



Boost. Lead. Connect.

A News Journal of the Boone County Chamber of Commerce,
Convention & Visitors Bureau, and Economic Growth Corporation



OCTOBER/NOVEMBER/DECEMBER 2020



Boost. Lead. Connect.

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office@booneiowa.us

ON THE WEB

www.BooneIowa.us
www.VisitBooneCounty.com
www.PufferbillyDays.com

The Chamber has been in existence since 1909. Formed as the Boone Chamber, in 1999 it became the Boone Area Chamber, and finally, in 2015, the Boone County Chamber of Commerce. The Chamber is governed by a 12-member Board of Directors and also operates the Boone County Convention and Visitors Bureau and the Pufferbilly DaysTM festival. It boasts 277 businesses, non-profits and individuals within its membership.

CHAMBER NOTES



On August 10th a rare storm packing winds in excess of 90 m.p.h. ("derecho") roared through Boone County damaging trees, cars and buildings. The Heartland Co-op in Luther was one of the hardest hit businesses.

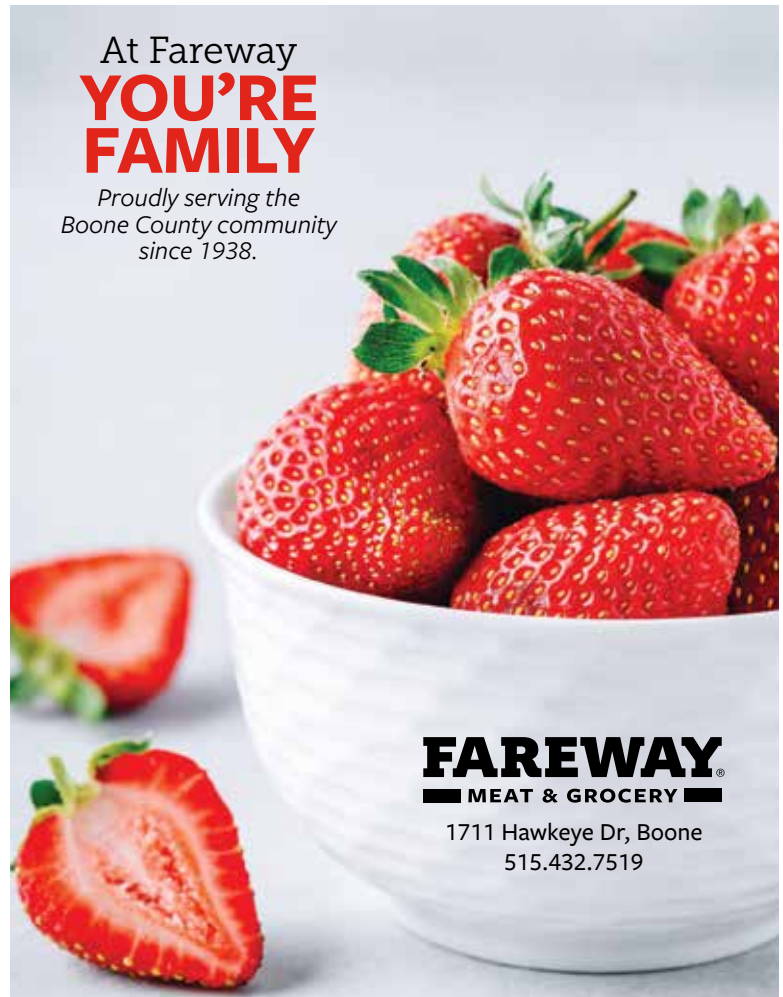
The Board of Directors chipped in to help the Boone Rotary Club with their centennial "Welcome Train" project by donating \$650 to the cause. The Train, comprised of a steam locomotive engine, coal tender and passenger car, was moved into place at US Highway 30 and South Story Street July 22nd and 23rd. Chamber Executive Director Kurt Phillips is shown at right with Rotarian Lisa Mount.



The annual New Teacher Breakfast was converted to a New Teacher Welcome Bag delivery as forty-two new educators from across Boone County were given supplies to help them kick off the year. Superintendent Brian Horn was on hand to help Kurt Phillips unload the goods at the Madrid Junior/Senior High School.

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from the desk of the director



THE FIGHT OF OUR (BUSINESS) LIVES

In no uncertain terms, 2020 has been like a Muhammad Ali right hook to our

lives, affecting the physical and mental health of citizens across the globe, while crushing the collective economic well-being of business and industry. That left us with a choice: hide behind our gloves or punch back.

Soon after the magnitude of the pandemic's impact was understood, congress rushed to rescue small business through trillion-dollar relief programs, and proclamations were being handed down from state government, so did the Boone County Chamber quickly enact programs and communication to help our area's retail and service sector.

Right out of the gate we modified our annual **March Shop Mania** program to highlight the Chamber's retail and service industry members and infused more than \$2,000 into the local economy through our Gift Check program. Then, in April we were excited to work with Fareway Stores and distribute another \$2,000 in grocery gift cards to area business owners and their employees who were already beginning to feel the pinch of closures and mandates.

Before April had closed we had added yet another program to help local retailers called, **Central Iowa Shop Where I Live**. Central Iowa Shop Where I Live is an e-commerce platform designed for 'mainstreet' businesses that may not have the time, resources or money to set

fund became transformational when the Boone City Council committed \$25,000 to the fund from their emergency reserves in early July. This extra infusion of cash allowed for more substantial grant awards and the ability to help many more affected businesses



up and manage an online store. Thanks to underwriting from Boone County Economic Growth Corporation we were able to offer this to our members at no cost.

But, probably the program I am most proud of is our **Small Business Assistance Fund**, launched over social media on March 30th. The Chamber seeded the fund with the first \$500, then sought donations from the public and private business. Within a few weeks we had surpassed \$10,000 raised, mainly on the strength of two major contributions from APEX Clean Energy, the firm working to build a wind farm in northern Boone County, and the Boone County Economic Growth Corporation. The

across the county.

To date, thirty businesses have received a total of \$33,000!

While the fund balance is diminishing, the need for cash for small business to survive the economic crisis of the pandemic has not. Exactly where the Chamber goes from here to keep helping businesses navigate arguably their toughest stretch since the Great Depression, I don't know. But I can promise you this: The board and staff of the Chamber will keep swinging until the bell rings in this fight.

- Kurt Phillips
Executive Director

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presidents perspective

SPEND MONEY LOCALLY. SUPPORT LOCAL BUSINESSES.

The challenges of 2020 have tested the Boone County Chamber mission in ways we could not have ever imagined.

The Board of Directors has worked diligently with the staff to determine the best way to serve our members and the business community as a whole. This resulted in a number of new programs and tools highlighted in our Executive Director Kurt Phillip's "From the Desk of the Director" article in this issue.

Now, we approach one of the most critical times of the year for rural retail, that of the holiday shopping season. This is a time when many of our local businesses traditionally take in a large percentage of their annual sales. There's one way you can help:

Purchase Chamber Gift Checks

The Chamber's Gift Check program has been in existence for decades,

super-charging the local economy with thousands of dollars of checks being spent at more than two-hundred member businesses (more than \$23,000 were purchased in 2019!). Anyone can buy them, and in fact, they're a great idea for employers rewarding the staff who have maintained high standards for safety or customer service, or just generally been the reliable workforce needed to stem the pandemic tide. They're also great gift ideas for the "hard to buy for" person. The versatility is hard to beat - even better than gift cards usable at only one business. And making a purchase is as easy as calling the Chamber office at 432-3342 or emailing

us at office@booneiowa.us.

Chamber Gift Checks are fun to give, fun to receive, and frankly...pretty darn fun for the local business to redeem, and yet another way we can all support them in this most challenging year.

- Jeanna Warrick, Board President
Nerem & Associates Insurance



BOONE AREA LEADERSHIP PROGRAM WRAP-UP ENDS UP WRAPPED UP

Another outcome of a year of event cancellations was that of the late March commencement ceremony for the 2020 Boone Area Leadership Program. A class of eleven individuals participated in six educational modules covering topics from human services, to agriculture, education, government, tourism and industry. Because they could not receive a proper recognition last Spring, the Chamber prepared graduation send-off packages including the traditional framed certificate, hand delivered to each graduate (shown at left).

Congratulations to these local professionals from the Boone Area Leadership Class of 2020:

Ramona Moore- CDS Global
Erin Sorenson- United Bank of Iowa
Erich Kretzinger
Kelsey Gribbins- VisionBank
Jeannette Flynn- YSS
Don Booms- AgCertain

Shaun Zatloukal- VisionBank
Jacob Davis- Swan Creek Cabinetry
Josh Larson- PDM
Rachel Erkkila-DMACC
Nick Mayberry- Swan Creek Cabinetry

welcome new members

Businesses

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(515) 433-4892



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Pilot Mound, IA 50223
(515) 351-0684



JoJo's Coffee
1328 S. Marshall
Boone, IA 50036
(515) 236-9016



Is part of your marketing plan joining your local chamber? If not, you should consider leveraging the many benefits aimed at boosting your business. Contact Kris Blocker to learn how the Chamber can work for you!

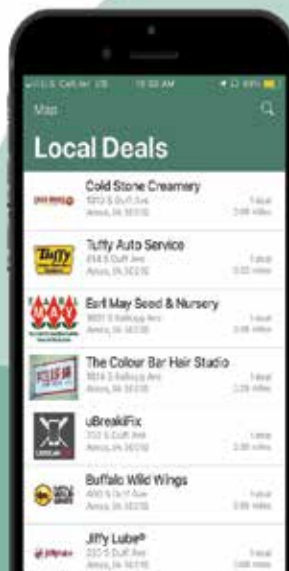
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Manager of Member Services
515-432-3342
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upcoming events

THURSDAY, OCTOBER 29TH

Trick/Trunk-or-Treat Night - 5pm to 7pm

The Chamber's annual Trick/Trunk-or-Treat night will take place in downtown Boone, from 6th Street to 9th, the evening of the 29th from 5pm to 7pm. Dozens of local businesses and non-profit businesses will decorate their windows and vehicles, and hand out candy to the kids. COVID-19 health and safety protocols will be in place. Masks will be worn by all business employees and volunteers.



*****The public is strongly encouraged to practice social distancing and allow adequate space between your group and others, as well as wear masks designed to prevent the spread of the coronavirus.***

You can find tons of local events
on our website at
www.BooneIowa.us.
Click on the *Events Calendar*
in the navigation bar.

THURSDAY, NOVEMBER 5TH

Drive-thru Harvest Omelet Breakfast - 6am to 9am

The Chamber's annual Harvest Omelet Breakfast is going mobile by delivering our hot, fresh, custom-made omelets right to your vehicle from 6am to 9am at the Boone County Fairgrounds Community Building. Choose from four varieties of Omelet meals. Each meal includes a 3-egg omelet, large cinnamon roll and your choice of coffee, orange juice or 2% milk. Tickets must be purchased in advance and are available at www.BooneIowa.us. Proceeds go to support FFA and 4H scholarships

THURSDAY, DECEMBER 3RD

Holiday Lighted Parade and Tree Lighting Ceremony - 7pm

A holiday tradition, the Lighted Parade and Tree Lighting ceremony will be extra-special this year as the 8th and Story Street greenspace park has been completed and will be the perfect place to celebrate the season. It all kicks off with lighted floats making their way up Story Street from 5th to 9th at 7pm. The tree lighting will follow immediately after.

*****The public is strongly encouraged to practice social distancing and allow adequate space between your group and others, as well as wear masks designed to prevent the spread of the coronavirus.***

BOONE COUNTY CHAMBER'S ANNUAL
**HARVEST OMELET
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tourism & attractions



COMITTEE MEMBERS

Mark Schneider, Chair
- Iowa Arboretum

Andy Bartlett
- Ledges State Park

Travis Stevenson
- Boone & Scenic Valley Railroad

Donna Cottingham
- H&R Block

Rachel Erkkila
- DMACC

CONTACT US

Boone County Convention
& Visitors Bureau
515-432-3342
office@booneiowa.us
www.visitboonecounty.com



Re-discover Boone County

Fall is so refreshing!

The Convention & Visitors Bureau slogan for this past year is "Always take the scenic route". With that being said, what a beautiful time of the year to take a drive, enjoy a bike ride along the High Trestle Trail, rev up the motorcycle or drop the top on your convertible and hit the back roads.

Boone County is blessed with so much natural beauty and when you get off the busy highways and take roads off the beaten path you really get to enjoy the scenery and understand why this is such a special place.

With the holidays quickly approaching, take the time to take a deep breath and get refreshed with an enjoyable drive or ride.

The CVB will continue to promote Boone County bringing more people to shop, eat and enjoy all the amenities we offer!

Fall is so refreshing. Embrace it with a little jaunt "along the scenic route."

- Kris Blocker, Manager
Boone County Convention
& Visitors Bureau

[#visitboonecounty](#)

always
TAKE THE
scenic route

Our Mission: Telling Our Story of Outdoor Recreation and Historical Treasures in Boone County, Iowa



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Life's Calling

Boone County's Top 5...Fun Fall Activities

Autumn signals the beginning of hibernation for both plants and animals in preparation for winter. However, the same can't be said for fun activities that the whole family can enjoy. Take a look at the list that follows for some great ideas to get out and enjoy this amazing season in Boone County.

1. Go on a Fall Foliage Tour

What a great time of year to not only take in some fresh air but discover so many different types of foliage. Do a little research on finding ten different types of leaves and search to find all ten. Very educational as well as a lot of fun.



2. Carve/Paint a Pumpkin

Shop for that perfect pumpkin either at a patch or at your favorite store. Gather around the table or in the garage to paint or carve a pumpkin this season. Make it a competition and do a survey on Instagram or Facebook. See how many likes or shares you can get.



3. Trick (Trunk) or Treat

Dress up the kids and visit any one of several great trick (trunk) or treat events happening throughout the county. Start with the Downtown Trick (Trunk) or Treat on October 29th to support a great cause: **Shop with a Cop**. End the month with Boone, Madrid and Ogden's citywide Halloween events.



5. Paint Kindness Rocks

Explore to find some smooth, good sized rocks, then paint or write some acts of kindness on each one. Keep them to challenge family members each week to see if they followed through with them or passed them off to a family member or friend. Great way to keep our lives positive!



4. Have a Fall Picnic

Gather up the family or friends and meet at a park or lake to enjoy some peaceful time. Either pack a meal, plan to grill or run through your favorite restaurant to pick up some food to go. Take in all the beauty this time of year has to offer.



*Whatever your style,
don't let one of Boone
County's most
beautiful seasons
pass you by.*

Have a picture on your iPhone, Android or digital camera that shows the awesome beauty of Boone County? Send us your best snapshots and we may just use it in an upcoming issue of

Boost.Lead.Connect.



Email your images to Kris Blocker at
office@booneiowa.us



tourism & attractions

TOURISM MEMBER SPOTLIGHT



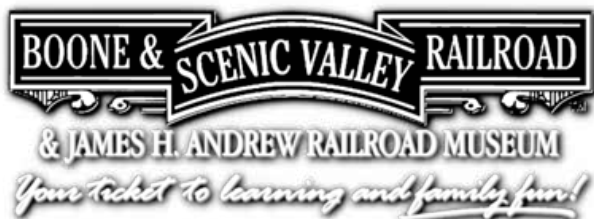
Flat Tire Lounge, located at 304 S. Madison Street in Madrid, is located right on the High Trestle Trail. They serve a variety of craft & domestic beer and other alcoholic and non-alcoholic beverages. The Flat Tire environment is a fun and entertaining atmosphere. A great place to meet your friends along the trail and always offering daily specials.

Stop in and get to know their energetic staff!



member shout-outs

Seven Oaks Recreation was recently awarded the 2020 Outstanding Small Alpine Ski Patrol. Their team of volunteers patrol the slopes, ready to help the sick or wounded. Mindy K. Royster, Patrol Director earned a National Yellow Merit Star. This award is given to the top small ski patrols in 11 divisions. Way to go Seven Oaks Recreation!



Boone & Scenic Valley Railroad was awarded a \$150,000 Enhance Iowa Community Attraction Tourism Grant for their capital campaign. Congratulations Boone & Scenic Valley Railroad!

We'd love to celebrate your success with you and share it with Boone County!

If your business or a company employee has recently been recognized for excellence within your industry or across the community, let us know. Send your news release and photos to Kris Blocker at office@booneiowa.us



economic development



THE ART OF SELLING A CITY

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Nate Nerem, Nerem & Associates
Greg Pklapp, City of Boone
Jeff Putzier, Boone Bank & Trust
Ashley Redeker, Holly's/Modern Dress
Lane Shaver, City of Madrid

Contact Us

Kurt Phillips - Executive Director
515-432-3342
director@booneiowa.us
903 Story Street, Boone, IA
www.GrowBooneCounty.com

Boone County Economic Growth Corporation has coordinated an effort with the city of Boone, the Boone County Convention and Visitors Bureau and Alliant Energy to utilize THIS IS IOWA as a platform to attract workforce to move here and industrial site selectors to consider pointing their clients toward our development ground.

THIS IS IOWA is a marketing program of the state of Iowa, led by the Iowa Economic Development Authority as well as the state's tourism department. The initiative is little more than a year old and is now expanding into a full-fledged yearly magazine and dedicated economic development website that will sell the virtues of Iowa and all that makes our state a great place to locate a family or industry.

The magazine is slated to go to print in mid-December 2020, with the corresponding website going live at the same time. Distribution will be targeted at millennials on the move, site selectors and business development consultants, and will be the go-to piece for IEDA on their industry recruitment trips.

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One Midwest Area Community College (DMACC) Ranked Best Places to Work in Iowa
DMACC Ranked in Top 10 of the Nation's Best Value Community College
Boone County Hospital, Two-time Recipient of the Robert A. Warriner III, M.D., Center of Excellence Award

Partnerships that speed the ease of development
We understand the power of team. The co-operative partnerships we've forged between public and private have created our reputation among local industry and developers. Utility partners, like Alliant Energy, not only provide reliable and affordable gas and electric service, they also go the extra mile to meet the needs of new industry locators.

Easy access
Road - The 150-acre site in Boone, Iowa is located on the north of U.S. Highway 50 leading to 3-70 and 50 corridor.
Rail - The Union Pacific Railroad will move your freight from coast to coast. Boone & Boone Valley Railroad handles the local freight transfer and management in the Boone, Iowa area. Boone Municipal Airport features a 4,000 ft x 1,400 ft concrete runway and full flight support. In addition, the Boone Municipal Airport is less than an hour away.

Development that's, well...easy peasy
Easy street ... and water ... and gas ... and electric
Boone Industrial Park is prepped and ready for your project with water, wastewater, gas, electric and fiber already in situ. Major industries include food distribution and ag businesses.

The need for speed of talent attraction
Workforce grows at 420,000 with 44,000* ready for a new career. Attracting the right talent is made even easier with average commuting times a speedy 20 minutes, or less. Nationally renowned research institutions, Iowa State University, is just fifteen miles to the east and provides access to cutting edge research and the new wave of change agents.

A history of success
More than 82 years ago, Fairway Farms, Inc. opened its first store in Boone. Fairway's headquarters and distribution center is still located in Boone. The grocery company has grown to over 125 store locations in the state region with more than 12,000 total employees. The Boone community, local government and area partnerships have played an integral role in Fairway's growth and continued success.

The decision is easy, contact:
Kurt Phillips, Executive Director
Boone County Economic Growth Corp.
info@booneiowa.com
515-268-1203

Our Mission

To Organize and Implement a Pro-active and Ongoing Plan for Economic Development with New and Existing Business in Boone County and the Surrounding Area



This page sponsored in part by a grant from ITC Midwest, a proud partner of the Boone County Economic Growth Corporation

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economic development

DMACC STUDENT CENTER NEARS COMPLETION

The Boone campus of Des Moines Area Community College is about to realize a dream that has been in the making for at least a couple of decades - the addition of a long-awaited student activity and wellness center. At 28,500 sq. ft. the center will be able to accommodate an entirely new gymnasium, weight room, athletic training rooms, baseball and softball practice areas

and a golf simulator, along with additional storage and office space. The center is being built at a price tag of \$6.5 million with many generous donations, including a \$250,000 gift from Fareway Stores, paving the way for its construction. (Check out DMACC's YouTube channel for a quick look inside the project.)



HIGHWAY 17 GRADE SEPARATION PROJECT TIMETABLE MOVED UP

The Iowa Department of Transportation Commission has moved up the timetable for the proposed grade separation at State Highway 17 and the Union Pacific Railroad tracks at the "S" Avenue crossing.

According to IDOT Engineer Tony Gustafson, the department is planning to begin the bid-letting process in January of next year, with construction to commence in the spring of 2021, and

expected completion of the bridge and roads by the end of 2022.

IDOT has long desired to improve the safety at this intersection, a known trouble spot for accidents and traffic congestion over the years. Along with improved safety, the overpass will also eliminate traffic stoppage at UPRR crossings and provide better access to the Boone Industrial Park.

According to engineering firm Snyder & Associates, the bridge will span 410' and allow for the addition of a third track.





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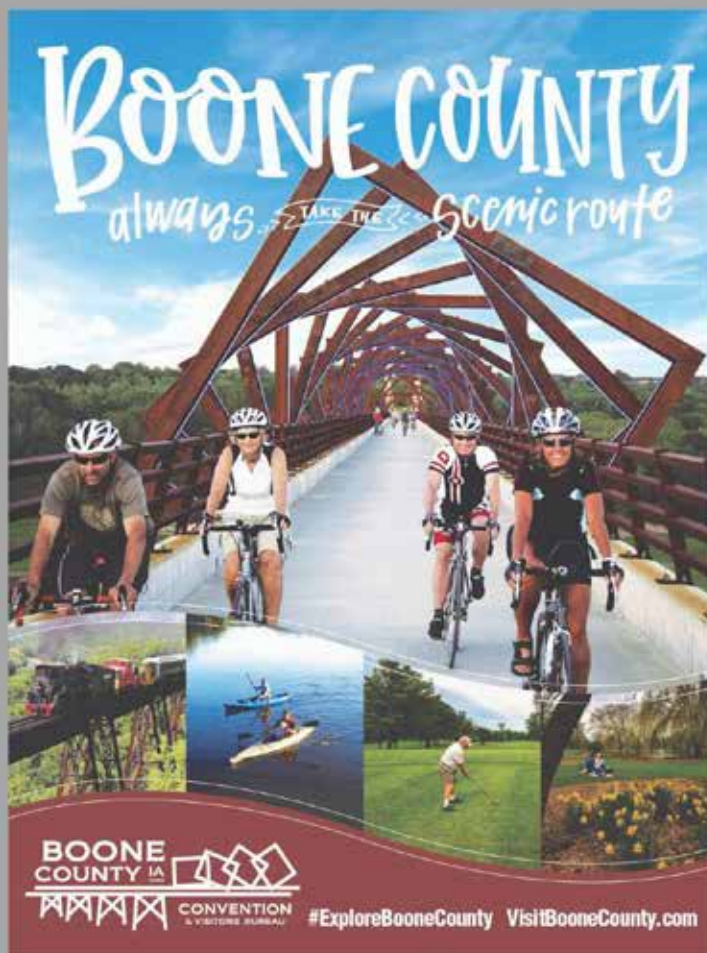
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You Need to be **HERE!**

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Contact Kris at (515) 432-3342 or office@booneiowa.us