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# MEET THE TEAM

## 2019 BOARD OF DIRECTORS

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## EX-OFFICIO

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

## CHAMBER STAFF

**Kurt R. Phillips**

Executive Director

Email: [director@booneiowa.us](mailto:director@booneiowa.us)

**Alyssa Knudsen**

Mgr. of Programming and Events

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## CONTACT US

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[www.booneiowa.us](http://www.booneiowa.us)

## 2019 SEPTEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



Ambassadors - 9:30AM



CVB Meeting - 7:30AM



Pufferbilly Days Meeting - 7:30AM



Chamber Board Meeting - 11:30AM



Executive Meeting - 8:15am



Business After Hours - 4:30 to 6PM  
 (Training for Warriors)

Click [HERE](#) to view September's community events.



## NEW MEMBER ALERT



Story Street Inn  
 Brock Klein  
 906 9th St #220.  
 Boone, Iowa  
 612-251-3233



21st Century Rehab  
 Jamie Rabe  
 1504 S. Story St.  
 Boone, Iowa  
 515-236-9014

# our mission:

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



At the Chamber's Annual Meeting this past March keynote speaker Jim Thompson with the Iowa Economic Development Authority's Catalyst program made a statement about investment in downtowns that resonated with many attendees for weeks afterward. Mr. Thompson said, "If you love your downtown it will love you back." The question lingered: were we giving enough time and attention to our main streets?

Downtowns across the US, but particularly rural small town America, have struggled for decades to maintain a vibrant business environment - one alive with shopping, services, dining and other attractive retail. When the first regional shopping centers appeared back in the 1970's the battle lines were drawn to protect essential goods and services that most of us had grown used to finding in our hometowns. Chambers of Commerce fought the good fight to remind local residents of the importance of shopping local (we still do!) in hopes we could keep the variety and convenience we were used to. Back then the battle was "hometown vs. big city". But by the 2000's it became "hometown vs. online shopping". Save for a few success stories, small towns battled, but weren't winning. Slowly, but surely, downtowns began to dry up, retail options diminished, and downtown became what Mr. Thompson has eluded to as "the lowest price storage" in town. Then, beginning around 2010

renewed efforts across the country began to look back toward downtown as a way to inject new energy and ideas into the totality of a complete community. City's with river walks, notable boulevards, historic districts and such began to invest money back into these key amenities that recharged the culture. Tired, old industrial buildings became the hottest properties for loft-style and other upper story living. Streetscaping and interactive art displays added flavor, color and life to a previously otherwise lifeless, grey and concrete landscape. The bigger cities led the way, but success has not been limited to just metropolitan areas and this renewed focus has now percolated its way into Boone County.

Fast forward to 2019. The Revitalize Boone Downtown Business Grant created this past month by the city of Boone's Economic Development committee adds one more tool to an otherwise already robust incentive program for entrepreneurs and those interested in starting a business downtown. The grant offers an award of as much as \$2,500 for those with business plans intending to make their business in downtown Boone. The program is competitive, and ideas determined to be in the best interest of creating variety and vitality within the business district have the best chance to win. The revitalization grant has been funded up to \$10,000, and along with the city budgeting \$25,000 a year for the Boone Downtown Incentive Fund (BDIF) for façade improvements, as well as available tax-abatement for improvements up to the first \$75,000 in increased valuation through the Jumpstart Boone program, many of the concerns for investing money and other resources into a downtown property are minimized. Throw in a brand new public park at 8<sup>th</sup> and Story Street and you have the makings of a downtown where people will want to be, and ultimately, a place they're likely to shop.

*- Kurt Phillips*

*Executive Director*

*Boone County Chamber of Commerce*



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our vision:

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

## PRESIDENT'S PERSPECTIVE

Autumn is here! Bring on that cool, crisp air! September always makes me think of two things: apple orchards and talent shows. The reason is that my niece has her birthday in September and every year we go to the apple orchard and have a talent show. What do these have to do with businesses in our community. Well, I am so glad you asked.

An apple orchard is in full gear in the fall. A lot of work went into the previous season, but the "bloom" happens now. As community businesses and business leaders, we should be putting in the work each season so that we can bloom all year round. During every season we have something to offer, but maybe we just need to change it up. Find your Honeycrisp Apple for this season and then start laying the ground work for what's coming next.

In the talent show each year, my family begins working on what they will do for my niece's talent show. They change it up every year. Everyone changes, except for me. My niece, every year, asks me to do magic. I have developed the moniker Incredi-Bill and it's a whole big thing. What are you known for? It's whatever people are asking you for. That's what you are known for. Find that thing, ask your customers and then make it the reason that people keep coming back. I am not sure how much longer I can pull a rabbit out of my hat, but as long as that's what I am known for, Incredi-Bill will continue!

And always, be willing to help each other out to make our communities great. Stop in to your neighbor store and let them know what you think their Honeycrisp or magic trick is. As we all strive to work together to continue to build outstanding communities, we have to remember that if we love our town, it'll love us back.

—Bill Gebhart  
Genesis Development/ Bill Gebhart Projects



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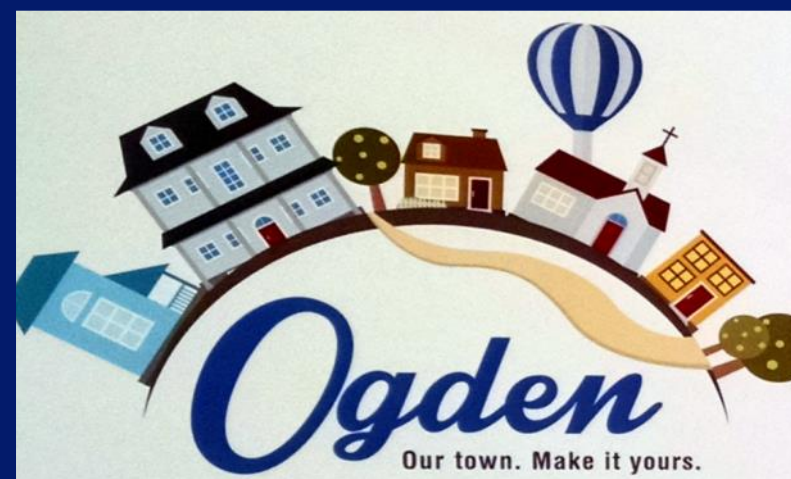


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Interest continues at a nice pace for Ogden Legacy programs that support new housing and downtown rehab projects. A number of main street businesses have inquired about the Legacy's façade grant program and one spec home has been completed on the city's north side while another one has broken ground near the Leonard Good Community Center. The city will be investigating funding options for sidewalk improvements along Walnut Street.



A busy summer has come to a close in Madrid with great numbers of visitors along the High Trestle Trail, a successful move for the Food Trucks from Friday last year to Thursday nights this year, and all of it capped off with fantastic attendance at the recently completed Labor Day Celebration. The city along with MAC is working on a request to be designated a "bird friendly" Iowa community. Currently Pleasant Hill and Waterloo have met the criteria for this designation.



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BUSINESS AFTER HOURS

September

24

## *Training for Warriors*

927 6th St.  
4:30pm-6:00pm



BAH – August (Forte Studios)



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Alice Place Senior Living • July 30, 2019



Swan Creek Cabinet Company • August 6, 2019



Cole Schoolhouse • August 13, 2019



Wilcox Printing & Publishing • August 20, 2019



Trailside Rentals • August 27, 2019



Casey's Convenience Store • August 15, 2019

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## The Art of the Experience

How do tourist attractions draw new people to their doors? They have had to “think outside the box” and offer new and creative experiences. Many of these activities are outside the “normal” offerings. Their goals are simple: attract a new demographic; introduce people to other opportunities at the attraction; and generate revenue. Locally, Seven Oaks Recreation features the *Gladiator Assault Challenge*, the Iowa Arboretum holds the *Run for the Trees*, and the Boone & Scenic Valley Railroad invites people to attend the *Tom Crooks Memorial Car Show*. These types of experiences can bring repeat visits, build a positive reputation, and connect people to their attraction. A door worth opening.

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

## CHAMBER BENEFIT

## Brochure Distribution

Got a nice POS marketing piece? Let us help get them out to customers and visitors. Place brochures or business cards in the Chamber lobby rack. (CVB members enjoy expanded brochure distribution throughout the year.

—Kris Blocher  
Mgr. of Member Services and CVB



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## BOLD CHANGES ARE COMING



Boone will be receiving a brand-new McDonald's!  
The building will be demolished to make way for a new modern  
upgrade, Grand Opening October 3rd.

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