

theDIGEST

August 2023

Volume 41, Issue 2

In this Issue

- Chamber News 2
- Business News 3
- Leadership 4
- Marshalltown Area News 5
- Ambassador Visits 6
- Chamber News 7
- Business Directory 8-9
- Tourism News 10
- Chamber News 11
- Chamber News 12

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MARSHALLTOWN AREA CHAMBER OF COMMERCE

2023 Community Impact Award

On June 29, 2023 the Community Impact Award was presented at the 125th Chamber Annual Banquet. The event concluded with the recognition of JP & Jennifer Howard owners of Tremont Restaurants and the Historic Tremont Inn.

In 2008, the Chamber established the Community Impact Award as a way to recognize a business, organization, or individual for their contributions to shaping and changing the landscape of the community.

Chamber Board of Directors Chair, Mike Miller presented the award to the Howards. This award strives to give the highest recognition possible for the actions the Howards have taken to have an impact on Marshalltown. JP & Jennifer have truly made that impact with their various businesses.

2022-2023 Chamber Board Chair Mike Miller commented, "JP & Jennifer Howard are Marshalltown treasures who have believed and invested in downtown Marshalltown for decades. Their



Pictured (left to right):
Mike Miller, Jennifer Howard & JP Howard

restaurant, the Tremont on Main, is foundational to Marshalltown. A place we celebrate our wins, recover from our losses and mark our milestones. Recognizing them for their dedication, commitment and love for our town is an easy thing to do."

Chamber office has relocated

The Marshalltown Area Chamber of Commerce office has officially relocated to 34 W. Main Street in downtown Marshalltown. As of July 10, 2023, we opened our doors to serve our members and the public at our new renovated office space. The space known, as the Hopkins building, has undergone a major redevelopment thanks for Joe & Janelle Carter and their builders, Peter & Scott Cutler. The Chamber occupies the first floor with living units on the upper stories that are expected to open later in 2023 or early 2024. Chamber President & CEO John Hall, commented on the move, "We are absolutely thrilled to be downtown. Downtown Marshalltown is the heart of the community, and our hope is that by being a part of the redevelopment happening down here that we can help to drive that redevelopment forward even faster." Hall also shared, "None of the work in the rest of the community will slow at all. This space positions us well for development in every direction of our community. We hope that others feel inspired to invest in Marshalltown as a result of what they see from our new space."

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Chamber Ambassadors Golf Outing-August 18

The Chamber along with Presenting sponsor Emerson invite you to join the Chamber Ambassadors Golf Outing. This annual event that allows members a fun day of networking, business development, and golf. The outing is an excellent opportunity to market your business/organization as well as treat a client or potential client to a great day of golf in a relaxed atmosphere. The Chamber Ambassadors Golf Outing is on August 18, 2023 shotgun start at 10:00 a.m. at Elmwood Country Club. Cost to participate is \$440/foursome. This is a Chamber member only event. If you are interested in playing in or sponsoring this event visit our website for more information (www.marshalltown.org/golf-outing).

**Listen to Chamber Member Moment every
Wednesday morning at 8:35 a.m. on
News-Talk KFJB 1230 AM or 93.9 FM**



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2023 Why Marshalltown Kick Off



The Marshalltown Area Chamber of Commerce in part with our Workforce Program Events hosted the first Why Marshalltown event of 2023 on June 27 at Wayward Social. The event aims to connect summer interns and new hires to the reasons why they should live, work, and play in Marshalltown.

The goal of these events is to provide the attendees with valuable information in bettering their career while learning more about all the great things Marshalltown has to offer. To learn more about Why Marshalltown visit the Chamber website at www.marshalltown.org/why-marshalltown

2023-2024 Workforce Program Event Sponsors:

Emerson

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



Thank You Reinvesting Chamber Members

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

Action Auto Parts/Krantmans	37	Kenn's Transmission	39
Alliant Energy	54	Landon-Landon & Associates	59
Ann's Alterations	8	M. Gervich & Sons, Inc.	59
Arnold Motor Supply	30	Marshall County Abstract	39
AssuredPartners	47	Marshall County	
Augustine Company	35	Arts & Culture Alliance	18
B & G HVAC	17	Marshalltown Area	
Bantz Chiropractic Center	13	United Way	55
BDH Technology	20	Marshalltown Aviation, Inc.	49
Beck's Hybrid Seeds	3	Marshalltown Community	
Boliver Law Firm	41	School District	31
Bowman & Miller, P.C.	59	Marshalltown Comm. Theatre	25
Brown's Shoe Fit Co.	16	Marshalltown Company	64
Central Iowa Capital Advisors	33	Marshalltown YMCA-YWCA	46
Central Iowa Farm Store	25	Martin Marietta	46
Central Iowa Residential Svcs.	42	Mid-Iowa Workshop, Inc	39
Chef King	11	Nagle Signs, Inc.	37
China Buffet	8	Peglow, O'Hare & See, P.L.C	50
Domino's Pizza	40	RACOM Corporation	43
Don Turbiville	8	Rainbow Car Wash-Anson St.	37
Electric Supply of Mtown	46	Randall's Guitar School &	
Emerson	110	Music Shop	11
Energy 106.7 FM	28	Roseland, Mackey, Harris	
Evans Abstract Company	46	Architects	21
First Methodist Church	25	ServiceMaster of Marshalltown	38
Git-N-Go Store	11	Shop Tools Outlet	1
Happy Tails Pet Grooming	9	Starnes TV & Appliance	34
Hermanson Orthodontics, P.C.	48	State Farm Insurance-	
Hitchins & Thronson PLC	59	Tyler Peschong	2
Hoglund Bus Company Inc.	2	Structural Engineers P.C.	36
Home Federal Savings Bank	54	Taylor's Maid-Rite	63
Home Rental Center &		Timber Creek Enterprise, Inc.	37
Sales Co.	40	Trending Media (KFJB/KXIA)	48
House of Compassion	2	United Bank & Trust Co.	21
Hy-Vee Food Store	60	Walmart	40
Iowa River Hospice	23	Wayward Social	6
ITC Midwest	1	Weidner Construction, Inc.	45
Kapaun & Brown, Inc.	49		
KDAO AM/FM/TV	45		

Small Business Development Center discusses exiting your business

We all recognize that as a small business owner we consider our business an extension of our self. Staff is extended family; customers are dear friends; and our community is home. No wonder letting go can be so difficult and painful when we think about leaving it behind!

Did you know that the number one reason that a business fails to transfer in the United States is because the seller gets cold feet? More importantly is why this happens. It happens because the owner (seller) has not developed a plan for life after business. It happens when an owner needs a particular sale amount for the business, but has not been preparing the business to reflect that value at the time of sale. These topics are a lot to think about.

Business owners will find the most satisfaction with exiting their business if they have begun to consider and plan for a future outside of business. From a personal perspective, begin contemplating what you will do once you exit this business. Is it golf every day, volunteering, moving to a vacation destination, starting another business? Include the key people in your life in conversations about the next chapter. Hire a financial planner, with whom you are comfortable sharing your intimate financial dreams and current financial position. Most business owners have 80% of their wealth wrapped up in their business. Begin exploring how you will put that wealth to work for you, once you and the business part.

Then, take some time to work on your business and prepare it to be the best it can be when you are ready to sell. What will you be selling? How much is the business worth? How do you know? How much of your business is tangible versus intangible? Should you consider upgrading hard assets? Is the inventory fresh? What is the real value of blue sky? Do you have contracts in place for repeat orders? Is there a business without you? Who will buy your business? These are great questions to wrangle with your business leadership, your accountant and commercial banker.

Exiting a business is a deeply emotional endeavor. Begin exploring the topic of business exiting in the years before you are ready to leave your business. Doing so will allow you to be more informed and prepared with regard to options presented to you when you actually do exit.

ISU SBDC is here to work with you. Our services are without cost 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 are great way to
THINK LOCAL FIRST!



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Dylan Does
Tourism Director
Nicole Collins
Administrative Assistant

Arts + Culture Alliance Has Evolved

Since 2004, the Marshall County Arts & Culture Alliance has significantly evolved and transformed to have the highest impact on our community. Furthermore, our community has changed tremendously over the last few years. Alongside the development of the Arts & Culture Master Plan, we went through our own strategic planning process to ensure we were perfectly positioned to implement the master plan.

Through our planning process, we saw an opportunity to align, simplify and modernize our brand. We are thrilled to announce we will now go by Arts + Culture Alliance. In addition to the revised name, we have updated our mission, vision, functions and value statements based on input from community engagement. Although we may look a little different, our commitment to creatively meeting the needs of our growing community remains constant.

VISION – Creativity is at the heart of a thriving and vibrant Marshalltown

MISSION – Lead the development of a creative community through arts and culture

We will accomplish our mission and vision through our core functions: Connect, Advocate and Celebrate. We **CONNECT** the community by being the bridge builder for our community by collaborating and cultivating

relationships. We **ADVOCATE** by promoting the value and necessity of arts and culture. We **CELEBRATE** by engaging and amplifying the local arts and culture community.

Cities that weave arts and culture into the fabric of daily life become a destination for visitors. They drive economic prosperity. They become regional focal points. But most importantly, they bloom into a springboard of imagination and a creative home for their own residents. All of us are the creative community.

All of us are the creative community. TakepART with us! We invite you to check out our newly designed website: www.artsandculturealliance.org



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If you have Marshalltown area news to brag about, submit it to The Digest via email to office@marshalltown.org. 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.



McFarland Clinic Marshalltown Opens at New Location



McFarland Clinic Marshalltown is now open at its new location, located at 421 East Merle Hibbs Boulevard in Marshalltown.

“McFarland Clinic providers and staff have provided services in Marshalltown for the past three decades and with our commitment to this facility area residents will continue to benefit from multiple services close to home,” said Dr. Joseph Pollpeter, McFarland Family Medicine physician.

McFarland Clinic has vacated its previous location, near the former hospital facility, at 312 East Main Street. All McFarland Clinic specialties and services are now offered at the new location. Clinical departments at this new location include Family Medicine, Pediatrics, Physical Therapy, General Surgery, Orthopedic Surgery, Podiatry, Oncology, and Optometry.

“Our facility has been designed with input from the physicians to create an environment that allows for easy coordination of care and provides a healing and calming environment,” said Dr. Alison Wilson, General Surgeon and Medical Director. “I think that both patients and providers will be pleased with the result.”

The new 66,000 square foot state-of-the-art facility features an expanded oncology and infusion center. “We are delighted to continue to provide oncology services to residents from Marshalltown and surrounding communities,” said Dr. Joe Merchant. “We are excited to expand our services including infusion services in this new beautiful facility.”

Visiting specialists from Allergy, Cardiology, Nephrology, Neurology, OB/GYN, Ophthalmology, Orthopedic Hand Surgery, Otolaryngology (ENT), and PMR & Pain Medicine will continue to see patients at the new location in July.

McFarland Clinic Express Care will remain located inside Hy-Vee at 802 South Center Street.

McFarland Clinic is hosting a public open house on Sunday, August 6 from 1:00 pm - 4:00 pm at 421 East Merle Hibbs Boulevard.

(we just have to *brag a little*)

Congrats!

OnMedia welcomes Lisa Espinoza to the team as the new Account Executive for Marshalltown. Lisa comes to us from Topeka, Kansas. Formerly the Business Development Specialist for Barnes & Noble Booksellers of Topeka, she spent several years building relationships with businesses and members of the community, providing books to schools, and a space for local authors. Please welcome Lisa to Marshalltown.

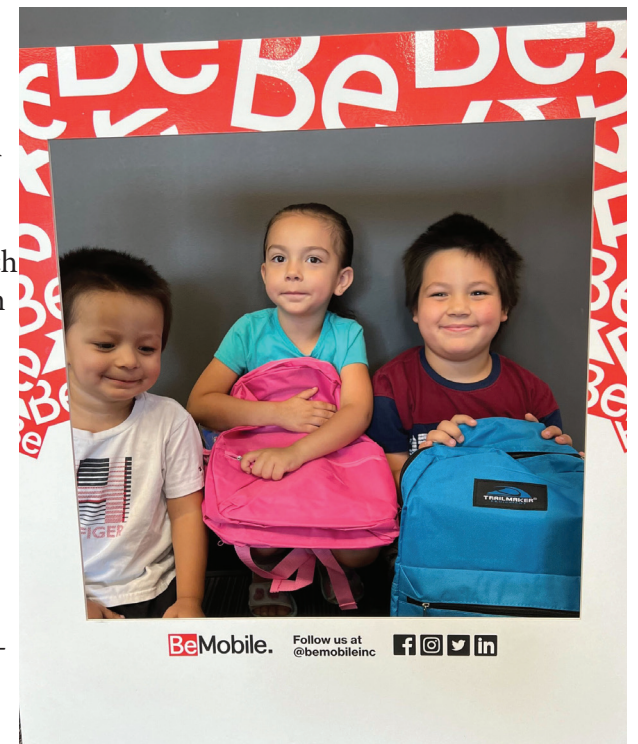


\$1,000,000 in school supplies given away at BeMobile Verizon

BeMobile Verizon is excited to announce its 10th Annual Backpack Giveaway! In an effort to support parents as the school year approaches, BeMobile will be handing out backpacks filled with school supplies for free. This year will mark its one-millionth dollar of support in supplies to local communities.

The event will be held at all 68 BeMobile Verizon locations from August 1st - 4th, during normal business hours, which can be found at bemobile.com. There is no pre-registration required, and backpacks will be handed out as first come first served until gone. Additionally to celebrate the milestone one lucky teacher will receive a VR Classroom set for the upcoming school year. Both backpacks and teacher nominations will happen in-store throughout the event.

During the event, BeMobile will be giving away over 5,000 backpacks to local children. Any questions regarding this event please contact the Marshalltown BeMobile Verizon at 641-753-1045.





CHAMBER AMBASSADORS VISITS



A ribbon cutting was held on June 27, 2023 for new Chamber member **Studio M!** Congrats and welcome to the Chamber!



The Chamber Ambassadors held a ribbon cutting for new Chamber member **Wanatee Accounting Services LLC** on June 27, 2023! Wanatee has been in business for nearly 30 years, welcome to the Chamber!



On June 27, 2023 the **Marshalltown Community School District** celebrated their new Welcome Center at the Orpheum Theater with a ribbon cutting and open house! Such a great addition to Marshalltown!



The **Arts + Culture Alliance** celebrated the Neighborhood Mural Project at Anson Park on June 30, 2023 with a ribbon cutting! Such a beautiful addition to our community!

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

Thank You Ambassadors!



MARSHALLTOWN
AREA CHAMBER
OF COMMERCE



WWW.MARSHALLTOWN.ORG



On July 12, 2023 we helped celebrate the new location of **McFarland Clinic** with a ribbon cutting, such a beautiful building! McFarland Clinic, located at 421 E. Merle Hibbs Blvd, will host a public open house on Sunday, August 6 from 1-4 p.m.

If you would like to schedule a visit with the Chamber Ambassadors contact Chamber Membership & Communications Director Sarah Smith, ssmith@marshalltown.org or 641-753-6645.

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!

Don Albert Doug Beals Cindy Brodin
Heidi Drager Amy Feisel Pat Gulbranson Joe Hannam
Denny Hass Andrea Jordan Kari Kilstrom Terry Kluck
Tom Mack Dan Moellers Kris Naughton
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To view images from past ribbon cuttings & courtesy calls visit our website at www.marshalltown.org/ribbon-cuttings-courtesy-calls



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a **Chamber member?**

Contact Sarah Smith,
Membership &
Communications

Director to learn more
about our membership
options!

(ssmith@marshalltown.org)

To learn more about
the Chamber visit
our website at

www.marshalltown.org

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Chamber Members Advertise Here!

Did you know that as a member of the Marshalltown Area Chamber of Commerce you are able to advertise in the **Chamber Digest** newsletter for a reduced price?

For more information on advertising in the Chamber Digest contact Rhonda James at the Times-Republican.

641-753-6611 ext. 240
rjames@timesrepublican.com

www.marshalltown.org Statistics

	June '23	Avg/Month	YTD Total
Unique Visitors	11,542	10,068	60,410
Number of Visits	24,233	23,594	141,561
Page Views	116,670	33,662	201,971
Hits	525,692	614,369	3,686,212

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.

Mid-Iowa Antique Power Association – August 4-6th

You are invited to travel back to experience the rich history/practice of farming from the early 20th Century. The Mid-Iowa Antique Power Association is hosting their 39th Annual Event from August 4-6th at their location on Hwy 30th near the Sheriff's office. There will be incredible antique farming machinery to see, farm tales to swap, woodworking, vendors, a swap meet, flea market and more. On August 5th there will be live music with Ronnie Burgess starting at 6 p.m. \$10 will cover the cost of your admission for the 3-day event. For more information check out their website at miapa.org.



Need an employee?
Looking for an employer?
Check out the Chamber's online Marshalltown
Job Postings at:
www.marshalltown.org/jobs

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

Harvest Market 13th Street District – September 8th

The incredibly popular Harvest Market at the historic 13th Street District returns Friday, September 8th from 5-9 pm. The Harvest Market provides something for everyone in the family. There will be vendors, activities, and great food options! Beyond that, the fan favorite, Pork Tornadoes will be back in their encore performance. This event is free and open to the public. For more information follow the 13th Street District Facebook page at www.facebook.com/13thstmtown.



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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 the Chamber office at office@marshalltown.org.

125th Chamber Annual Banquet hosted on June 29, 2023

On June 29, 2023 the Chamber along with Presenting Sponsor Emerson held the 125th Chamber Annual Banquet at Midnight Garden. The event was a success with social hour, dinner, annual report, and keynote address from Jeff Siegler of Revitalize or Die. Jeff has assisted hundreds of communities with their revitalization, economic sustainability, and community development over the course of his career. Utilizing a background in urban planning, downtown district management, revitalization, real estate, economics and organizational development, his diverse background and expertise lends a unique vantage point for addressing community concerns. Siegler visited Marshalltown, touring the community before the Annual Banquet event.

Thank you to our sponsors!

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Economic Statistics

Employment – Marshall County - May	2023	2022
(Source: Iowa Workforce Development)		
Labor force	17,610	17,040
Unemployed	1,050	720
Percent unemployed	5.9	4.2
Total employment	16,570	16,320
Marshall County Construction - May	2023	2022
(Source: Marshalltown Building Department)		
Building permits	17	6
New Residential Construction	\$0	\$66,080
Residential Addition/Remodeling	\$153,975	\$53,280
New Commercial/Industrial Const.	\$1,740,367	\$0
Commercial/Industrial Remodeling	\$122,666	\$134,804
Housing Sales Data - June	2023	2022
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	30	37
Average sale price	\$180,723	\$159,537
Median sale price	\$166,500	\$138,000

Upcoming Chamber Events

.....
August 10-Caffeinated Conversations

State Farm Insurance Tyler Peschong Agency

August 18-Chamber Ambassadors Golf Outing

Elmwood Country Club

August 24-Business After Hours

Midnight Garden

September 12-Caffeinated Conversations

Home Federal Savings Bank

For more information on these Chamber events visit our website at www.marshalltown.org/chamber-events

Chamber Chat - Sundays

6:30 a.m. on 99.5 KDAO FM

7:30 a.m. on 1190 KDAO AM



Lance Horbach
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Marna Mitchell-Butler
Agent-CSA



Ryan Larmore
Agent



Pat Hageman
Agent



Paul Beals
Agent



Tyler Slagle
Agent



Mark Rohde
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