

theDIGEST

January 2023

Volume 40, Issue 7

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2023 Economic Outlook Breakfast

The first annual Economic Outlook Breakfast will be held at the Marshalltown Arts & Civic Center (709 S. Center Street) on January 25, 2023. The event will consist of a light breakfast and presentation on the State of Iowa's economy for 2023 by Debi Durham, Director of the Iowa Economic Development Authority (IEDA) and the Iowa Finance Authority (IFA).

Chamber President & CEO John Hall commented, "We are very excited to have Director Durham as our keynote speaker for the inaugural Economic Outlook Breakfast. As a result of the landmark tax reforms in Iowa last year, Iowa is well positioned for continual economic growth and there is no one better to convey that message and provide some hope and insight for 2023."

Debi Durham is a longtime economic and community development professional. Durham has turned the IEDA into a successful public-private partnership, landed billion-dollar economic development projects for Iowa and worked tirelessly on expanding trade and investment opportunities for the state. She prides herself on building coalitions, supporting new ventures and strengthening the state's industries and communities. Prior to joining IEDA, Durham served as president of the Siouxland Chamber of Commerce.

Her several accolades include being recognized as one of the "Most Influential Business Leaders" in the 2019 Des Moines Business Record Book of Lists and receiving the Technology Association of Iowa's "Legislative Advocacy Leader" award in 2017. Durham also was recognized by the Business Record as a "Woman of Influence" in 2016.



Registration Required

\$25/person

Doors open at 7:00 AM

Program starts at 7:30 AM

Marshalltown Arts & Civic Center

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***To sign up for this event contact Chamber
Membership Director, Sarah Smith (ssmith@marshalltown.org)***

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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.

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505 Richard Lane, Marshalltown
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michael@1sourcesolar.com
www.1sourcesolar.com

1 Source Solar is a turnkey, solar energy installer serving agricultural, commercial and residential clients across the state of Iowa. 1 Source Solar offers a complimentary site analysis, solar design and engineering services, as well as construction and system monitoring for every type of solar project.

AR Auto Detailing LLC

Adan Rodriguez, Owner
308 South 3rd Ave, Marshalltown (physical)
411 Thunderbird Drive, Marshalltown (mailing)
641-691-8452

Facebook-AR Auto Detailing LLC

AR Auto detailing is all about getting things done right with amazing results!

The Cabinet Shoppe

Caleb Hargrave, Owner
Eli Hargrave, Owner
34 S. 1st Ave, Marshalltown
641-753-4969
cabinetshoppe134@gmail.com
Facebook-The Cabinet Shoppe

The Cabinet Shoppe offers a team dedicated to designing your dream kitchen with custom cabinetry.

Hargrave Construction

Caleb Hargrave, Owner
Eli Hargrave, Owner
34 S. 1st Ave, Marshalltown
641-485-4449
hargraveconstructionco@gmail.com
Facebook-Hargrave Construction

Hargrave Construction specializes in commercial and residential remodels as a general contractor.

Chamber Bucks are great way to
THINK LOCAL FIRST!

MEMBER SPOTLIGHT



eliminating racism
empowering women
ywca

The Marshalltown YMCA-YWCA has a history of serving Marshalltown that dates back all the way to the 19th Century. The YMCA started in 1876 and

the YWCA in 1909. They became a joint operation in 1996.

It is a nonprofit human services organization that helps people strengthen their spirit, mind and body. There is a focus on youth development, healthy living and social responsibility. The Y's campus has two buildings: The Horne-Henry Center and the Cultural Center. Many people refer to the Horne-Henry Center as the "new Y" since it opened in 2004. However, some don't realize that the Cultural Center is still used for many programs including dance, preschool, after school, day camp and CrossFit.

Marshalltown is a community of people who take care of one another and the Y's supporters are no different. Whether it's volunteering as a sports coach or fundraising for swim safety programs, they help the Y keep the community strong. The Y's Chamber membership allows it to better network with other community members and provides resources that enhance business.

The Y is adding to its youth and adult sports programs. In late December/early January it is opening a sports simulator room with a golf simulator and additional virtual sports including soccer, hockey, zombie dodgeball and more. The Y is also adding adult sports leagues starting with men's basketball in the spring. For questions or suggestions on leagues, please reach out to Sports Director Brandon Haagsma at brandon.haagsma@ymca-ywca.org or 641-752-8658.



Thank You Reinvesting Chamber Members

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

1st Rate Real Estate	19	Legends American Grill	13
American Legion #46		Mediacom Business	1
Golf Course & Lounge	7	Planet Fitness	4
C Eye Care	5	Re/Max Partners Realty	5
Healing Hands Chiropractic	6	Schendel Pest Control	28
Hellberg's Jewelers	28	Spahn & Rose Lumber Co.	21
Historical Society of		Stalzer Photography	18
Marshall County	16	State Street Trading Company	4
Jack's Pho' House	7	Superior Rentals	10
Jiffy Convenience Store	30	VCA Marshalltown	
Karl Auto Group	1	Animal Hospital	34
Legacy Real Estate-Kelli Thurston & Fauna Nord Team	5		

Chamber member benefit tip

Did you know a benefit to Chamber membership is that you are able to "brag" about your business or organization in The Digest? 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. If you have Marshalltown area news to brag about, submit it to Sarah Smith via email at ssmith@marshalltown.org

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Work on your business

Sheri Benson, CBA, CGBP, ISU SBDC business counselor

The new year is quickly approaching! 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 a 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 Iowa income taxes are changing, 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 as. 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-up/in is a great way to convey changes.

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

Chamber Bucks make great gifts! Last day to pick up before Christmas is December 22. Order ahead now by contacting the Bri at the Chamber office (breed@marshalltown.org/641-753-6645)



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Damon Morrison, Treasurer
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Andrew Potter
Tourism Director
Sarah Smith
Membership Director
Kyle Hall
Workforce Development Coordinator
Brianna Reed
Administrative Assistant

Home Federal Bank recognizes Heckman for Seed Money program

Home Federal Bank in Marshalltown is excited to announce that they have rewarded Paul Heckman with \$1,000 in cash as part of the bank's ongoing Seed Money campaign that recognizes and rewards individuals who go above and beyond in the communities they serve.

Paul Heckman is a long-time resident, veteran, and volunteer in the Marshalltown community. Since returning from the Korean War, he has made a large impact for many people by starting and operating a medical equipment loan program that serves all of Marshall County. This program was created to lend out medical equipment to individuals that perhaps can't afford or can't wait for things like wheelchairs, walkers, porta potties, and more.

Not only was he instrumental in starting this program, he also clocked countless volunteer hours over the years as Commander of the Legion, a long-time Kiwanian, an ombudsman at Southridge Nursing Home, a Mason, and even as Santa Claus during the holidays – to name a few. His nominator and daughter, Diane Thomas, summed it up well. "There just wasn't much he would say 'no' to."



From left to right: Victor Hellberg, Recipient Paul Heckman, Home Federal's Hannah Hedum (Assistant Branch Manager), and Amy Feisel (Branch Manager)



UnityPoint Health local Registered Nurse recognized for DAISY Award

Diane Engle, RN, in the radiology department at **UnityPoint Health- Marshalltown** has been named the latest recipient of the prestigious DAISY Award.

Engle was nominated for her integrity and commitment to delivering extraordinary and compassionate care. The DAISY Award is a national program to recognize the clinical skills, extraordinary compassion and care exhibited by nurses every day. The award is given monthly to outstanding nurses in more than 2,300 health care facilities, in all 50 states and 15 countries.

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



Congrats!

Pinnacle Bank is pleased to announce the promotion of Andrew Pool to Senior Vice President/Chief Credit Officer. Pool has been an integral part of Pinnacle Bank's success since his hire in September of 2017, contributing to the bank's net loan growth of over \$100,000,000 and equally positive trends to other key banking metrics. Andrew was previously promoted to Vice President/Chief Credit Officer in early 2022 and in 2019 he was promoted to Vice President/Credit Officer. Andrew has and will continue to provide leadership as a member of Pinnacle Bank's executive team, and the bank looks forward to his continued growth and success.



New Year brings new ownership for Tannin Wine Bar



On January 1, 2023, Megan and Gary Lanfier will be the new owners of **Tannin**. Mary and Tom Curley couldn't be more confident that Tannin will live on for many more years under this new ownership.

In the first week of January, the Lanfier's are planning a week of Grand Re-Opening events, see schedule below.

Wednesday, January 4:

Ribbon cutting, live music by Austin Chadderdon, and giveaways

Thursday, January 5:

Live music by Phil Shipley

Friday, January 6:

Live music by Chris Ranallo

Saturday, January 7:

Live Music by Tom Box

(we just have to *brag a little*)

Goldman Sach's 10,000 Small Businesses Program completed by Dr. Grant Jacobson

Dr. Grant Jacobson of **The Hometown Veterinarian** recently completed the 12-week entrepreneurship course from Goldman Sach's 10,000 Small Businesses Program. The program is a mixture of online work and in-face meetings to help small business owners. Topics included visioning, leadership, staffing, finances, marketing, lending and more.

"It was pretty intense business training," Jacobson said.

He said it taught him to take a step back and look at all things that go into the business, rather than just staying busy in the day-by-day work.

"The biggest thing is it really teaches you to work on running your business versus the business running you," Jacobson said. "It was a lot of things that I was meaning to do but this teaches you to make the time to do it."

Jacobson said he was also able to learn from other business owners in the state that he met during the class.

"You find out we all have the same challenges regardless of the industry we are in," he said.

Jacobson found out about of the program through the Chamber and encourages others who might be interested to apply for future programs. For more information visit iowa10ksb.com.



Congrats!

Congratulations to Rick Gooding, owner of **Lowe's Flowers**, who is celebrating his 50th year working at Lowe's. Rick starting working at the shop in September 1972 and bought the store in 2006.

"What better job could you have than taking fresh flowers to somebody every day," Gooding said.





CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors held a ribbon cutting at **Iowa River Hospice** on November 17, 2022 to celebrate National Hospice Month.



The Chamber Ambassadors held a ribbon cutting to celebrate the opening of **Eyemart Optical Outlet** on November 29, 2022.



The Chamber Ambassadors celebrated the opening of the new location of **Legacy Real Estate** on December 1, 2022.

Thank you to this incredible group of volunteers our 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!

Doug Beals Cindy Brodin Joe Demonte Heidi Drager
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

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

Thank You Ambassadors!



MARSHALLTOWN
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WWW.MARSHALLTOWN.ORG



UPCOMING EVENTS

2023

CONNECT
Marshalltown

JAN 04
APPLEBEE'S
4:30-6:00PM

FEB 01
TANNIN WINE BAR
4:30-6:00PM

MAR 01
ELMWOOD CC
4:30-6:00PM

APR 05
SMOKIN G'S
4:30-6:00PM

MAY 03
BUZZED BEE MEADERY
4:30-6:00PM

Connect Marshalltown, formerly Young Professionals will continue in to the new year. Each month Connect Marshalltown hosts a social gathering at a different Chamber member business. The events consist of networking in a relaxed environment while the Chamber provides each participant with a complimentary drink and appetizers. All are welcome to attend. Questions? Contact Kyle Hall, Workforce Development Coordinator at khall@marshalltown.org

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	November '22	Avg/Month	YTD Total
Unique Visitors	8,960	9,020	99,217
Number of Visits	27,155	28,126	309,387
Page Views	653,209	448,465	4,933,118
Hits	1,083,459	726,491	7,991,396

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.

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.

NYE at Midnight Ballroom

New Year's Eve will be rocking at the Midnight Ballroom (1700 S. Center Street) with two local bands hitting the stage for the night.

Newer band Strike the Skye will open at 7:30 p.m. that night. They will be followed by Exit 185 as the ballroom rings in the new year.

Doors open at 7:00 p.m. There will be food and drinks available and there is a \$10 cover charge.



Livability Marshalltown magazine will return in 2023

We had such a great response from our Livability Marshalltown magazine that we are doing it again. The Chamber produced the 44-page magazine and digital stories with Livability Media in 2022.

We are now making plans for the next annual edition coming out in summer 2023. It will again include information on area recreation, public art, education, businesses and more.

"The Livability Marshalltown magazine has been shared with thousands in print and even more with the digital publication on the internet," said Tourism Director Andrew Potter. "It's exciting to continue this venture with yet another way to spotlight what makes our area special and a great place to live, work and play."

The magazine will be distributed to visitors in town, be available for residents, potential employees and more. There is a digital component which reaches across the country.

For more information on this magazine and how you can advertise in the 2023 edition, contact Andrew at apotter@marshalltown.org. You will be seeing more about this exciting opportunity and publication in the future.





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Left
Caffeinated Conversations
December
Karl Auto Group

Right
Business After Hours December
Strand's Flooring & Paint





Economic Statistics

Employment – Marshall County - October	2022	2021
(Source: Iowa Workforce Development)		
Labor force	16,950	16,120
Unemployed	630	640
Percent unemployed	3.7	3.8
Total employment	16,320	15,480
Marshall County Construction - October	2022	2021
(Source: Marshalltown Building Department)		
Building permits	7	11
New Residential Construction	\$0	\$52,000
Residential Addition/Remodeling	\$99,512	\$39,000
New Commercial/Industrial Const.	\$49,840	\$0
Commercial/Industrial Remodeling	\$37,538	\$545,000
Housing Sales Data - November	2022	2021
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	46	43
Average sale price	\$172,638	\$175,615
Median sale price	\$146,000	\$159,000

Upcoming Chamber Events

December 20-Ribbon Cutting

Primary Health Care (4:00, open house until 7:00 p.m.)

January 4-Ribbon Cutting

Tannin Wine Bar (4:30 p.m.)

January 10-Caffeinated Conversations

US Bank (7:30-9:00 a.m.)

January 12-Business After Hours

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

January 25-Economic Outlook Breakfast

Marshalltown Arts & Civic Center (7:00-9:00 a.m.)

Registration required, \$25/person.

Email ssmith@marshalltown.org to sign up.

February Date TBD-Caffeinated Conversations

Marshalltown YMCA-YWCA

February Date TBD-Business After Hours

Home Federal Bank



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Ryan Larmore
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Pat Hageman
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