



# theDIGEST

March 2024

Volume 41, Issue 9



## 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



# MARSHALLTOWN AREA CHAMBER OF COMMERCE

## Vote Yes on March 5th for LOSST & PPEL Renewal

At the February Board Meeting of the Marshalltown Area Chamber of Commerce Board of Directors, we had the opportunity to hear from both the City of Marshalltown and the Marshalltown Community School District leadership regarding the upcoming election. On March 5th voters in Marshalltown are being asked to consider renewal of the Local Option Sales & Service Tax (LOSST) and the Physical Plant & Equipment Levy (PPEL) by the city and school district respectively. Our board of directors had a chance to hear and ask questions of these leaders and unanimously approved our support of these ballot initiatives and asking others to support them as well. We are at a critical time in Marshalltown, recovery is going well from the disasters, we are positioned for growth and beginning to reap the benefits of the groundwork we have laid, our momentum is picking up and we are seeing a changing tide for our community. Voting 'Yes' on these items helps us to further that momentum by giving our school district and our city resources where they need them.

It's no surprise that our city has been faced with budget challenges, stemming primarily from the natural disasters, coupled with changes to tax legislation in Iowa. We aren't alone, nor are we unique in some of these challenges, and the utilization of LOSST exists in 923 communities to help them navigate these hurdles. The flexibility to tackle challenges as they arise are a constant and continual need for our communi-

ty. Economic development projects are coming forth at breakneck speed and having a tool that can be flexible and utilized to meet the needs of those projects keeps us in the game. This is one of the primary drivers for our encouragement of a 'yes' vote. Secondly, but of no less importance, we need our city to be well financed enough to support needed amenities and placemaking initiatives in Marshalltown. The workforce continues to be the number one issue facing our business community, and not investing in those needed items to improve our workforce recruitment and retention will only make it harder to recruit and retain businesses.

In addition to being a flexible tool, LOSST provides for those from outside our city boundaries to share in the upkeep and maintenance costs of our community. Right now, on any given day we have 8,900 people commute into Marshalltown for work and 6,600 commute out. Those that commute out to places like Des Moines or Ames are paying LOSST on good and services they purchase in that market, helping to maintain their communities, and we should expect that from those coming in. 75% of the LOSST, on this ballot language, goes toward property tax relief, resulting in a \$392 per \$100,000 in valuation reduction in property taxes for homeowners in Marshalltown. Currently our city collects \$4 million in LOSST. Our Tourism data gives us incredible insight into who is visiting Marshalltown and from where.

*Continued on page 7...*

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# MEMBER SPOTLIGHT



Kevin Vaughn opened Vaughn's Pub 31 years ago as a place for locals to gather for a drink and camaraderie. The last 31 years have seen plenty of changes. Cell phones in 1992 were barely heard of and now most patrons can be seen utilizing their phones occasionally or all the time. Laws went from smoking being commonplace to being illegal in 2008. Music has also changed with the times, now Vaughn's Pub utilizes TouchTunes which allows people to play any number of music choices with the touch of a button from their phones or the touchscreen at the bar.

Vaughn's Pub employs 5 bartenders including one that has been there since her 18th birthday. Stop in to enjoy a round of pool or darts on their three pool tables and dart board, enjoy the ticket machines, or mega touch games. Bring your friends to enjoy a drink or 10 with numerous choices of beer, seltzers, and liquor available. Don't have what you are looking for? Ask about it and they may just have it for you next time. Be prepared for the bartenders to remember your name, face, and drink order.

Just when things were running smoothly disaster struck. In 2018 Vaughn's Pub was struck by the tornado. They recovered as the last building standing on that block just in time for Covid to strike. Covid reduced their hours and their patronage. Amid Covid, the Derecho struck, yet Vaughn's Pub is still standing.

Kevin Vaughn has been a Chamber Ambassador for over 20 years, and a Chamber member for 30 years. Kevin commented that he "Supports the Chamber and feels it is important because it helps build our community, it keeps us all involved, and keeps our business growing."

## 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.

### BrownWinick

Abigail Hillers, Attorney  
2110 S. Center Street, Suite 306, Marshalltown  
641-255-2559  
www.brownwinick.com  
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BTCoachingandConsulting@outlook.com  
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*BT partners with both individuals and businesses to identify and determine the root cause of the barriers holding them back from achieving their goals. For business needs, BT provides talent training & development consulting, leadership coaching, various assessments, and leadership training. On the individual level, BT provides personalized coaching, overcoming perfectionism coaching program, and leads workshops designed to assist individuals in moving through fears that are holding them back from living to their fullest potential.*

### Westown Apartments

Jim Clark, Owner  
122 W. Main Street, Marshalltown  
641-753-9191  
jimwestown@yahoo.com  
*Westown Apartments over look downtown Marshalltown.  
Call for more information on leasing.*

## Need an employee?

## Looking for an employer?

**Check out the Chamber's online  
Marshalltown Job Postings at  
[www.marshalltown.org/jobs](http://www.marshalltown.org/jobs).**





February 7, 2024  
Connect Marshalltown at the **Old Timer Tavern**



February 8, 2024  
Caffeinated Conversations hosted by  
**Iowa Valley Community College District**



February 13, 2024  
Business After Hours hosted by **Home Federal Savings Bank**

## Thank You Reinvesting Chamber Members

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

Animal Rescue League	16	<b>Kwik Star</b>	<b>30</b>
Big 8 Tyre Center	7	Marshall County Landfill	3
<b>Binford House</b>	<b>20</b>	Martha-Ellen Tye Foundation	23
Boliver Law Firm	42	Midnight Ballroom/Midnight Gardens	6
Center Associates	32	MinuteMan Printing & Graphics	28
<b>Central Iowa Fair</b>	<b>20</b>	Optimae LifeServices	2
Central Iowa Machine, Inc.	19	Pat Gulbranson	12
Country Pine Mowers	27	Quality Matters Roofing LLC	1
Dandy-Lion Early Childhood Learning Place	2	REM Iowa, Inc.	3
Downey & Gantz DDS PC	22	Wanatee Accounting Services LLC	1
Farm Credit Sves of America	13	Wayward Social	7
Fencing Solutions	2	<b>Wells Fargo Bank Iowa, N.A.</b>	<b>60</b>
Guiding Star Marshalltown	4		
<b>Isle of Green</b>	<b>30</b>		



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Carol Hibbs  
Robert Maharry  
Kevin Meyer  
Kristin Polley  
Zach Stahlin  
Todd Steinkamp  
Deb Wollam

Ex-Officio  
Dr. Theron Schutte, MCSD  
Dr. Anne Howsare Boyens, IVCCD  
Heidi Dalal, Martha-Ellen Tye  
Foundation

## Staff:

**John Hall**  
President & CEO  
**Sarah Smith**  
Membership & Communications Director  
**Dylan Does**  
Tourism Director  
**Kate Bowermaster**  
Workforce Director  
**Nicole Collins**  
Administrative Assistant

## Leadership Marshalltown

The Leadership Marshalltown (LM) January session was held at RACOM Corporation on January 18th. The day consisted of a tour of RACOM as well as the Kansas Leadership Center curriculum session called Immunity to Change. The Immunity to Change session was an experiment that taught the LM class to get out of their comfort zone and learn how to manage themselves.

In February the session took place at MARSHALLTOWN where the class learned more about advanced manufacturing, received a tour of their facility, and dove deeper into the KLC curriculum on interpretations and our leadership edge. The LM Class also had the opportunity to hear from a panel of community members who each created different programs/events after feeling implicated to help with a problem they saw.

For more information on the Leadership Marshalltown program contact Chamber Workforce Director, Kate Bowermaster (kbowermaster@marshalltown.org).

## Binford House hosts Murder Mystery Dinner

A Murder Mystery Dinner series will be held at the Binford House Friday March 22 or Saturday March 23 beginning at 6:00 p.m.

This entertaining event will involve the guests in solving a murder with clues presented by program leader, Anne Wahl. Anyone who has been to one of these interactive comedies will surely want to come back. It is such FUN! Guests will also be served a buffet meal during the evening. The cost for the event is \$50 per person. Please call 753-5450 to make your reservation.

## 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 or questions on your Chamber membership billing, contact Nicole at [ncollins@marshalltown.org](mailto:ncollins@marshalltown.org).



## January Session at RACOM Corporation



## February Session at MARSHALLTOWN Company

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





## Congrats!

**Pinnacle Bank** is pleased to announce the promotion of Hilda Herrera to Customer Service Supervisor. Herrera has been a valued employee of the bank and has a wealth of knowledge in customer service with her most current position being Customer Service Representative. She provides the highest level of personalized customer service using her knowledge and banking expertise to help customers with their banking needs. With this promotion, she will take on additional supervisory and training roles in addition to her current responsibilities contributing to Pinnacle Bank's growth and employee development.



The **Arts + Culture Alliance** is excited to share that Executive Director, Amber Danielson, served as a juror for the 2024 Des Moines Arts Festival. Over the course of three days, the jury reviewed nearly 900 applications for the Festival.

"It was an incredible honor to be asked to serve on the jury for the Des Moines Arts Festival®. The process was an amazing experience and something I will always remember. The Festival is one of my favorite Iowa events and I couldn't be more grateful to be a part of it," shared ACA Executive Director, Amber Danielson. The Alliance is dedicated to representing the creative community on a local, state and national level!



**Need an employee? Looking for an employer?**  
**Check out the Chamber's**  
**Marshalltown Job Postings**  
**at [www.marshalltown.org](http://www.marshalltown.org)**

(we just have to *brag a little*)

## Welcome!

**Pinnacle Bank** is pleased to announce the addition of Amanda Johnston to its staff as Assistant Vice President/Portfolio Manager. Johnston graduated from AIB College of Business, in June 2011, with a bachelor's degree in business administration. She has 19 years of banking experience, having worked most recently for Lincoln Savings Bank. She currently resides in LeGrand with her husband, Jason, and their children.

"I am thrilled to be joining such a welcoming team here at Pinnacle Bank," Johnston commented. "I look forward to growing with the bank and working alongside a great group of individuals while servicing this community."



## Clapsaddle-Garber Associates, Inc. (CGA) proudly celebrates its 65th anniversary in 2024

Marking a legacy of engineering excellence and community development, **Clapsaddle-Garber Associates, Inc. (CGA)** proudly celebrates its 65th anniversary in 2024, a testament to its enduring impact in the civil engineering and land surveying sectors. Since its inception in 1959, CGA has been at the forefront of supporting the growth and development of Iowa's communities and businesses. This landmark year not only reflects CGA's longevity but also its continuous commitment to excellence and community engagement.

Starting as Clapsaddle Engineering Company in Conrad, Iowa, CGA has expanded significantly over the decades. Today, with the addition of its latest office through the acquisition of ERG in January 2024, CGA stands strong with multiple locations across Iowa, including Ackley, Ames, Cedar Falls, Marshalltown, and the newest member in the CGA family, Des Moines.

Matt Garber, President and CEO of CGA, emphasizes the company's commitment: "At CGA, we are more than just engineers and surveyors; we are integral members of the communities we serve. Our selective approach to projects allows us to dedicate our full attention to the needs and visions of our clients. As we celebrate 65 years, we reaffirm our commitment to providing innovative solutions and fostering strong community ties."





# CHAMBER AMBASSADORS VISITS



The Chamber Ambassadors held a ribbon cutting at **Guiding Star Marshalltown** on January 23rd to help celebrate their new location at 2501 S. Center Street, Suite M.



On February 15 we held a ribbon cutting for the Willards and Hopkins buildings. Located at 34 & 36 W. Main Street downtown, the Chamber office and Marshalltown Central Business District occupy the first level of the Hopkins building while the Willard's building is still available for retail space. Both buildings have upper story housing. Cutting the ribbon is Developer & Owner Janelle Carter.

## 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!

Cynthia Albert Don Albert Doug Beals Cindy Brodin  
Heidi Drager Amy Feisel Pat Gulbranson Joe Hannam  
Denny Hass Andrea Jordan Kari Kilstrom Terry Kluck  
Melanie Messerli 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](http://www.marshalltown.org/ribbon-cuttings-courtesy-calls)

Visit [www.marshalltown.org](http://www.marshalltown.org) for all the latest  
Chamber news and upcoming events.

## Thank You Ambassadors!



**MARSHALLTOWN**  
AREA CHAMBER  
OF COMMERCE



[WWW.MARSHALLTOWN.ORG](http://WWW.MARSHALLTOWN.ORG)



*LOSST & PPEL Renewal continued from page 1...*

Of those coming to our community from more than 50 miles out, they are affording Marshalltown over \$300,000 in LOSST. Those coming in from anywhere outside of Marshalltown account for between 30 – 40% of the collected LOSST in a year. Not renewing this simply costs property taxpayers more each year. Renewal of LOSST asks those who visit, shop, or dine here in Marshalltown to help contribute to our ongoing maintenance needs.

The Marshalltown Community School District’s renewal request of PPEL is vitally important to our ongoing success. Our school district is fortunate to have incredible leadership that has been able to invest in our district while reducing the overall property tax burden to our community. This fiscal responsibility allows for the renewal of PPEL to double their ask without raising the levy. Schools are confined and very restricted on where the buckets of funding they have can be spent, and our district is telling us that they have made the right decisions in the last few years to bring down the levy, but that ongoing maintenance costs are going to be the next big challenge for them. They are asking for us to make the necessary investment into maintaining our existing facilities, improving the technology infrastructure, purchasing new school buses and improving safety and security. We have an aging school infrastructure that will require more maintenance going forward and ensuring we do not have to defer maintenance will allow us to get as much usable life out of our facilities without compromising building standards.

It’s incumbent upon the business community to step up and support our City and School District with these renewals to ensure they have the resources necessary to support growth and development in the future. This is important for future workforce, for future business attraction and expansion, and for overall community health. Please join me and the Chamber Board of Directors in voting yes for these important initiatives and voting to keep Marshalltown moving forward.

**John Hall**

*Marshalltown Area Chamber of Commerce President & CEO*

## **Interested in becoming 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](http://www.marshalltown.org)**

## **Beneficial Ownership Information Reporting**

Let’s talk about Beneficial Ownership Information (BOI) reporting.... Did you know that a new ruling issued by the Department of Treasury went into effect on January 1, 2024, and it most likely affects your business?

Beneficial Ownership Information reporting is administered by the Financial Crimes Enforcement Network (FinCen). Businesses which organized before December 31, 2023, have until December 31, 2024, to comply with the reporting requirement. Businesses organized January 1, 2024, or after must report the entity ownership within 90 days of being notified that their filing to organize has been approved by the Secretary of State or other registering body.

E-filing seems to be the most user-friendly avenue to report. Visit the website at [www.fincen.gov/boi](http://www.fincen.gov/boi). There is no cost to file. The process should take 10-15 minutes. FinCen has a robust FAQ connected to this link to help understand the information they seek. Unless the business ownership changes, this should be a one-time event. Reporting will go more smoothly if you have the business EIN, and digital copies of recognized photo ID’s such as driver’s license or passport of all owners.

Additionally, companies organized after January 1, 2024, are required to identify the person(s) who filed the organizing paperwork with the Secretary of State or other registering body. This may be the business owner, an employee of the business, attorney, accountant, third party service, etc. Personal information such as name, address, email, phone number or FinCen ID will need to be reported for the applicant. Completing the Beneficial Ownership Information report will generate a FinCen ID.

Finally, ignoring the ruling to report or failing to do so is not an option. The ruling carries with it a significant financial penalty to businesses which fail to comply. Learn more about beneficial ownership information reporting and small businesses online at [www.fincen.gov/boi](http://www.fincen.gov/boi).

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](http://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*

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# BUSINESS DIRECTORY

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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](mailto:rjames@timesrepublican.com)

## www.marshalltown.org Statistics

	January '24	Avg/Month	YTD Total
Unique Visitors	9,527	9,527	9,527
Number of Visits	17,547	17,547	17,547
Page Views	27,074	27,074	27,074
Hits	412,269	412,269	412,269

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.

## 700 Superheroes and Super-Villains will swim this March in Marshalltown

On March 2nd & 3rd, Marshalltown will host the YMCA Iowa State Swimming Championships. 700 swimmers of all ages and 1700 fans will represent each of the 26 YMCA's in Iowa. Much like the Iowa High School Girls' Athletic Union State Swimming and Diving Championships in November, the competition will be spirited. Unlike its counterpart, it is a fun party as well! This year's theme is "Superheroes and Super-Villains". So don't freak out if you are getting out of your car at the Y, and you see Spiderman or Doc Oc. just point them to the Linda Bloom Natatorium.

"We are excited to welcome swimmers, fans and families from across the state on March 2 and 3 to the Marshalltown YMCA-YWCA. It's always a positive event for youth and a great event for our entire state. It's a great chance to show what the Y and Marshalltown has to offer." Says Marshalltown YMCA-YWCA CEO, Kim Jass-Ramirez.

This great event isn't just a positive recreational event, it is a fantastic economic impact event! With hotel stays, eating out, shopping and spending, this 2000 person weekend event will have well over a \$100,000 economic impact on the Marshalltown economy.



## 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](mailto:office@marshalltown.org).

## The Chamber Member Moment

Presented by Gregg Young Chevrolet of Marshalltown

The Chamber Member Moment presented by Gregg Young Chevrolet of Marshalltown and produced by KFJB radio. The show will air every Wednesday morning on KFJB. Chamber staff will interview and highlight a Chamber member business, discuss upcoming events, and opportunities associated with the Chamber and Chamber members.

Chamber members can sign up to participate free of charge. The Chamber member highlight portion of the show will consist of the Chamber member business owner or representative telling their story led by questions from the Chamber staff. These shows can be done live or pre-recorded. Shows will be preserved on [1230kfjb.com](http://1230kfjb.com) and shared to social media.

To sign up to participate or for questions please reach out to Chamber Membership Director, Sarah Smith ([ssmith@marshalltown.org](mailto:ssmith@marshalltown.org))

## Chamber Chat

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

## KAPAUN & BROWN HEATING & COOLING

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[kapaunandbrowninc.com](http://kapaunandbrowninc.com)

Chamber Bucks are great way to  
**THINK LOCAL FIRST!**



## Economic Outlook Breakfast

Our 2nd Annual Economic Outlook Breakfast was held on February 15th at Mid-night Garden. We had a great presentation from Iowa Economic Development Authority Director Debi Durham followed by a day full of events with the Director.

Huge thank you to our sponsors!!

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## Gary Schaudt

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Marshalltown, IA  
641-752-2041

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## Economic Statistics

Employment – Marshall County - December	2023	2022
(Source: Iowa Workforce Development)		
Labor force	17,160	17,250
Unemployed	1,140	1,320
Percent unemployed	6.7	7.7
Total employment	16,010	15,930
Marshall County Construction - December	2023	2022
(Source: Marshalltown Building Department)		
Building permits	10	5
New Residential Construction	\$0	\$0
Residential Addition/Remodeling	\$72,180	\$0
New Commercial/Industrial Const.	\$0	\$8,115,531
Commercial/Industrial Remodeling	\$3,705,981	\$146,934
Housing Sales Data - January	2024	2023
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	18	18
Average sale price	\$243,895	\$144,344
Median sale price	\$149,950	\$139,000

## Upcoming Chamber Events

- .....
- March 6: Connect Marshalltown**  
Wandering Creek Golf Course (4:00-5:30 PM)
- March 11: HR Roundtable Discussion**  
Chamber office (10:00 AM)
- March 21: Business After Hours**  
Karl of Marshalltown (4:30-6:30 PM)
- March 27: Caffeinated Conversations**  
Iowa River Hospice (7:30-9:00 AM)
- April 2: Caffeinated Conversations**  
OPA Grill (7:30-9:00 AM)
- April 24: Business After Hours**  
The Willows (4:30-6:30 PM)

For more information on these Chamber events visit our website at [www.marshalltown.org/chamber-events](http://www.marshalltown.org/chamber-events)



Lance Horbach  
Agent



Marna Mitchell-Butler  
Agent-CSA



Ryan Larmore  
Agent



Pat Hageman  
Agent



Paul Beals  
Agent



Tyler Slagle  
Agent



Mark Rohde  
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Heather Hanus  
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Rich Mohan  
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Darla Rowley  
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Carla Nordstrom  
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