



Economic Condition of Inflation

Tips to check in on your business.

Inflation is an economic condition when the marketplace experiences a general increase in prices and a fall in the purchasing power of money. As with most marketplace events, it's important to think about what we can do to move through this economic difficulty in our own little piece of the American Dream, and try not to let the global conversation overwhelm us.

First, let's get comfortable with our numbers. The inputs to do business are increasing. No doubt some of the new costs will need to be passed on to customers. As we determine what that increase may need to look like, this is a great opportunity to take a hard look at costs of goods and expenses. Has the business had an energy check up lately? Perhaps, the utility provider can offer some cost savings options to reduce usage and/or energy costs? Are there automatic subscriptions being pulled from your business account each month? Are these expenses necessary to the business? Or could the expenses be paused and restarted later? Is it time to move a technology upgrade off the back burner? While doing so is an expense, it could be a strategic expense that allows the business to realize other benefits.

Next, this time offers an opportunity to build deeper relationships with our customers. Patrons are doing business with our business because of the value our business brings to their lives and the community at large. They are for us. How can we be for them? This is, also, a great time to dig deeper into the what, how and why people buy from us. What products or services are clients coming specifically to your business to secure? Should you be offering more of that item? Let's initiate a conversation with clients about goods or services we are anticipating offering in the future and get their input on interest and pricing.

Finally, change something! Reorganize the store. Move out old stock that is taking up valuable space. Experiment with a new menu item. Consider offering discounted punch cards or customer check-ins. High inflationary periods come and go. When we find ourselves living within one, returning to the foundational principles we exercised when we first opened the business is as important now as it was in the beginning.

ISU SBDC is here to work with you. Our services are free and confidential. How can we help? Let's get a conversation going. We can be reached through a click or a call. The fastest method to connect with us is to visit 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

MEMBER SPOTLIGHT



The Animal Rescue League has been a Marshalltown staple for the better part of 7 decades. We have expanded from barely 50 animals a year with 2-3 staff to over 1,500 animals and a dozen caretakers. We provide shelter

and care for the homeless pets of Marshall County. We also work in tandem with the Marshalltown Police Department to serve as animal control for Marshalltown and the surrounding areas.

The Animal Rescue League of Marshalltown is a registered 501c3 non-profit organization. We rely on the generosity of our community and supporters to further our mission. It is the vision of the Animal Rescue League of Marshalltown to have a community where no companion animal is left to starve and fend for itself and where companion animals have a comfortable and loving place to live until a permanent home can be found. We are committed to the No-Kill Initiative, where euthanasia is not necessary, other than for severe behavior and medical issues.

As a member of the Marshalltown Area Chamber of Commerce we hope to expand our organization even further to benefit the animals and the community as a whole by offering a wider variety of services to families in need. We have an established pet food pantry, have offered our first low cost vaccine clinic and have facilitated low cost spay/neuter surgeries for pets within Marshalltown. By expanding our programs our goal is to reach a wider range of social services wherein we are serving not just the pets of Marshall County but the people as well.



WWW.MARSHALLTOWN.ORG

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.

Marshalltown Arts & Civic Center

Nancy Burke, Director of Operations
709 S. Center Street, Marshalltown
641-758-3005
director@maccia.org

The Marshalltown Arts & Civic Center (MACC) is home to the Martha Ellen Tye Playhouse, civic center with reception hall, offices, meeting rooms and the Fisher Art collection.

Grand Marshall

Russ Roseland, Manager
641-750-3475

grandmarshalliowa@gmail.com
www.facebook.com/grandmarshallband

Grand Marshall is central Iowa's premier variety band playing all music spanning from the 60s to today.

Multifaceted Approach, LLC

Pete Collison, Partner
Colby Rueschenberg, Partner
500 Locust Street, Suite 131, Des Moines
319-423-5818
Displaylocal.io

Multifaceted Approach, LLC is an Iowa-based consulting company, dedicated to help small businesses. Multifaceted Approach is the producer of Display Local, a platform that connects screens to businesses to a local advertising network.

Save the Date!

Member Appreciation Luncheon

October 21, 2022

Join the Chamber staff, Board of Directors, and Ambassadors any-time between 11:00 a.m. - 1:00 p.m. for lunch from Smokin's G's. The event will be held at the Marshalltown Arts & Civic Center (709 S. Center St.) in the Monet Reception Hall.

Presenting Sponsor: Emerson

This event is free to any employee of a Chamber member business or organization. RSVPs are appreciated but not required.

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.	35	Marshalltown Water Works	41
Arby's Restaurant	32	Mosaic Church	3
Brown's Shoe Fit Co.	15	North Star Community Svcs.	2
CTI Ready Mix INC	58	Novaspect	62
Domino's Pizza	39	Primary Health Care, Inc.	14
First Interstate Bank	59	Shoe Sensation	7
Five Star Real Estate Group	28	Shomo-Madsen Insurance	51
Grecian, Colene D.D.S.	14	Smiles In Motion	19
Hay Construction Services	26	Subway	30
Inner Peace Health		The Bridge Home	1
Coach Services	4	Times-Republican	61
Iowa Veterans Home	34	TNT Price Income Tax	6
Landon-Landon & Associates	58	United Bank & Trust Co.	20
Lennox Industries	93	Wausau Homes	4
Main Street Dental	2	Wolfe Ranch/Quakerdale	
Marshalltown Central		Family Services	2
Business District	35		

Upcoming Chamber Events

October 5-Connect Marshalltown

Wayward Social-Gutter Point patio (4:30-6:00 p.m.)

October 12-Business After Hours

McGregors Furniture & Mattress (4:30-6:30 p.m.)

October 20-Ladies Night Out

Various Chamber member businesses (4:00-7:00 p.m.)

October 21-Member Appreciation Luncheon

Marshalltown Arts & Civic Center (11:00 a.m.-1:00 p.m.)

October 25-Caffeinated Conversations

Heart of Iowa Big Brothers Big Sisters (7:30-9:00 a.m.)

November 1-Caffeinated Conversations

Taylor's Maid-Rite (7:30-9:00 a.m.)

November 2-Connect Marshalltown

Location TBD (4:30-6:00 p.m.)

November 3-Business-to-Business Showcase

IVCCD Dejardin Hall (4:30-6:30 p.m.)

November 17-Business After Hours

Hellberg's Jewelers (4:30-6:30 p.m.)



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Damon Morrison, Treasurer
Joe Carter, Past Chair

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Jessica Kinser
Kevin Meyer
Dan Moellers
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Kyle Hall
Workforce Development Coordinator
Brianna Reed
Administrative Assistant

Hall selected for Leadership Iowa class

Forty leaders from across the state have been selected to participate in the 2022-23 program of Leadership Iowa, Iowa's premier issues-awareness program offered by the Iowa Association of Business and Industry (ABI) Foundation. Marshalltown Area Chamber of Commerce President and CEO John Hall has been selected to participate in this class.

More than 1,300 Iowans have taken part in the program since it began in 1982. Participants represent all regions of the state and a variety of industries, companies and backgrounds. Leadership Iowa exists to educate, inspire, and grow a network of informed leaders, and to encourage their ongoing engagement on local and state-wide levels.

"We're thrilled to host another great cohort of Iowa leaders in the 41st Leadership Iowa program," said ABI President, Mike Ralston. "This experience not only provides first-hand exposure to opportunities and challenges across the state, it also fosters a strong network of problem-solvers equipped to effect positive change in Iowa communities therefore creating a better future for Iowa."

The 2022-23 class will travel to communities throughout Iowa for a series of two-day monthly sessions beginning in October and concluding in June. Each session allows participants to delve into an important topic as it relates to our state by way of discussions with subject-matter experts, interactive experiences, industry tours and more.

Session topics and hosts change annually. The following communities and topics will be represented this year:

- Jefferson – Opening Retreat (October)
- Red Oak and Stanton – Agriculture and Renewable Resources (November)
- Ames – Innovation and Technology (December)
- Des Moines – Government (January)
- Sioux City – Economic Development and Workforce (March)
- Waverly – Education (April)
- Burlington – Manufacturing and Transportation (May)

The class will graduate at ABI's annual conference next June in Cedar Rapids.



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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.

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



(we just have to *brag a little*)

Welcome!

McFarland Clinic is pleased to announce Daniel Delaney, DO, joined the McFarland Clinic Marshalltown's Family Medicine Department on September 1, 2022.

As a Family Medicine physician, Dr. Delaney will provide services such as acute care for short-term illnesses, preventative care, health screenings and physical exams for all ages, immunizations, and treatment of complex/long-term medical conditions. He will also provide Osteopathic Manipulative Treatment for musculoskeletal-related pain.



Elisabeth Curtis has been named the new executive director at Pilgrim Heights Camp and Retreat Center in Montour. She has lived in Marshalltown for nearly three years with her husband, Phillip, and two children.



Elisabeth loves the outdoors and being surrounded by nature. For many years she was on a Search and Rescue team through the Civil Air Patrol - US Air Force Auxiliary, teaching young adults leadership and personal/professional development. Her other experience includes work as a professional wedding photographer, designer, seamstress, volunteer and more. She has been a small business owner the vast majority of her life and is passionate about small businesses.

Models of Historic Marshalltown businesses on display at Binford House

Dave Adland enjoys reminiscing about Marshalltown's past. He has created models of the former Little Bohemia store and Stone's Restaurant, which are now on loan to the Historic Binford House for the public to enjoy during the month of September.

Adland got the idea of building models of historic Marshalltown buildings when he saw a drawing of the Little Bohemia store at the local Main Street Antiques store. He remembered he also had a photo of the store, taken by owner Gary Eich, that had been published by the Times-Republican.

Adland decided to share the photo with his friends on FaceBook. "I was amazed at how many people my age who grew up in Marshalltown commented on it!" he said. "I thought it would be fun to create a model and have other people enjoy it."

As the owner of Adland Engraving & Screen Print Company, he had the equipment he needed to make the models. Adland was able to match details in the photo, including the advertising signs in the windows. "I used a color sublimation printer to make the small advertising signs for the windows on my model," he said, "and I used the laser engraver. The biggest challenge was finding the correct dimensions and proportions that I was happy with," he noted.

Adland's models will be on display at the Historic Binford House during the month of September. They can be viewed whenever the house is open for an event or by special arrangement. Contact Binford Board Member Mary Giese at mcgiese@mchsi.com for additional information.



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



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CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors held a ribbon cutting on August 23 to celebrate the new Evsie style shop for girls sizes 8-12 at **Maurices**.



The Chamber Ambassadors held a ribbon cutting on August 24 to celebrate **Tyler Peschong**, who took over as the **State Farm Insurance Agent** office previously operated by his dad, Mike.

Community Ribbon Cuttings



Marshalltown Community College had their ribbon cutting and open house on September 15 to kick off all the great renovations and changes on campus.



The community celebrated the opening of the **Marshalltown Arts & Civic Center** on September 18. Cutting the ribbon was **Karn Gregoire**.



Business-to-Business Showcase date set for November 3



The popular Business-to-Business Showcase returns this fall on November 3 from 4:30-6:30 p.m. The event will be held at Iowa Valley DeJardin Hall. Similar to a Business After Hours event join us for networking with all types of Chamber member businesses, while presenting sponsor Hy-Vee showcases holiday drinks and catering offerings.

New this year Chamber member businesses in good standing will be able to participate free of charge. The Business-to-Business Showcase offers any type of Chamber member to bring their products or advertise their services to the Chamber membership. Participation includes Digest newsletter and e-newsletter advertisement as well as a 6 foot skirted table at the event. To sign up your business today reach out to Membership Director, Sarah Smith (ssmith@marshalltown.org/641-753-6645). RSVPs are required.



Home Federal Savings Bank held a Caffeinated Conversations event on September 20. The event consisted of great coffee and networking!



Our entire Chamber staff joined other community members in the downtown cultural businesses and art walking tour on September 13 led by Wendy Soltero of the Marshalltown YMCA-YWCA.

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www.marshalltown.org Statistics

	August '22	Avg/Month	YTD Total
Unique Visitors	8,997	9,189	73,514
Number of Visits	32,693	29,537	236,293
Page Views	229,763	368,597	2,948,772
Hits	442,540	628,598	5,028,786

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.



marshall county arts & culture

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Sunday, Oct. 2 from 1 - 5 PM
Domingo, 2 de Oct. de 1 - 5 PM

13th Street District - West End Park
Al lado de las canchas de Fútbol

Live and Local series features William Elliott Whitmore on October 6

William Elliott Whitmore will wrap up this year's Live and Local shows at Grimes Farm Amphitheater in Marshalltown at 5:30 p.m. on October 6. It is a free show.

Whitmore is a singer-songwriter/banjoist/guitarist/drum-stompin' solo act from Lee County, Iowa. He has released six full-length albums that seamlessly meld country, blues, folk, and punk styles. His songs are haunting, rustic, powerful, and real – byproducts of living his entire life on the family farm, being involved in the hardcore-punk scene in the local community, and touring hard across the country.

A man armed only with a banjo and a bass drum can be a formidable force, especially if his name is William Elliott Whitmore. With his powerful voice and honest approach, Whitmore comes from the land, growing up on a family farm in Lee County, Iowa, where he still lives today.



The Harvest Market returned to 13th Street on September 9 and did not disappoint. Thousands flocked to the area to take in the food and other vendors, live music by the Pork Tornadoes and other live music on the acoustic stage. Look for the return of the Harvest Market next fall on 13th Street.

New mural lands on wall at Orpheum Theater



Yet another new mural has been added to Marshalltown in a project led by the Marshall County Arts & Culture Alliance. Florida artist Jason Tetlak completed "Perspective" recently on the east facing wall of the Orpheum Theater on Main Street. The project was supported by the Community Foundation of Marshalltown.

More on the mural

"Perspective" focuses on using many faces with bright, bold colors to represent our diverse community and to symbolize unity. The hexagon pattern in the background is meant to convey the idea of people being interconnected, and the dotted lines connecting different eye shapes is meant to show the importance of seeing the world from different points of view. The waves in the bottom are meant to represent the Iowa River, and they flow from a rainbow of hearts meant to symbolize the inclusivity and welcoming of different cultures. Also, in the bottom corner is a tree to represent the growth and resiliency of our community.

Sign up to receive "This Week in Marshalltown"

Keep up to date with community events by receiving "This Week in Marshalltown" in your inbox. The weekly events email newsletter is sent out every Monday and details many community events going on that week. To sign up for the free weekly newsletter, contact Tourism Director Andrew Potter at apotter@marshalltown.org.

Save the Date!

**30th Annual Holiday Stroll-Home for the Holidays
November 19, 2022**

Ladies Night Out-October 20

Ladies Night Out returns this fall and the date is set for October 20, 2022. This semi-annual event geared towards the ladies is about thinking local. Grab some friends for an evening of fun with shopping, dining and drinking local. Each participating business will have refreshments, prizes, and promotions.

For more information or to download a map for the event visit the Chamber website www.marshalltown.org/ladies-night-out.

Participating businesses include:

Black Tire Bike Company
 Brit Marie's Country Boutique
 Brown's Shoe Fit Company
 The Flying Elbow
 Hellberg's Jewelers
 Lillie Mae Chocolates
 Maurices
 McGregors Furniture & Mattress
 Oliver Beene Designs
 Oliver Beene The Other Side
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 State Street Trading Company
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 Tremont on Main



Chamber Chat - Sundays

6:30 a.m. on 99.5 KDAO FM
 7:30 a.m. on 1190 KDAO AM


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Job Fair & Career Expo October 12 Marshalltown Community College 9:00 AM - 1:00 PM

Businesses will be hiring for full time, part time, and seasonal help. There will be food trucks, interactive displays, and resume help. Employers: Email maria.morales@iwd.iowa.gov to register to attend.

Economic Statistics

Employment – Marshall County - July	2022	2021
(Source: Iowa Workforce Development)		
Labor force	17,310	17,350
Unemployed	750	890
Percent unemployed	4.3	5.1
Total employment	16,560	16,460
Marshall County Construction - July	2022	2021
(Source: Marshalltown Building Department)		
Building permits	13	23
New Residential Construction	\$658,253	\$108,000
Residential Addition/Remodeling	\$118,858	\$368,000
New Commercial/Industrial Const.	\$0	\$0
Commercial/Industrial Remodeling	\$0	\$19,000
Housing Sales Data - August	2022	2021
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	38	50
Average sale price	\$173,944	\$145,512
Median sale price	\$167,450	\$130,550



ServiceMaster of Marshalltown celebrated 50 years in business with an open house and Business After Hours event on September 13. Pictured are owners Shannon & Kris Naughton.



Lance Horbach
Agent



Ryan Larmore
Agent



Pat Hageman
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