

chamber

Express



MEET THE TEAM

2017 BOARD OF DIRECTORS

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Craig Downs, Treasurer*
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Becca Anderson

*Executive Committee Members

EX-OFFICIO

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Jeff Gano-Past President

CHAMBER STAFF

Kurt R. Phillips

Executive Director

Email: director@booneiowa.us

Alyssa Knudsen

Mgr. of Programming and Events

Email: events@booneiowa.us

Kris Blocker

Mgr. of Member Services and CVB

Email: office@booneiowa.us

CONTACT US

The Chamber Express newsletter is
published by the

Boone County Chamber of Commerce

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Phone: 515.432.3342 | Fax: 515.432.3343

events@booneiowa.us

www.booneiowa.us

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CE TRIVIA:

In what year did the High Trestle Trail Bridge in Madrid open?

ANSWER ON PAGE 15

our mission:

"The Boone County Chamber of Commerce' mission is to *enhance the economic vitality and quality of life* in Boone County"

FROM THE DESK OF THE DIRECTOR

You don't have to be a rocket scientist to know that *the only thing in retail that has remained the same, is change*. As an organization dedicated to retaining, promoting and attracting new retail for our communities, the Chamber has had a front-row seat to this change. From the advent of malls in the 70's, to Big Box retailing in the 80's and 90's, to the explosion of online shopping in the 2000's, local retail has had to get lean, creative, and specialized to survive and thrive. As these changes have happened, an ancillary effect has been the erosion of the Chamber's retail committee known as the Boone Area Merchants Association (BAMA). What once included a healthy representation of a dozen or more active retail leaders working to create "shop local" programs and the next big main street promotion, has been reduced to just a handful at the committee meetings. At the same time the Chamber's Board of Directors has been redesigning the mission, vision and strategic direction of the Chamber to allow us to better serve the business interests outside the city limits of Boone. Add to this our efforts to add more tangible benefits to boost the ROI for our members, and we arrive at the launch of a new opportunity for you in 2018:

The Retail Promotions Grant Program.

The **Retail Promotions Grant Program** will leverage the dollars the Chamber annually budgets for retail promotion and "shop local" campaigns and turn it into grants that individual member businesses, or groups of members can access to help pull off creative promotions to drive local commerce. The grants program will reward the innovative and energized business (or groups of retailers) to plan out their marketing effort in a way that drives traffic into stores, keeps consumers shopping at home, or attracts them into our communities. No worries....we'll still material support for some of the key seasonal events. And we also have some great news we'll be sharing soon with you about some changes that should bolster our Gift Certificate (Boone Bucks, Chamber Dollars) program. In the meantime...

Our first grant application period is NOW OPEN, and we heartily encourage you to take advantage of this exciting new benefit and access to the FREE MONEY available through the Chamber's **Retail Promotions Grant** program. Get an application or more details by emailing the Chamber's Mgr. of Programming and Events, Alyssa Knudsen at events@booneiowa.us, or go to www.BooneIowa.us and click on the *Chamber* tab then FREE MONEY-Member Grants tab.

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce

BOOST. LEAD. CONNECT.

How THE CHAMBER BOOSTS...

- SALES** - we spend over \$40,000 each year on retail and tourism promotion, bringing shoppers and vacationers dollars into our economy
- B2B** - Connects over 270 members to each other, immediately impacting the size of your business network and helping you get B2B sales
- EXPOSURE** - Provides a web profile in our Member Directory that attracts over 8,000 inquiries a year, giving your business premium exposure online
- VISIBILITY** - Provides up the minute web stats on your profile page and industry category, allowing you to track activity for your business
- REPUTATION** - Nearly 50% of all consumers say that they think more favorably of chamber member businesses than non-member businesses, and are 80% more likely to buy from a Chamber Member business than a non-member.*
- VISITORS** - we are instrumental in generating over \$151,000 in Hotel/Motel tax receipts in Boone through Tourism Bureau investment and promotion in 2015.

*2012 Shapiro Study

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Come check us out!

WWW.BOONEIOWA.US 3

■ CALENDAR



DECEMBER 2017

					1 Executive Meeting 8:15AM	2
3	4	5 Ambassadors 9:30AM	6	7	8	9
10	11	12 Ambassadors 9:30AM Pufferbilly Days Meeting 7:30AM BA5-Boone High School	13 CVB Meeting 7:30AM BAMA Meeting 7:30AM	14	15	16
17	18 Chamber Board Meeting 11:30AM	19 Ambassadors 9:30AM	20	21	22	23
24 31	25 <i>Merry Christmas</i> Office Closed	26 Ambassadors 9:30AM	27	28	29	30

■ LIST OF EVENTS

December 1-19 — KWBG Christmas Light Scavenger Hunt
December 2— Ogden Christmas on Main
December 4 — Madrid Christmas Extravaganza
December 12—BA5— Boone High School
December 25 — Christmas

Please send your event dates for 2018 to:
events@booneiowa.us. **Event dates subject to**
change. More information of times, dates and
places of Boone events and businesses is
available from the Boone County Chamber
Office and at www.booneiowa.us. Updates are
also available at the Caboose Information center
on South Story Street from Memorial Day to
Labor Day.

IMPORTANT



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for information on workplace recycling

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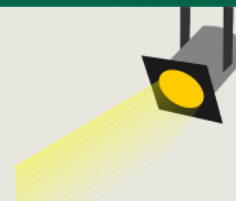
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■ MEMBER SPOTLIGHT



WE LOVE TO SPOTLIGHT OUR MEMBERS!

Send us a photo of your staff, along with a brief, two to three paragraph history of your company to:

events@booneiowa.us

We'll publish your article in an upcoming issue of the CHAMBER EXPRESS



Ogden Legacy & Community Update

- Ogden is finishing the remodeling of the Leonard Good Community Center. They are installing a new range hood, new refrigerator and painting.
- The City is working on plans for the new sewer plant.
- Youth basketball program in Ogden has started and they are looking for a recreational director.

THE CHAMBER LEGACY FUND

SECURING THE FUTURE OF OUR MISSION TO SERVE BOONE COUNTY



The Chamber's **Legacy Fund** is an Endow Iowa Tax Credit Qualified charitable fund, that was established by the Chamber Board of Directors in 2015. The fund offers a way to secure the future of Chamber programs that serve the greater community, while providing valuable Iowa Tax credits. The **Legacy Fund** serves four primary goals:

- ♦ To provide funding to add or assist programs that increase local cultural, educational, or recreational opportunities for the citizens of Boone County
- ♦ To provide funds that will support business-to-education partnerships, workforce development, entrepreneurial programs, and internships
- ♦ To provide funding for professional development workshops, seminars and continuing education opportunities for Boone County citizens.
- ♦ To offer citizens a charitable funding option to support Boone's community festival, Pufferbilly Days™.



*Ask your tax, financial, or wealth planning advisor for more information on how a contribution to the **Chamber's Legacy Fund** will benefit you and your community for years to come.*



Breakfast with Santa

Saturday, December 16
8 to 10:30 a.m.
Boone County Hospital Atrium
1015 Union Street, Boone

Pre-register by December 6 and receive a personal invite from Santa. Cost is \$10 per child / \$5 per adult (price for child includes breakfast, professional photo and crafts; adult price includes breakfast). Scholarships available.
For details and tickets, log on to www.boonehospital.com.



The 2018 Boone Area Leadership Program

The Boone Area Leadership Program dates will be January 23, January 30, February 6, February 13, February 20, February 27, March 6, March 20. Modules focusing on: Agriculture, Government, Education, Health & Human Needs, Recreation, and Economic Development. Tuition: \$400- Covers cost of program and meals.

If you are interested in enrolling in the 2018 BALP, or would like to nominate a candidate, please fill out the form below and send to:

Boone County Chamber of Commerce
Attn: BOONE AREA LEADERSHIP PROGRAM
903 Story Street

Boone Area Leadership Program 2018

Name: _____

Position: _____

Company: _____

Business Address: _____

Business Phone #: _____

Email: _____

Home Address: _____

Home/Cell Phone #: _____

■ HOLIDAY LIGHTED PARADE



Photos courtesy of: Chuck Hackenmiller

BOOST. LEAD. CONNECT.

How THE CHAMBER LEADS...

- PUFFERBILLY** - Organizes and runs one of Iowa's largest community festivals, Pufferbilly Days™, generating hundreds of thousands of dollars in local economic impact
- ENGAGED** - Staff are actively involved in leadership positions with local non-profit organizations and service groups, key city and county agencies like the Madrid Area Chamber, Ogden Legacy, Boone Economic Growth Corporation, Central Iowa Expo, and others.
- CIP'S**- Develops and Leads initiatives such as the Boone County Trails Initiative, Downtown Maintenance Program, and the PLaCE (Program for Landscape and Community Enhancement) façade program.

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President's Perspective

Giving back to the community is the biggest reason I joined the Boone County Chamber Board. Although my time on the board, as your 2017 Chamber President, has come to an end, I will continue to find ways to give back to the community and county, not only in my role at the library but through Chamber volunteering opportunities. I recently volunteered as a sous "omelet" chef for the Chamber's Harvest Omelet Breakfast. I can cook some pretty fantastic Steak Diane, but breakfast is not my forte, unless its quiche! It was such a great experience, not only cooking up omelets and chatting with folks so that the Chamber can provide scholarships for 4H and FFA students in Boone County, but truly connecting with people I've never even met before. We even set a record for 320 omelets! Many times these types of activities can be seen as an obligation, but these are opportunities we need to seize and start seeing as significant and meaningful.

Something that the Chamber had on its 2017 plan of work was to create a volunteer development program to get members involved and engaged. The Chamber has been working on coming up with a new program that will help match Chamber volunteering opportunities to those who are willing to devote their time and talent to Boone County and the communities we live in. With this new program soon rolling out, I urge you to take a look at where you will find the most meaningful ways to give back and sign yourself up for these opportunities! When you give back to your community, you're helping others, and that helps the business community become stronger. When the business community is vibrant and strong, the local economy is stronger, so this essentially benefits the entire county but also makes a difference. And what can be more meaningful than making a difference? I wish everyone the best in 2018 and hand the "Chamber baton" to your 2018 Chamber President, Michelle Kelly. Michelle is a great asset to the Chamber Board and I know she will bring some innovative ideas and a whole lot of enthusiasm to 2018! I will continue to value the Chamber and all it does for our community in so many ways and you may even find me serving up more omelets!

—Jamie Williams, Board of Directors President
Ericson Public Library

NEW MEMBERS

HIRTA Public Transportation
Julia Castillo
2824 104th St
Urbandale, Iowa 50322
515-309-9282
www.hirtapublictransit.com

Stonebridge Church
Joseph Weber
921 W 2nd St.
Boone, Iowa 50036
515-230-3342
www.stonebridgeboone.com





Community Update

The Madrid Area Chamber has been undergoing a review of their mission over the last few months and the resulting vision includes establishing regular goal setting, reviews and officer descriptions to disperse the duties of the growing organization. MAC is considering some new ideas for main street businesses to attract bike riders, as well event concepts to pull traffic off of the trail and into the downtown area. CyBiz recently reported usage numbers from their High Trestle Trail study and calculated more than 246,000 people walk or ride the 25-mile trail each year, directly generating upwards of \$5.3 million dollars in economic impact.



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Boone County Hospital
November 7, 2017



Stonebridge Church
November 14, 2017



Iowa National Guard
November 21, 2017



Bacon Jewelers
November 28, 2017

Thank you to Walgreens 1-Hour Photo for the donation of pictures for Ambassadors.

■ BOONE & OGDEN AMBASSADORS

ribbons & shovels



Ogden Reporter
November 16, 2017



Leonard A. Good Community Library
November 16, 2017

■ CHAMBER BENEFIT

KNOW YOUR CHAMBER BENEFITS #68:

All new chamber members receive a \$300 credit to apply to airtime on KWBG Radio! (*Credit cannot be applied to existing outstanding balances.)

*— Kris Blocher
Mgr. of Member Services and CVB*



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■ CONVENTION & VISITORS BUREAU (CVB)

CVB HAPPENINGS

Six months ago, six highly motivated people from local businesses and attractions met to explore ways to improve tourism. As change agents, they began to focus on all aspects of tourism in Boone County. They knew they needed to think strategically to develop meaningful and attainable goals. They quickly learned there must be a strong connection between area businesses and attractions.

The committee discussed many key issues. They wanted to bring greater value to fellow CVB members and develop new lines of communication. They knew tourism was healthy in Boone County but wanted to find new ways to keep visitors in the county. They discussed ways of representing all communities along with creating better lines of communication with local representatives and leaders. They discussed the need for improved lodging options and finding effective ways to market tourism.

The committee is starting to see the "fruits of their labor." The new e-newsletter was sent to members in the beginning of October outlining the work of the committee. The 2018 Visitors Guide will be completed by January and will promote the best of area businesses and attractions. A tourism poster is being developed to display in local businesses and attractions. There are more great things to come!

Thank you to Joel Bryan, Kris Blocker, Travis Stevenson, Donna Cottingham and Crystal Davis for their dedication to improving tourism in Boone County.

—Mark Schneider, Iowa Arboretum
Chair, Convention & Visitors Bureau

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■ CHAMBER BOARD RETREAT



The Board of the Boone County Chamber of Commerce was blessed with an exceptional Monday on November 27th to head on out to Sunstream Retreat and conduct the annual Board Retreat. The photo's above show a mix of physical outdoor team-building exercises, followed by the more mental introspection on all things Chamber and Boone County. As a result of the conversations that day the Board will be whittling down their dialogue into a Plan of Work for 2018 that will continue the Strategic Focus on increasing member value, improving recognition and perceptions of the chamber, and securing the financial future of the organization.

CE Trivia Answer: 2011

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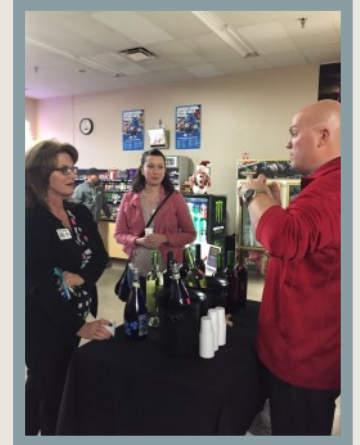
Come check us out!

Thank you to everyone that came out and enjoyed November's
Business After 5 at Hy-Vee Wine & Spirits

December BA5

Boone High School Commons
December 12th

Food • Live Music • Giveaways



■ NEWS IN A NUTSHELL

- The Chamber office will be **CLOSED** December 25th and January 1st in observance of the holidays.
- Get your nominations in for the **Boone Area Leadership Program**, contact Alyssa at events@booneiowa.us or call 432-3342 for more information
- Application are now available for the 2018 **Home & Garden Show**. Don't miss out on our **EARLY BIRD SPECIAL!** Visit the Chamber's website for additional information.
- As the year comes to a close the staff of the Chamber has pulled some interesting statistics from our **Member Information Center**:
 - Through December 3rd the online Business Directory has been searched 23,152 times! (Top category – FOOD! Over 1,000 searches)
 - Through December 3rd the online Events Calendar had been used 19,482 times. Most popular search period? September 7th through the 10th - Pufferbilly Days™

Members can view website page statistics for their Boonelowa.us business profile by logging into the Member Information Center and clicking on *Reports* across the top navigation bar.

BOOST. LEAD. CONNECT.

How the Chamber Connects...

- ENTREPRENEURIAL** - Encourages, supports, and assists entrepreneurs through our unique EntreLAUNCH business start-up program, helping them get on their way to business ownership.
- WE KNOW THE POWER BROKERS** - Is connected to every major player in city and county government in Boone County. We have the Superintendents and Principals, Mayor's, Councilmembers, Supervisors, Senators and Representatives in our Rolodex.
- WIKIPEDIA** - is the primary way new residents get the key information they need to make Boone County their home. We provide assistance by email, phone, and in person with our Re-location Guide.

#BOOSTLEADCONNECT

Chamber CONNECT

“LIVING YOUR HEALTHIEST LIFESTYLE”

Panel Experts

Vicki Greco-YMCA

Michelle Kelly- Training for Warriors

Caitlyn Ferin- Fareway Dietician

King Smith-Life Coach

1/25/18

12pm-1pm

**Chamber of Commerce
903 Story St**

FREE to all members

\$10 Non-Member

**Light Snacks &
Beverages provided.**



■ THE POWER OF CHAMBER GIFT CERTIFICATES

There are two anxieties of the Holiday shopping season: How to get all the shopping done, and what to buy for the “hard to buy for” person on your list. The Chamber has one really good solution: Chamber Gift Certificates (sometimes referred to as *Boone Bucks* or *Chamber Dollars*). Chamber Gift Certificates allow the receiver of the gift to use them at nearly 280 local chamber member businesses. **Now that’s flexibility!** And since these businesses are local, there’s no hour-long drive through heavy traffic to use them. **Now that’s convenience!** And not to be forgotten, the money spent on Gift Certificates stays local, recirculating through our Boone County economy, helping to pay for the things we need to sustain city and county services, education, and the like. **Now that’s a feel good story!** Since 2011 the Chamber’s Gift Certificate program has injected more than \$100,000 into the local economy. **Now that’s impact!** So, if you want flexibility, convenience, to feel good about your purchase, and make an impact on the local economy, at the same time you reduce your shopping anxiety and get something the “hard to buy for” person can definitely use, then Chamber Gift Certificates are for you. **AVAILABLE MONDAY THROUGH FRIDAY, 8AM TO 5PM, AT THE CHAMBER OFFICES, 903 STORY STREET**

- Great for Employee Rewards Programs
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