

the**DIGEST**

May 2025

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Marshalltown Area Chamber of Commerce Event & Tourism Coordinator Brittany Sichra joins Chamber team full-time

The Marshalltown Area Chamber of Commerce is excited to promote Event & Tourism Coordinator Brittany Sichra to full-time with the Chamber team. Sichra joined the Chamber team part-time in April 2024 as she worked to finish her Bachelors degree from Iowa State University. She will graduate in May of 2025 with a degree in Business Administration.

Chamber President & CEO, John Hall reflected on Sichra's promotion, "Brittany has been an invaluable part of our team over this last year, and the promotion to full time is a natural next step as we invest in her talents and the momentum she brings to our work. Her passion for Marshalltown shines in everything she does."

Brittany assists in many aspects of the Chamber but her main responsibilities include managing Chamber events, tourism marketing and proposals, and most recently leading the efforts on the downtown reconstruction marketing and communications with Marshalltown Main Event.

"I'm incredibly excited to step into a full-time role here at the Chamber! From my continued efforts in events and tourism, to now leading the communications for the downtown reconstruction, it's been so rewarding to be part of work that uplifts our community. Cheers to even more exciting things ahead for Marshalltown!", said Sichra.



Farm to Table

A Taste of Marshall County: An Unforgettable Evening Experience

You're invited to an extraordinary evening celebrating the flavors, people, and pride of Marshall County. Set in the heart of the 13th Street District, this one-of-a-kind event will feature a thoughtfully curated three-course dinner, crafted with ingredients sourced from local producers and artisans. From field to fork, every bite tells the story of our rich agricultural heritage and vibrant community spirit.

Date: Sunday, June 29th beginning at 5:00 PM

Tickets: \$100 per guest (register online at www.marshalltown.org/farmtotable)

Evening Sponsor: MARSHALLTOWN Company

Dinner Sponsors: AssuredPartners, Beck's Hybrids, ImOn Communications, Legacy Real Estate

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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.

NextEra Energy Resources

Matt Johnson, Lead Community Engagement Manager

www.nexteraenergy.com

NextEra Energy is committed to meeting America's increasing energy demand with an all forms of energy approach. The company's investments are growing the economy, keeping bills as low as possible for American customers and supporting communities across the country.

Marshalltown Elks Lodge #312 (BPOE)

David Furr, Exalted Ruler

Brenda Dye, Secretary

101 W. Church Street, Marshalltown

641-753-3557

marshalltownelkslodge312@gmail.com

Marshalltown Elks Lodge #312 has been serving the Marshalltown community for 130 years and is dedicated to Veterans, local youth and helping the community by working collaboratively with other organizations.

House of Colour April Coulter

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April.coulter@houseofcolour.com

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www.houseofcolour.com/stylists/april-coulter-state-center-iowa

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Connect Marshalltown at Lucy's Dive Bar



March 2025 Caffeinated Conversations at
Child, Adolescent, and Parent Support (CAPS)



April 2025 Caffeinated Conversations at
Iowa River Hospice

Thank You Reinvesting Chamber Members

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

Altar Media	2	Mick's Financial Services	1
Ann's Alterations	10	Northwestern Mutual Financial -	
Dr. Joel Beane	28	Krough & Leth	36
Brit Marie's & Co	5	Optical Center	27
Capital Homes II LLC	3	Optimae LifeServices	3
Cartwright Downtown		Premier Office Equipment	23
Farmer's Market	5	Rachel Palmer with	
Country Pine Mowers	28	Sweetbay Travel Concierge	2
In Stitches	10	Redeemer Lutheran Church	6
Jennifer Weaver At Law	2	SNT Trucking & Warehouse	13
Jim Bell Flooring	13	State Street Trading Company	7
Kwik Star Marshalltown	30	Super Shine Car Wash	15
Live On Stage - Marshalltown	11	T-Mobile	2
Marshall County ISU Extension	32	Wild Spirit Counseling	2
Marshalltown Community Theatre	27		

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Dylan Does
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Kate Bowermaster
Workforce Development Director
Brittany Sichra
Event & Tourism Coordinator
Jenna Dooley
Administrative Assistant

UnityPoint Health – Marshalltown Earns State Recognition for Pediatric Readiness

UnityPoint Health – Marshalltown is the 14th hospital in Iowa to be recognized for readiness to provide emergency care for children through the Iowa Department of Health and Human Services (Iowa HHS).

The Iowa Pediatric Emergency Assessment and Care (IPEAC) Recognition Program (IPEAC) was designed and launched in 2023 by the Iowa Emergency Medical Services for Children program. It recognizes the work of hospitals of all sizes to ensure each is prepared to provide initial stabilization, treatment and any needed transfers to definitive care for ill and injured children in Iowa.

“We’re proud to be the 14th hospital in the state to receive this recognition,” says Jeff Gilchrist, the hospital’s trauma program supervisor. “It really underscores our work to care for patients of all ages. We’re grateful for the support provided by this new program, which helps ensure Iowa’s healthcare facilities are ready and able to provide the best emergency help for children.

Participation in the IPEAC program has been offered to all 120 Iowa hospitals. To be recognized, hospitals must complete an application that includes requirements for equipment, training and support of pediatric patients and their families. Evaluation of applicants includes a site visit to the hospital.

Iowa Emergency Medical Services for Children (EMSC) is a program of the Iowa HHS’s Bureau of Emergency Medical and Trauma Services. IPEAC and EMSC are funded by a federal grant from the Health Resources and Services Administration.



Each year the Leadership Marshalltown class has the privilege of touring **JBS Marshalltown**. The JBS pork processing plant tour highlighted more than just production—it showcased the hard-working local workforce behind it all. Thousands of community members play a vital role in feeding the nation right here in Marshalltown.



Welcome!

UnityPoint Health – Marshalltown has welcomed Bonnie Castro, RN, as its new director of nursing.

Castro brings 19 years of nursing experience in the areas of medical/surgical, case management, quality, ambulatory care management and director-level leadership.

Castro succeeds longtime Marshalltown nurse and Director of Nursing Jen Arneson.

“I’m ecstatic to have this opportunity to impact patient care in Marshalltown,” says Castro. “I was drawn to the culture at UnityPoint Health, and I love the story of how this organization has remade the healthcare landscape here in town. I’m eager to lean in and utilize my own unique experience and abilities to elevate the patient experience.”



(we just have to *brag a little*)

UnityPoint Health – Marshalltown Wound Clinic Repeats by Earning Three National Honors

The wound healing center at UnityPoint Health – Marshalltown has received three national awards for its performance in 2024 – including the prestigious National President’s Circle Award – from Healogics, which is the nation’s largest provider of advanced wound care services.

Each of the honors are familiar to the center. In fact, it’s the seventh time in eight years the clinic has been recognized with the President’s Circle Award. In addition, the Center of Distinction and the Robert A. Warriner III Clinical Excellence Award are also repeat honors for the center.

“We’re grateful for the support from UnityPoint Health and Healogics, which allows our center to provide current evidence-based practices and advanced wound healing measures to Marshalltown and the surrounding communities,” says Tia Bacon, Clinical Program Director. “I’d like to thank our wound healing team for providing outstanding, compassionate and dedicated care to our patients and their families. That commitment is what sets us apart from the rest of healthcare industry.”

The team’s wound care experts provide advanced modalities including negative pressure wound therapy, total contact casting, bio-engineered tissues, biosynthetic dressings and growth factor therapies. UnityPoint Health – Marshalltown also offers hyperbaric oxygen therapy, which works by surrounding the patient with 100% oxygen to accelerate wound healing.



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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 AMBASSADORS VISITS



On March 25, 2025 the Chamber Ambassadors hosted a ribbon cutting to celebrate Dr. Collin Edwards and Dr. Kacie Monroe taking over ownership of **Eyecare Associates**. With offices in Marshalltown, Conrad and Toledo, Eyecare Associates has an experienced team of eye care professionals offering comprehensive eye exams, quality lenses and frames, and more.



On April 1, 2025 **Stepping Stones Christian Bookstore** in Marshalltown celebrated 15 years in business! Located at 14 W. Main Street, Stepping Stones Christian Bookstore is not only a bookstore. They offer cards, children's items and toys, decor, gift items, jewelry in addition to books, bibles, and so much more! Photo provided by the Times-Republican.



New Chamber member **ASI Beltone Marshalltown** cut a ribbon with the Chamber Ambassadors on Tuesday, April 8 at their location in downtown Marshalltown, 28 W. Main Street. ASI Beltone is here for your hearing needs; from custom hearing protection, aftercare programs and hearing aid maintenance. Photo provided by the Times-Republican.



Marshalltown Elks Lodge #312 celebrated becoming a Chamber member with a ribbon cutting on April 8, 2025. The Elks Lodge has been serving the Marshalltown area through dedicated to community service for 130 years. Photo provided by the Times-Republican.



Why Marshalltown: Summer Workforce Program

Why Marshalltown is a summer workforce program led by the Marshalltown Area Chamber of Commerce, designed to connect interns and any newcomers with everything our community has to offer beyond the workplace. While employers provide valuable on-the-job experience from 9 to 5, we focus on the 5 to 9—showcasing local events, hotspots, culture, and connections that make Marshalltown a great place to live. Whether you're here for the summer or settling in for the long term, our goal is to help you feel at home—and excited to stay.

Events like these help area businesses recruit and retain employees. Aaron Ward, Human Resources Generalist from Emerson commented on why these events and programs are important, "Through the Emerson co-op program, the Chamber plays a key role in helping college students gain hands-on experience while staying connected to Marshalltown. These programs help make it easier for companies like Emerson to plug into the community and create real opportunities for young talent."

Wednesday, May 28th

Lunch & Learn at the Orpheum Black Box Theater 11:30 – 1pm

Guest Speaker is Malia Gudenkauf

Confident Money Moves: From Budgeting to Smart Investing

Wednesday, June 18th

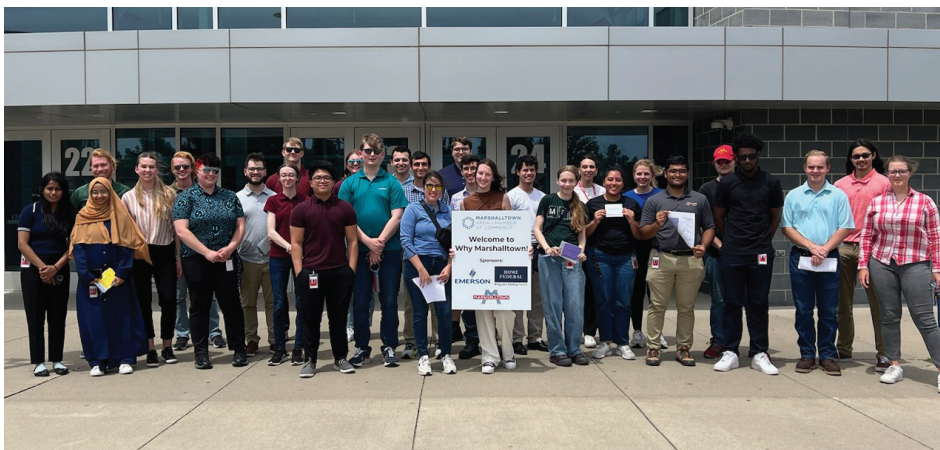
Marshalltown Scavenger Hunt 1-4pm

Wednesday, July 9th

Cocktails & Mocktails at Wayward Social Gutter Point 4 – 5:30pm

These events are free and open to the public. Registration is required, register online at www.marshalltown.org/why-marshalltown.

Why Marshalltown is sponsored: **Alerus, Emerson, and MARSHALLTOWN Company**



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www.marshalltown.org Statistics

	March '25	Avg/Month	YTD Total
Unique Visitors	10,003	8,969	26,906
Number of Visits	29,491	20,455	61,366
Page Views	216,949	143,909	413,727
Hits	523,598	443,006	1,329,017

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.

A week in the life of Tourism in Marshalltown:

“Why do we need a tourism director anyway?”

These are the words my eldest son shared with me two months into my role as the Tourism Director of the Marshalltown Area Chamber of Commerce. My initial reaction, jokingly, was, “How dare you. This job will help pay for you to go to college.”

I couldn’t totally blame him, because when we think of “tourism”, we think of “Disney” and “destination weddings.”. Recently, I celebrated two years in my role, I can give you dozens of examples of why tourism is essential to Marshalltown. The core of tourism is hospitality. Making guests feel welcomed, prepared for, and at home, even when they are new to the area. It is an honor to be entrusted with telling the Marshalltown story inside and outside Marshalltown’s zip code, collaborating with you all, while cheerleading all of the great things happening. But instead of sharing a bulleted list, I thought we would have some fun and utilize the lightning rod DOGE method, “name 5 things you did this week.”

On my LinkedIn on Monday, I tried my hand at it (technically, I listed 6): *What does a week in the life of the Tourism Director of a micropolitan community look like? A week filled with festival planning, executive recruiting tours for local global companies, prospective principals, a pastoral candidate at a local church, website development, and all capped off with an incredible time with tour planning professionals from Brazil, Colombia, Mexico, Brand USA, and Travel Iowa.*

Let me add some flesh to the bones of my post. Marshalltown and the surrounding area have an embarrassment of great festivals. Some would say we have a fiesta season from May through September. Thousands of people come to Central Iowa from around the county, the Midwest, and the globe to attend Oktoberfest, Harvest Market, Rose Festival, Meskwaki Powwow, Theradvada Dhamma Society Water Festival, Black Dirt Days, and at least a dozen more. I am honored to help spearhead a 249-year-old holiday celebration, 4th of July, and turning it from a 6-hour celebration, to a two-day Red, White, and Blue Celebration on July 3rd and 4th. Last week was filled with finalizing the website (www.marshalltown4thofjuly.com), sending out fundraising letters, connecting with the 10+ event partners, and finalizing bands, food, fun, and face painters.

Tourism isn’t always about big groups and short stays, sometimes it’s about welcoming those who may become full-time Marshalltonians. In workforce development, there is a saying, “It all begins with a visit”. Over the last two years, I’ve taken dozens of potential candidates for jobs at our school district, city, global employers, local churches, medical centers, and potential developers from across the country and around the world. Kate Bowermaster, Workforce Development Director at the Marshalltown Area Chamber of Commerce, and I can tell the Marshalltown

story, curating specific tours designed for what the candidates care about. We have one simple goal on these tours: to help our guests picture themselves and their families living in our community. To date, 25+ engineers, directors, doctors, educators, principals, sales, developers, and new leaders in our community have said yes to the job offers and Marshalltown.

Finally, my week was capped off on Saturday with one of the best experiences I’ve had in my role. Brand USA, a company focused on bringing International travel to the United States, has partnered with Travel Iowa, Iowa’s tourism arm, to bring more international travel groups to Iowa. Last week’s Latin American FAM (Familiarization) Tour marked the first time a group of professionals has visited Iowa through this partnership. Due to our strong partnership with Travel Iowa and our groundbreaking work with our Spanish-speaking tourism identity “Nos Vemos en Marshalltown”, Marshalltown was one of 5 communities invited to host the group from Brazil, Colombia, and Mexico. This tour is the first step to having tour professionals go back to their respective countries and bring large groups to explore and enjoy the best state in the nation. Marshalltown, I have good news for you, they were blown away by our great story, our creativity, our food, our city, and most importantly, our hospitality. That’s what tourism looks like in Marshalltown...at least for one week. Next week, I will be excited to continue to share the Marshalltown story wherever I am and with whomever is with me.

Dylan Does, Tourism Director
Marshalltown Area Chamber of Commerce



Aimee Deimerly-Snyder Named 2025 Woman in Business

Aimee Deimerly-Snyder owner of Lillie Mae Chocolates in Marshalltown, was presented the 2025 Woman in Business Award during the Marshalltown Area Chamber of Commerce Women in Business Luncheon held at Iowa Valley Business & Community Solutions DeJardin Hall on April 11.

Presenting Aimee with the award was TJ, Spencer and Carson Snyder, Aimee's sons. It was a very special moment as they surprised Aimee with the honor of 2025 Woman in Business. They discussed Aimee's business growth, involvement in the Marshalltown community, and how she never skips a beat as the world's best mom.



Thank you to our 2025 Women in Business sponsors!

Presenting Sponsor: **Emerson**

Location Sponsor: **Iowa Valley Business & Community Solutions**

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Keynote speaker during the annual Women in Business luncheon was Rachel Eslick. Rachel Eslick is the high-energy founder and speaker behind Mae We All: Growth & Development.

A message from the ISU Small Business Development Center:

Let's talk about the Internal Revenue Service.

If you are like me, the thought of estimating and paying federal income tax for the business can be overwhelming. Who wants to be in the crosshairs of this federal taxing body, simply because of what we didn't know? Positively, Marshalltown is home to many knowledgeable tax accountants, ready and willing to help navigate the federal tax code. Seek them out early and often!

I, also, recognize there are times when we are determined to traverse federal taxes on our own. In these instances, it is helpful to know that the Internal Revenue Service (IRS) offers online resources that are fairly simple to navigate and understand. Visit the website listed below for a robust portal of answers to small business owner questions. (www.irs.gov/businesses/small-businesses-self-employed)

Are you contemplating hiring an employee, but are not certain whether to categorize the role as a W-2 employee or an independent contractor? This is what the IRS says (www.irs.gov/businesses/small-businesses-self-employed/independent-contractor-self-employed-or-employee). Perhaps, you are uncertain about when quarterly income tax remittances are due. Did you know the IRS can send you calendar reminders? Check it out! (www.irs.gov/businesses/small-businesses-self-employed/tax-calendar). Finally, the IRS even offers videos on demand that cover small business tax topics. Small Business Tax Workshop (irsvideos.gov)

The next time that you are working on your business (as opposed to in your business), why not use some of that time to learn more about the IRS. The more we know the less overwhelming the entity becomes.

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

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.



Economic Statistics

Employment – Marshall County - February	2025	2024
(Source: Iowa Workforce Development)		
Labor force	20,100	17,840
Unemployed	1,590	1,750
Percent unemployed	7.9	9.8
Total employment	18,650	16,080

Marshall County Construction - February	2025	2024
(Source: Marshalltown Building Department)		
Building permits	8	7
New Residential Construction	\$383,480	\$0
Residential Addition/Remodeling	\$53,228	\$50,770
New Commercial/Industrial Const.	\$2,537,073	\$0
Commercial/Industrial Remodeling	\$41,074	\$10,600

Housing Sales Data - February	2025	2024
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	21	19
Median sale price	\$129,900	\$115,000

Upcoming Chamber Events

.....
May 6 - 7:30 - 9:00 AM

Caffeinated Conversations at the **Marshalltown Elks Lodge**
hosted by the Elks and Heart of Iowa Big Brothers Big Sisters

May 15 - 4:00 - 6:00 PM

Business After Hours at **Marshall County Abstract**



The Main Event is the official branding for Marshalltown's comprehensive downtown streetscape redesign. This multi-year, community-led transformation will make our downtown more accessible, more attractive, and more connected for everyone. The Main Event project is divided into three major phases over two years to minimize disruption and keep downtown accessible. Stay up to date on all things reconstruction at www.marshalltown.org/main-event.



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