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CONVENTION AND VISITORS BUREAU

chamber

Express



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MEET THE TEAM

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Dr. Brad Manard, Dr. Drew Nelson, Bill Skare

CHAMBER STAFF

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The Chamber Express newsletter is published by the
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CE TRIVIA:

In 1927 Boone Junior College is established, in what year did it become part of DMACC?

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"



It would be hard to argue that the year 2018 was anything less than impressive. What with numerous construction and expansion projects all over Boone County and unemployment at an all-time low, it would appear that family and worklife are on an upward trajectory. The prefix *opti* means “light or sight” and leads to words like optics - the ability to see, and optimism - the expectation of a positive outcome. From where I sit I get a pretty good view of some positive outcomes in the coming months.

Projects underway to be completed in the new year include the former Redeker Furniture store renovation which will allow as many as eight new businesses to locate on all-important frontage. A new bank and dental office are halfway to, or nearing completion soon. The pursuit of new construction should continue as projects such as the Tiger Run housing development in Madrid could mean as many as forty-five new home lots. A project to rejuvenate a neighborhood by

Boone’s little league park could mean as many as sixteen new homes over the next three years. IN terms of industry Schultz Laboratories has plans approved to build a 13,000 sq. ft. warehouse and packaging facility in RL Fisher Park along Cpl. Snedden Drive in Boone. And recently Midland Power Cooperative announced plans to build a new office complex and training facility in the city of Boone.

Now, not everything is perfect. With some of the new projects comes the need to find new tenants for several downtown buildings that will be vacated. But we’re not sitting still here either. The Chamber has just commissioned a community survey with Iowa State’s Community Development Data Information and Analysis Laboratory to better understand how we can leverage the unique environment that the core business district can offer to its residents. Along with our partners at the city of Boone, Boone County Economic Growth Corporation, Ogden Telephone and CDS-Global, we’ll take the results of that survey and use it build a more inviting sense of place for residents and visitors.

Along with an expected uptick in tourism and the energy behind various community efforts that could kick-off in 2019 *it is truly shaping up to be another incredible year no matter what lens you look through.*

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce

FROM THE DESK OF
THE DIRECTOR

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 nearly 290 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 23,000 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 \$156,000 in Hotel/Motel tax receipts in Boone through Tourism Bureau investment and promotion in FY2017.




#BOOSTLEADCONNECT

our vision:

“To be the leading resource for industrial, retail, tourism, and community betterment initiatives throughout Boone County”



DECEMBER 2018

						I
2	3	4 Ambassadors 9:30AM	5 Board Orientation 12PM	6 CVB Meeting 7:30AM Chamber CONNECT Noon to 1pm	7 Executive Meeting 12PM	8
9	10	11 Ambassadors 9:30AM Business After Hours 4:30-6pm APC	12	13	14	15
16	17 Chamber Board Meeting 11:30AM	18 Ambassadors 9:30AM	19	20	21	22
23	24 	25 	26	27	28	29
30	31	I 				

LIST OF EVENTS

December 6 - Chamber CONNECT Seminar
December 11 - BAH - APC
December 24 - Christmas Eve (Chamber Closed)
December 25 - Christmas (Chamber Closed)

Please send your event dates for 2019 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.



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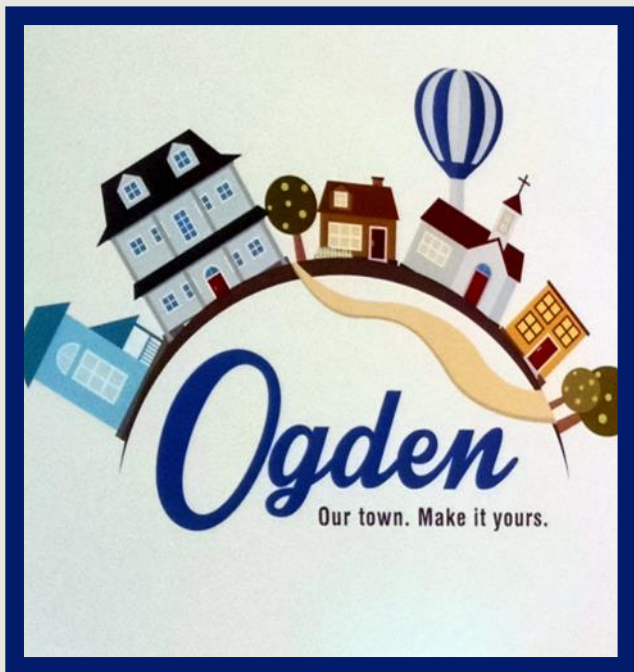
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Seven Oaks Recreation is family-owned and operated and offers year-round outdoor recreation in central Iowa. Our seasonal activities include skiing, snowboarding, snow tubing, canoeing, kayaking, river tubing and paintball. We also provide a VERY nice facility that can be rented for wedding receptions, family reunions, class reunions, summer/winter retreats, birthday parties, corporate meetings/retreats, team building and other activities.

Seven Oaks Recreation's winter activities include skiing, snowboarding and snow tubing. We offer 600 ski rentals and 120 snowboard rentals to outfit all ages. Our slopes consist of 11 runs varying from beginner to expert and offer a terrain park, rail yard and beginner area. We have 2 triple chairlifts, 2 surface lifts and an affordable snow tubing park. "The Lodge at Seven Oaks" provides ample seating with a great view of the slopes, fast food and Coal Creek Lounge. Our summer activities include full service canoe, kayak and river tube floats on the Des Moines river 5 days a week. We are excited to be celebrating 14 years of full-service river floats! We offer 72 canoes, 24 kayaks and 240 river tubes and plenty of cooler tubes for your paddling or floating adventures. Even if you don't know how to canoe or kayak, you will enjoy our canoe/kayak/river tube floats. Our river trips are fun for beginners as well as experienced canoe/kayak paddlers. You can paddle your way down the river, or simply relax, float, and enjoy miles of wooded bluffs. We can arrange a river float for you, your family or group.

Would your business like to be the next Member Spotlight? Contact Alyssa at events@booneiowa.us to learn more!



Ogden had their Winter Celebration on Dec. 1 with a good crowd in attendance for the soup supper at The Well. The Christmas decorations are on the new light poles throughout down town. Work on the city's sewer plant project continues on schedule along with construction at Ogden High School. A new novelty gifts and knick-knacks shop, Made to Gaze, has opened on Walnut Street. Angela Christner, the owner of Walnut Street Wellness, is looking to expand her clinic into a nearby building. And while Clark's Grocery has closed, word on the street is that a group is ready to take on the property and find a new operator.

OGDEN LEGACY & COMMUNITY UPDATE

NEWS IN A NUTSHELL

- We're sad to hear that former Boone County Supervisor and longtime local real estate agent Dave Reed passed away late last week.
- Holiday Lighted Parade winners: 1st Place– Black Dog Acres, 2nd Place– Hunziker and Associates, 3rd Place– Boone Community School District
- Nerem & Associates, Boone Veterinary Clinic and Thompson Financial have all moved to new locations.
- Stacie Leeds, 6th Grade teacher at the Boone Middle School, is looking for several business leaders to help her class on an early 2019 research project. The commitment can be for as little as one period of the day. Contact Stacie at sleeds@boone.k12.ia.us for more details.

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.

#BOOSTLEADCONNECT

MADRID COMMUNITY UPDATE

The December 1st Christmas Extravaganza was another successful event with several holiday open houses in and around the city taking place. The Helms Farm, the Lockner/Maxwell home, and Trailside Guesthouse all hosted visitors over the past weekend. If you get some time you should check out the animated holiday light display at 611 South Market Street. Watch the light show as it keeps tempo with music piped across 101.7 FM. (Information courtesy of the Madrid Register News)

#80 CHAMBER BENEFIT

One of the most active and visible committees of the Chamber are our "Red Coats", the Chamber Ambassadors. Each Tuesday throughout the year the Ambassadors make visits to our new and existing members. It's a great opportunity for them to get to know your business, and share that knowledge with other members and the community. Along the way we snap a photo and publish it on our social media sites, in our Chamber Express Newsletter, and in the Boone News Republican. And, oh yeah, we've got a large pair of bright red scissors for your ribbon cuttings! Call the Chamber to set-up a visit.

— Kris Blocher
Mgr. of Member Services and CVB

PRESIDENT'S PERSPECTIVE

"Wow! A year in my role as President of the Board has absolutely flown by and as the final days of 2018 wind down I am already thinking about how much I will miss the monthly interaction with my fellow board members and the thrill of seeing the progress made by the Chamber staff up close and personal. It's hard to believe that only four years ago I wasn't sure if the Chamber was for me and my business, TFW (Training for Warriors). The opposite couldn't be more true today as I am engaged in many of the activities that the Chamber drives such as sitting on the Boone County Trails Advisory Committee and donning my hat twice a year as a 'celebrity' chef for the Ag Omelet breakfasts. Working with this organization has only lit more of a fire inside for me to get involved in doing what I can to better our local industry, retail, tourism and community efforts. Not only has it been great fun but has really put me in touch with the community and area I have chosen to make my living. Soon I'll be handing the reigns to a passionate group of current and incoming directors led by your new President, Bill Gebhart. I know as I leave my post the Chamber's governance is in good hands."

— Michelle Kelly, Board of Directors President
Training For Warriors

BOOST. LEAD. CONNECT.

How the Chamber CONNECTS...

- ENTREPREURIAL** - 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.
- BOONE COUNTY 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.



The Chamber's annual Board Retreat was held on November 26th at the YMCA Camp – Johnson Cabin.



The Harvest Ag Omelet Breakfast took place on November 1st. Our celebrity chefs served over 250 custom made omelets that morning. Thank you to all the chefs, volunteers and those who came and enjoyed an omelet.



Chamber CONNECT Seminar

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12 - 1PM



6

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Ogden Family Chiropractic · November 15, 2018



Ogden Comm. Schools · November 15, 2018



In the fall of 2005, an in-service session on poverty prompted employees of the Boone School District to try to make a difference in the lives of Boone students and the community. In early December, to raise funds to help, Boone schools employees served desserts, entertained, and provided baskets for a silent auction at the first Festival of Hope at the Boone County Hospital.

As a result of strong public support, the employees formed the Boone Hope Foundation, a 501c3 nonprofit tax-exempt organization that provides one-time assistance to students and their families in time of need or emergency. The Boone Hope Foundation services the students of Boone Community, Sacred Heart, and Trinity Lutheran Schools.

The festival is held every December and 2019 will be their 15th year!



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My wife and I were visiting my parents and our children during the Thanksgiving holiday. A visit to Philadelphia, the *City of Brotherly Love*, checked many of the boxes we look for when traveling to tourist destinations. I thought I would share with you my checklist for a successful destination.

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



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CE Trivia Answer: 1969

