



MARSHALLTOWN AREA CHAMBER OF COMMERCE

Building Momentum into the New Year

Our success of 2022 can be defined simply as the small actions we have taken that have built an incredible pipeline of momentum. Your Chamber Team has worked hard to achieve many small wins as we escalate our efforts to realize amazing results. Earlier this year we released our 5-year Strategic Plan, and in that plan, we chart a course for our organization that is predicated on doing a lot of little things tremendously well, and if we succeed at that, we will have created a lot of great opportunities for major success in our path. We hope to be an organization that you all can be proud of, as we work to build a bigger, stronger, and more unique community for residents and visitors that make us attractive for business, industry, and tourists to want to say “yes” to being here.

Value structures for Chamber of Commerces are going through rapid shifts as margins for our businesses get tighter, workforce challenges result in higher costs, and businesses become increasingly global in their service and sales. What hasn’t changed is the importance of local development, support, and amplification of our member businesses to propel us forward. Our efforts in 2022 focused around two core concepts, elevate and innovate, and as a result continue to put us on the leading edge for engagement compared with our peer organizations across the state. We have taken time to review our existing programs and find ways to elevate them. For instance, at our Chamber Annual Banquet we brought in consultants from Bellefontaine, Ohio to visit our downtown to share

resources and examples of what could be and give a keynote to continue inspiring progress in downtown. Activity from that visit has not stopped, and we will see development successes from conversations and ideas sparked that day come to light in 2023. Another example is our Chamber Bucks program. We are on pace to put nearly \$56,000 into our member businesses through this program and are actively looking at opportunities to expand this further. This program is great in that these dollars can only be spent locally with our members, which does wonders for supporting local! We have also added a new event in 2022, Caffeinated Conversations, which builds upon the success of our Business After Hours events and allows another networking and connection building event, centered around coffee. Finally, we strive to innovate. That’s why this year we relaunched our Leadership Marshalltown (formerly Iowa Valley Leadership) program with a specific goal in creating higher value in the program through a leadership framework. Our partnership with KLC, thanks to the Martha-Ellen Tye Foundation, has brought forth a framework that will set a new standard for leadership programming here in Marshalltown and very likely in the State of Iowa.

Our Tourism efforts are a foundational bedrock for what we hope to achieve for the community, and when those efforts were reduced dramatically as a result of Covid, the concern for if we could build back was real. I’m happy to announce that our tourism has returned, and is

Marshalltown Area Chamber of Commerce
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Marshalltown, IA 50158

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on pace to be even stronger given the opportunity we have had to invest in our facilities, and manage through our opportunities. With the restoration and updates completed for both Iowa Valley Community College's DeJardin Hall, and the Marshalltown Arts & Civic Center, we are well positioned with these assets to draw in conferences and workshops from throughout the region. In addition, our relative affordability and central location makes us highly competitive against some of the larger markets surrounding us and we are already seeing that competitive advantage in the works. We know that workforce challenges continue to plague us, and are a factor everywhere, but in order to move the needle on population growth and to begin solving our workforce shortages, we need to ensure folks have a positive experience on that first visit to a community. Often times that first visit comes through our tourism efforts, and I'm seeing peers from across the country starting to get involved in tourism for that very reason. We are ahead of the curve with the integration of our programming, and well positioned to tackle this issue and grow our community through tourism.

It's been clear that the focus on economic development here in Marshalltown and throughout Marshall County is one of our highest priorities. The ambitious community growth goals set by the Chamber, combined with our desire to rebuild better following the natural disasters, have paved the way for us to invest heavily in both time and resources for our future. This is absolutely a case where small actions are resulting in building momentum. Housing needs have been strongly identified as a need in our community, so we introduced our Make Marshalltown Home Program, and are working on additional housing initiatives to drive this growth forward. This year we have seen 9 new single family home building permits pulled, and continue to see tremendous effort in multi-family, both stand-alone apartment buildings and upper story living in our downtown. We are poised for more growth next year, building on this momentum. Our efforts this year in preparation of land for industrial development will result in significantly more opportunities in 2023 than we have had in the past few years. The city's Edgewood Road extension, combined with the site certification efforts of roughly 100 acres of City of Marshalltown owned land will allow us to swing at a greater variety of economic development projects for industrial development. Downtown development/redevelopment is going to take many years to realize, but the groundwork laid in 2022 with demolition, EPA grants, and the beginnings of restoration work has set us up to attract in more opportunities for downtown than we have ever had. Thinking about our downtown as a modern, destination retail location may seem far-fetched right now, but we are well on our way and our community's retail picture will continue to improve into next year.

It would be incorrect of me to assert that our organization is alone or even in the driver's seat for much of this momentum. The truth is that organizations across our community are driving forward incredible initiatives that are building this energy. The Central Business District's incredible expansion of Bee Ridiculous Day, Marshall County Arts & Culture

Alliance's momentous mural program deployment, 13th Street District's Harvest Market with their largest crowd ever, and the City of Marshalltown's steady effort to clean up delapidated and abandoned buildings, have moved us forward. All of these efforts, each item, though sometimes small in scale, is propelling our efforts and building the momentum necessary to see large transformations in our community. 2022 will absolutely be defined as the year our momentum was built so that we can step on the gas and accelerate in 2023.

A sincere, and heartfelt 'thank you' to our members, sponsors, investors, and partners for the work we accomplished in 2022. We appreciate you being along for the ride and I promise that this journey will be worth it. There is incredible opportunity here, and we are just starting to see how far this momentum will take us.

-John Hall, President & CEO

Thank You Reinvesting Chamber Members

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

Culver's of Marshalltown	20	Lydall Sealing Solutions	27
Dairy Queen		Maurices	2
North 3rd Avenue	6	Scott Manufacturing, LLC	37
El Portal, Inc.	13	Temp Associates	24
First Wealth		Youth & Shelter	
Financial Group, Inc.	2	Services of Marshall County	6
Griffith Home Builders, Inc.	10		
Hardon's, Inc.	3		

Turkey giveaway on November 23

On Wednesday, November 23, 2022 at 3 pm, The Marshalltown Police Department is partnering with Radio Z 95.5-Tama and their sponsors to assist families in need this Thanksgiving. FREE turkeys will be available on a first come, first served basis. No questions asked. No pre-qualification required. No RSVP required.

This event will be held at the Marshalltown Police-Fire building located at 909 South 2nd Street in Marshalltown. This is a drive-up event. Please stay in your vehicle. Please be patient. One turkey per vehicle, no exceptions. Please do not come early. Please do not block driveways, the fire department drive or roadways. Please do not double park as you wait in line. This event will begin promptly at 3 p.m. and runs while supplies last.

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



Employee Retention

Sheri Benson, CBA, CGBP, ISU SBDC business counselor

It is difficult to travel down Main Street or search job boards without being inundated with “help wanted” solicitations. It can be easy, and also lazy thinking to presume that no one wants to work. The truth is actually gentler. For instance, the tail of the Baby Boomers is 58 years old. No labor force has been able to compete with the volume of labor this group made available. A labor pool that is now retiring in record numbers daily. Even the Millennial Generation does not spike past the Boomers in labor force contribution. The Generation Z workers create a trough much like Gen Xer's. Additionally, the percentage of women in the workforce mirrors mid-1980s values. That's roughly a 10% downward swing in the past few years.

Yes, we can expect to pay more for labor, because there is less. And, once we hire someone, we would like to keep them. Staff turnover is EXPENSIVE! We can help our businesses by understanding what the current workforce seeks. According to HRFORECAST.com the number one reason an employee leaves is lack of career development. This happens with 20% of hires. It is worth exploring meaningful strategies to help an employee develop in their career, even in service businesses, which typically experience high employee turnover. The second leading factor for employee turnover is an employee's relationship with their manager. This is a great topic to tackle via professional development whether we are a managing owner, or whether that responsibility belongs to another. Other qualities that made the top five are work life balance, employee well being and job fit.

“What about the pay?” you ask. Pay makes the list at number six. Interestingly, pay has been number six on the list for over 25 years. There have been many economic ups and downs over time, and despite how it seems today wages have been stagnant since the late 1960s. Yes, it is important to have an attractive financial package for employees. It is just as important to create a place where people want to work.

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

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.

RadioZ 95.5 FM

Diana Lopez, General Manager

Maria Fragoso, Sales Manager

205 W. 3rd Street, Tama

641-484-5958

www.radioz955.com

www.facebook.com/radioZ95.5Iowa

Broadcasting since 2010, Radio Z is the only Spanish FM station in the area serving the largest and most united audience in Iowa. Radio Z covers 9 different counties with more than 40,000 Hispanic residents in Marshalltown, Waterloo, Cedar Falls, Cedar Rapids, and Iowa City.

Friedrich Realty-Team Mogard

Connie Mogard, Agent

Michael Mogard, Agent

Emily Mogard, Agent

100 6th Street, Ames

641-751-1555

Facebook.com/teammogard

Friedrich Realty-Team Mogard provides real estate solutions to Central Iowa including Marshalltown, State Center, and Melbourne.

Heaven's Best Cleaning Services

Joe Andersen, Regional Manager

3712 Falcon Ave, Ames

515-233-9940

www.heavensbestames.com

heavensbestames@gmail.com

Heaven's Best Cleaning Services specializes in cleaning carpets, upholstery, tile, and rugs for both commercial and residential needs.

Holiday closings

**The Chamber office will be closed December 23, 26, 30,
and January 2 in observation of the holidays.**

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



Board of Directors

Mike Miller, Chair
Erin McGregor, Vice Chair
Damon Morrison, Treasurer
Joe Carter, Past Chair

Patrick Brue
Pam Delagardelle
Carol Hibbs
Jessica Kinser
Kevin Meyer
Dan Moellers
Abigail Pelzer
Kristin Polley
Todd Steinkamp
Dave Thompson
Deb Wollam

Ex-Officio

Dr. Theron Schutte, MCSD
Dr. Kristie Fisher, IVCCD
Amanda Accola, Alliant Energy
Heidi Dalal, Martha-Ellen Tye Foundation

Staff:

John Hall
President & CEO
Andrew Potter
Tourism Director
Sarah Smith
Membership Director
Kyle Hall
Workforce Development Coordinator
Brianna Reed
Administrative Assistant

5 benefits from supporting local businesses

1. Improve your family's health – Supporting our local farmers' markets means eating foods that are produced locally.
2. Improve the local economy – More money stays in the community when you support locally-owned businesses. Of every \$10 spent locally, approximately \$7 stays in the community.
3. Improve connections – When you spend your money locally, you see your friends and neighbors. You get to know the people who own our local businesses and reinvest in our community.
4. Improve the community's "flavor" – Supporting local businesses keeps our business community dynamic and unique. Many of our local businesses have unique and one-of-a-kind products only found here!
5. Improve your experience – Supporting local businesses means those owners/managers have an opportunity to get to know YOU as a customer and can tailor your experience to your needs.

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Tire & Service Center, Inc.

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Marshalltown
752-7511

E-billing reminder

The Chamber has switched to e-billing for membership dues, so remember to check your email for your dues billing (and check your spam/junk folder as well). For more information on your Chamber membership, contact Membership Director Sarah Smith at ssmith@marshalltown.org.

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.

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



Congrats!

Christine Harms has been named the next financial controller of **Clapsaddle-Garber Associates**. Harms will assume the role after a planned retirement for Roger Luehring in the spring.



Welcome!

Lindsay Walters has started as the new director of **Bickford of Marshalltown**. Lindsay is a Marshalltown native and a graduate of Wartburg College. She has extensive experience caring for our community's seniors and their families.

"I look forward to this new, exciting adventure with Bickford of Marshalltown, and am truly thrilled with our new team," Walters said.



Listen to Chamber Chat every Sunday morning at 6:30 a.m. on 99.5 KDAO FM and 7:30 a.m. on 1190 KDAO AM

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

Sign up for 'This Week in Marshalltown' weekly events newsletter

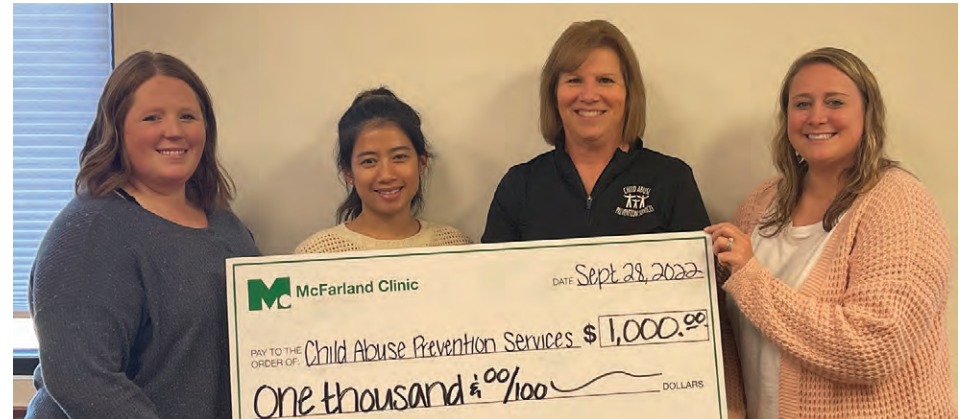
Don't miss out on upcoming community events! Sign up for the weekly event email newsletter "This Week in Marshalltown" and receive a listing of upcoming events via email each Monday. To sign up for the newsletter contact Tourism Director Andrew Potter at apotter@marshalltown.org. You can also contact Andrew if you have an event you want promoted and listed on our online Community Calendar.

McFarland Clinic Awards Grants to Non-Profit Organizations

McFarland Clinic honored 10 Community Grant recipients at their Trusted Choice Honors program on November 1. As part of their annual staff recognition program, McFarland Clinic awarded ten (10) \$1,000 grants (\$10,000 total) to local non-profit organizations nominated by providers and employees. These community grants provide support to organizations directly benefiting residents in the McFarland Clinic service area.

Ten organizations from Ames, Boone, Carroll, Marshalltown, Nevada, and Webster City received the McFarland Clinic Community Grants. Three out of those ten are local to Marshalltown: **Child Abuse Prevention Services, Iowa River Hospice, TTT Chapter E.T.**

The community grant program began in 2021 as a celebration of McFarland Clinic's 75th Anniversary. Providers and staff of McFarland Clinic are invited to nominate an area nonprofit that benefits residents of McFarland Clinic's service area. Ten nominations were selected at random to be awarded one \$1,000 grant. The nominator of the winning nomination presented a check to the non-profit organization.





CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors joined in the celebration of the reopening of the **Holiday Inn Express** on October 25, 2022.



The Chamber Ambassadors made a courtesy call stop at the **House of Compassion** on November 8, 2022.



The Chamber Ambassadors stopped by the **Marshalltown YMCA-YWCA** for a courtesy call on November 8, 2022.



The Chamber Ambassadors held a ribbon cutting on November 9, 2022 to celebrate the 10-year anniversary of Jody and Amy Anderson as owners of **Anderson Funeral Homes**.

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

Thank You Ambassadors!



MARSHALLTOWN
AREA CHAMBER
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WWW.MARSHALLTOWN.ORG



A ribbon cutting was held to celebrate the new offerings and improvements at **Pilgrim Heights Camp and Retreat Center** on November 11, 2022.

2022 Business-to-Business Showcae

Thank you to our sponsors!

Presenting Sponsor: **Hy-Vee**

Showcase Sponsor: **Glenwood Place**

Location Sponsor: **Iowa Valley**

Business & Community Solutions

Participating Businesses:

Anderson Funeral Homes

Buena Vista University

Catholic Radio Marshalltown (KCRM)

Child Abuse Prevention Services

Glenwood Place

Guiding Star Marshalltown

Hawkeye Flat Roof Solutions

Hy-Vee

Inner Peace Health Coach Services

Iowa River Hospice

Mid-Iowa Workshop, Inc. (MIW)

Midnight Ballroom

Radio Z 95.5 FM

Rube's Steakhouse

Stepping Stones Christian Bookstore

The Bridge Home

Thrivent Financial-Laurie Gowdy



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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!

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www.marshalltown.org Statistics

	October '22	Avg/Month	YTD Total
Unique Visitors	8,189	9,026	90,257
Number of Visits	25,633	28,226	282,232
Page Views	173,930	427,991	4,279,909
Hits	455,076	690,794	6,907,937

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.

**Small Business Saturday
November 26**

think**L**ocalfirst

Plenty of fun outdoors in the winter

December might be a time when people start to hunker down indoors for the winter, but we don't have to. Bears are meant to hibernate, not humans. There is still plenty of fun to be had outdoors in the winter in Marshalltown.

Go for a brisk walk on the Linn Creek Recreational Trail – yes, it is still there in the winter. One of the more beautiful places along the Linn Creek Recreational Trail is Judge Park. When a light snow hits the gazebo there, it can really be a special location.

Sledding is a favorite seasonal activity that can bring young and old together- sometimes on the same sled. Two of the more popular spots in Marshalltown are the Iowa Veterans Home (east side of the campus) and the hill at St. Henry' Church. Please sled safely!

The trails at Grimes Farm can also be refreshing in the winter. Things just look a little more serene and calm with a light coat of snow on them. Be on the lookout for snowshoeing opportunities offered by the Marshall County Conservation Board.

So, bundle up, head outside and make your own footprints in the snow. You'll have so much fun you will wonder what took you so long to enjoy this season.



Tourism grants benefit community

Did you know the Marshalltown Area Chamber of Commerce awards tourism grants to local non-profit organizations to help promote and support new local events and capital projects that would lead to visitors to the area. The Holiday Stroll, American Legion Golf Course and the Harvest Market are all recent grant recipients.

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 1, 2023. For more information or to get an application contact Tourism Director Andrew Potter at apotter@marshalltown.org.



Wolfe Ranch's
Christmas in the Stables
Saturday, December 10th
10am-2pm
2932 240th St.
Marshalltown IA, 50158

Come visit the Ranch, meet the horses, and...
Vote on your favorite decorated stall!
Take a picture with Matt!
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Get a tour around the ranch house!
And More!

For more information contact
syork@wolferanchquakerdale.org



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Some Material May Be Inappropriate for Children Under 13

MARSHALLTOWN COMMUNITY THEATRE

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)

Job Posting

Did you know that included with your membership you can post jobs to the Chamber website for free? Posting jobs with the Chamber is simple, email office@marshalltown.org for a template. Job postings are available to for the public and members to view on our website, www.marshalltown.org under the Work in Marshalltown tab.

Chamber Chat - Sundays

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM



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Economic Statistics

Employment – Marshall County - September	2022	2021
(Source: Iowa Workforce Development)		
Labor force	16,970	16,770
Unemployed	620	650
Percent unemployed	3.6	3.9
Total employment	16,350	16,120
Marshall County Construction - September	2022	2021
(Source: Marshalltown Building Department)		
Building permits	21	23
New Residential Construction	\$8,876,756	\$92,000
Residential Addition/Remodeling	\$259,347	\$158,000
New Commercial/Industrial Const.	\$857,223	\$435,000
Commercial/Industrial Remodeling	\$801,467	\$4,301,000
Housing Sales Data - October	2022	2021
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	26	48
Average sale price	\$151,665	\$173,337
Median sale price	\$144,250	\$161,000

Upcoming Chamber Events

November 17-Business After Hours

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

November 17-Ribbon Cutting

Iowa River Hospice (10:00 a.m.)

November 29-Ribbon Cutting

Eyemart Optical Center (4:30 p.m.)

December 1-Ribbon Cutting

Legacy Real Estate (4:00 p.m.)

December 6-Business After Hours

Strand's Flooring & Paint (4:00-6:00 p.m.)

December 5-Connect Marshalltown

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

December 13-Caffeinated Conversations

Karl Auto Group (7:30-9:00 a.m.)

January 12-Business After Hours

Pinnacle Bank (4:30-6:30 p.m.)



Lance Horbach
Agent



Ryan Larmore
Agent



Pat Hageman
Agent



Tyler Slagle
Agent



Paul Beals
Agent



Mark Rohde
Agent



Austin Illum
Agent



Rich Mohon
Agent



Doug Joslin
Agent



Marna Mitchell-Butler
Agent-CSA



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Darla Rowley
Agent-CSA



Jodi Eygabroad
Agent-CSA



Carla Nordstrom
Agent-CSA



Robin Angstman
Agent-CSA



Bonnie Ohrt
Processor



Kristi Carlson
Office Manager



Matt Roelsgard
Information Systems



Heather Hanus
Agent-CSA



Vivian Ceron
Agent-CSA



LeAndrea Abel
Administrative Assistant