Chamber Ambassadors held a ribbon cutting on November 9 at the
expanded Marshalltown location of LifeServe Blood Center. It is located
at 3109 S. Center Street.

2021 Business-to-Business Showcase was a success

The 2021 Business-to-Business Showcase took place on November 4 at the Best Western Regency Inn. Many came out to enjoy the Hy-Vee catering and drink samples while visiting and networking with other Chamber members. Thank you to all of our participating businesses!





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 Stucky's Vacuum Store & More The Bridge Home Thrivent Financial-Laurie Gowdy Timber Creek Enterprise



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BUSINESS**DIRECTORY**



BUSINESS DIRECTORY



ECONOMIC DEVELOPMENT

Workforce shortage will not be an easy fix *John Hall, Marshalltown Area Chamber of Commerce President and CEO*

It's impossible to travel through our community without seeing an abundance of help wanted and now hiring signage. Almost every employer is struggling to find employees, struggling to retain existing, and fighting to set themselves apart as a premier employer. Wages are on the rise, workplace amenities are abundant, and flexibility to work from home are all occurring, yet we struggle to find the people we need to fill the jobs that are available. The unfortunate truth is that there is not a silver bullet to solving the workforce shortage, and the path to addressing our challenges will be long and painful.

I'm frequently asked my opinion regarding the workforce challenges given that pre-pandemic this issue didn't seem to be as acute a problem as it is today. The pandemic accelerated a problem that has been a long time coming, and highlighted significant gaps for increasing our labor force participation. The first factor was the major retirements we saw in 2020 and 2021 from the baby boomer population. For years we have been discussing a cliff that existed. More people were retiring daily than were coming into the workforce, and this meant that one day we would not have enough people to fill open jobs. That day arrived sometime in 2020 when the economy was uncertain and unemployment spiked, and that dial cannot be turned back. Additionally, when schools closed in 2020 and with as much uncertainty that existed for kids returning to school, many families that had operated as dual income households learned to operate as single income households. That trend may be something to

Economic Statistics

Employment – Marshall County - September	2021	2020
(Source: Iowa Workforce Development)		
Labor force	16,770	16,480
Unemployed	650	820
Percent unemployed	3.9	5.0
Total employment	16,120	15,660
Marshall County Construction - September	2021	2020
(Source: Marshalltown Building Department)		
Building permits	23	35
New Residential Construction	\$92,000	\$83,000
Residential Addition/Remodeling	\$158,000	\$321,000
New Commercial/Industrial Const.	\$435,000	\$6,924,000
Commercial/Industrial Remodeling	\$4,301,000	\$5,040,000
Housing Sales Data - October	2021	2020
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	48	36
Average sale price	\$173,337	\$156,974
Median sale price	\$161,000	\$156,400

work at reversing, but without sufficient childcare offerings, may be tough to turn around as well.

Being aware of the challenges and underlying causes is the first step, but overcoming this challenge and assisting our business community in meeting their current and future needs is the overall goal. At the Marshalltown Area Chamber of Commerce, we work hard to align our efforts to what can be most helpful to the broader business community. Any survey of area businesses will overwhelmingly reflect that workforce is their greatest challenge. We know this because of the survey we conduct through our Business Retention & Expansion efforts every year with the county's largest employers. Here is what we are doing to assist our business community in overcoming this roadblock to growth. First, we are bringing on a full-time position dedicated to the workforce issues. Our Workforce Development Coordinator position will be plugged in with the HR community throughout the county to ensure they are staying up to date on challenges and concerns and trying to meet the moment for our businesses. Second, we will be launching key programming to better position our community for the attraction of new workers. One of the first programs we look to implement is to become a Home Base Iowa Community. This designation signals to the state and country that we are supporting veterans, that are leaving the military, to come to Marshall County for meaningful employment opportunities. We will be putting together programming designed for interns that are spending the summer working for some of our great companies, to ensure that they have a great experience in Marshall County and may give them a reason to say yes to a job here when that time comes. Finally, we intend to plug in where it makes sense and make sure we are bringing best practices from around the state of Iowa back here. Our team is gearing up to assist our businesses in pushing through this new normal.

Unfortunately, the brutal truth is that we are still going to have businesses struggling to find the people they need for the job openings that they have. The long-term efforts have to be to introduce more automation, cobots, and technology into our businesses as we can to meet the demands of consumers. Often in the Economic Development industry we hear about the evils of automation as the ultimate "job-killer." It's time to flip the narrative on what they are. When automation is introduced, there is a shift in the workforce demanded by that company. Yes, there may be an overall reduction in staff, but when there is a shortage, now is the time to make those cuts. The staff that is hired in place to manage and maintain those robots will be higher skilled and higher wage-earning positions. This means a significantly more meaningful employment opportunity now exists. *Continued on page 12...*





Revamped Visitor's Guide coming next year

The Chamber is working with Livability Media to help produce a Marshalltown More than Ever visitor's and livability guide, due out the summer of 2022. This full color magazine will be a game-changer to promote our community to visitors and potential residents. It will also be available digitally and shared on social media in many ways.

Chamber members will be given the opportunity to advertise in this guide, produced by a company which is highly-respected in the publishing industry. Advertising representatives from Livability Media will be reaching out to many Chamber members. If you would like to advertise in the publication, contact Tourism Director Andrew Potter at apotter@ marshalltown.org.

Quarterly tourism grants available for events and projects

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 4. For more information or to get an application contact Tourism Director Andrew Potter at apotter@marshalltown.org.

A Cappella sensation REVOICED to perform November 22 as part of Live on Stage

A Cappella quintet, ReVoiced, are bringing their famed signature sound, powerful stage presence, and unique arrangements of familiar classics to Marshalltown Performing Arts Center (formerly Marshalltown High School Auditorium) on Monday, November 22 at 7 p.m. as part of Live On Stage Marshalltown's current performance season. All regular members can attend free of charge as part of their annual membership. A limited number of individual tickets are available for non-members. Individual tickets can be purchased online at www.losmarshalltown.org and picked up

the night of the concert at will call. For more information, or to purchase season memberships or individual tickets, visit www.losmarshalltown.org, email losmarshalltown@gmail.com, or call 641-328-9445.

REVOICED began with the simple goal of "revoice-ing" hits from yesterday and today. Paired with their incomparable vocal sound and unmatched showmanship, that goal quickly pivoted towards using their musical talents to uplift and inspire listeners to strive for excellence within their own life endeavors. The group has an impressive catalogue of vocal accolades, including being featured on American Idol and NBC's The Sing Off, and performing with artists like Mariah Carey, Keith Urban, Andy Williams, Josh Groban and more!

ReVoiced aims to provide entertainment that appeals to everyone, and their concerts are specifically tailored to each audience and can include, but is not limited to, unique arrangements of hits by The Temptations, Marvin Gaye, Pharrell Williams, Billy Joel, Lady Gaga and more!





Bon Jecci to perform at The 918 on Nov. 24

Chamber member The 918 will host the popular local band Bon Jecci at 7 p.m. Wednesday, November 24. The 918 bar is located at 918 N. 4th Ave. in Marshalltown.

Bon Jecci is made up of the duo of Becci West and John Jacobson who play acoustic cover music. Enjoy the music and revelry at The 918 the night before Thanksgiving.

For more upcoming events visit our community calendar at www.marshalltown.org/events

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CHAMBER**NEWS**

Continued from page 10... The workforce conversation is completely different than it has ever been in the history of our nation. The concept of "if you create a job someone will move to your community to fill it" is becoming a thing of the past. People are now choosing where they wish to live and then finding employment from there. So, if we want to be competitive as a community, if we want to grow our workforce, and if we want to see businesses continue to choose to locate and grow here in Marshalltown, we need to support more cool amenities, unique small businesses and creative placemaking efforts that will make us an attractive place to be. The more reasons we can give people to say "Yes" to Marshalltown, the better we can make our community. While this process takes time, and isn't easy to achieve, our organization is ready to lead the charge for Marshall County.

