



Boost. Lead. Connect.

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

January | February | March 2021



Boost. Lead. Connect.

Chamber Staff

Kurt R. Phillips
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www.BooneIowa.us
www.VisitBooneCounty.com
www.PufferbillyDays.com



Boost. Lead. Connect. is a publication of the Boone County Chamber of Commerce, Convention & Visitors Bureau, and Economic Growth Corporation.

This magazine is published quarterly and distributed to 7,200 homes and businesses in Boone County.

The Boone County Chamber of Commerce 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 Pufferbilly DaysTM festival. It boasts 270 businesses, non-profits and individuals within its membership.



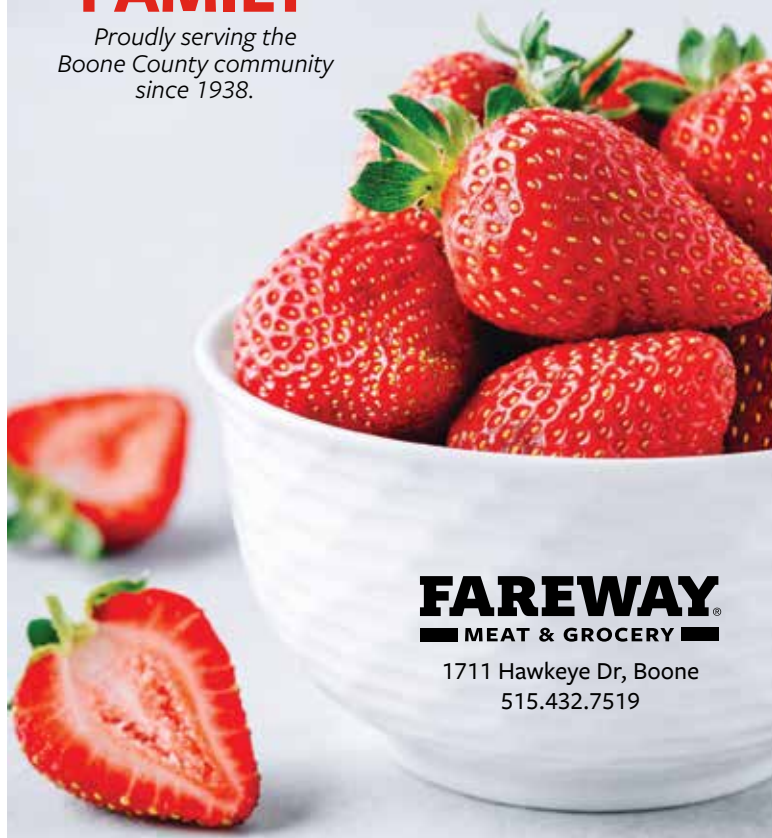
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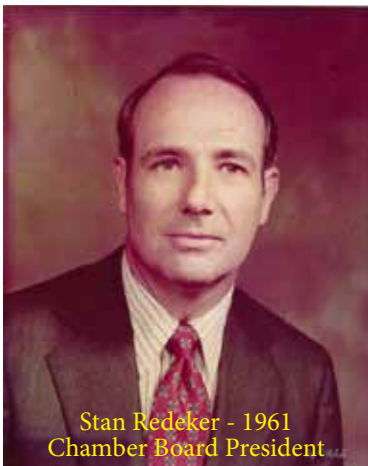
From the Desk of the Director

A Rare Breed of Leaders

Wisdom. Insight. Leadership. This past month saw Boone County lose two legendary businessmen who defined those words. Men who didn't just live here, but invested here, raised their families here and took leadership roles in local organizations and the Chamber of Commerce as a way to affect positive change.

For nearly seventy years Stan Redeker and Bob Fisher were active in the local business community; Redeker with one of Iowa's most prominent furniture stores and Fisher, who transitioned from running a successful shoe store to leading the Boone County Economic Growth Corporation as its Executive Director for more than 23 years – after retirement. I was lucky enough to have worked with both.

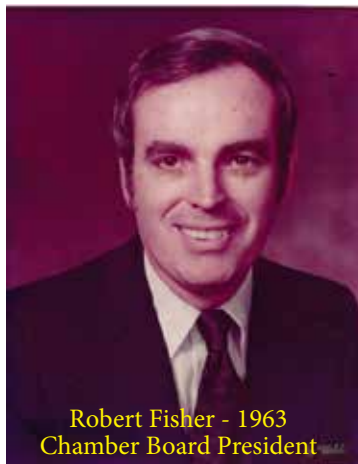
Prior to my time at the Chamber I spent fourteen years on the staff at Redeker's Furniture, a Boone-homegrown-mainstreet-started-now icon in the furniture industry. While the Redeker family is well into its fourth generation of management, Stan Redeker worked at the store nearly every day it was open from his early twenties, well into his 80's.



Stan Redeker - 1961
Chamber Board President

I have fond memories of many business (and personal) conversations I had with him in my time at the store. Usually, they would start out with a question or idea I was hoping to

share and ended up with me in rapt attention as I listened to countless stories and worldly perspective drawn from his early days at Stanford University, coming home to grow the family business, traveling the world, leadership roles in his church and civic organizations, acting as President of this Chamber of Commerce and eventually as the President of the Board of Regents from the late 60's into the early 70's – a tumultuous time marked by campus protests of the Vietnam War. From our conversations I almost always came away with another little nugget of common-sense wisdom about life or the challenges of the day (a trait that is sorely lacking, in my estimation). Just when I thought I understood every angle of a situation, undoubtedly Stan would enlighten me and take me down a path I had not considered.



Robert Fisher - 1963
Chamber Board President

I left Redeker's Furniture in 2011 to take the job that I have today as Executive Director of the Chamber of Commerce. It was almost ironic that my next stop found me working side-by-side with one of Stan's closest friends, Bob Fisher. Fisher, likewise, gave much of his time to his church, his community and also served as the Chamber's President, just two years after Stan Redeker had finished his term. Fisher 'officially' retired in 1992 from Fisher Shoe Store – a place where he not only knew your first name, but your shoe size, by memory! Even after he sold the shoe store and entered retirement, Bob maintained

a passion to serve his community in another capacity and was eventually named the first dedicated economic development director for Boone's Future, now Boone County Economic Growth Corporation. Bob was the consummate "speak softly and carry a big stick" guy. He may not have dominated the room with conversation, but when he spoke, people listened. And no-one, I mean no-one cared more about "Boone's future" than Bob. Much like my experiences with Stan Redeker, few occasions were more enjoyable than the conversations I had with Bob about our area's economic future or life in general. He was one of the first people to realize the need for regional development and was instrumental in forming the current countywide organization. My fondest memories are of our conference road trips where we had an uninterrupted hour or two to catch up.

I have no doubt that both Stan Redeker and Bob Fisher could have made their mark anywhere. Both were top academics in school and amazingly talented and successful businessmen. Both left Iowa to attend esteemed colleges (Fisher was a proud Northwestern graduate) but chose to come back to Boone County to make their living and a life. It could have ended there, but it is clear to me that Stan and Bob were raised in an era of giving back; to share their wisdom, insights and accept the responsibility to lead where others may not. They were two, rare individuals in their passion and commitment.

And I was lucky enough to have worked with both.



Kurt Phillips
Executive Director

Presidents Perspective

A New Strategy Moving Forward

2020 was certainly one for the books, and if you are like me, I could not be happier to see it from the rearview mirror! There are many positive and negative stories to come out of 2020, from shutdowns and quarantines, to online schooling and zoom meetings, crazy elections, and the hope for a vaccine. As your Boone County Chamber President for 2021 I am going to choose to focus on and share the positive story and proactive steps forward our board is taking in developing and implementing a new strategic plan.

In September of last year, the Chamber Board of Directors partnered with UNI and the Institute for Decision Making and began work on updating our previous Strategic Plan, last revised back in 2017. Through special board meetings and member-based focus groups the story of our vision, mission, and plan emerged.

- Our mission: The Boone County Chamber of Commerce's mission is to enhance the economic vitality and quality of life in Boone County
- Vision: To be the recognized leader and catalyst for small business, tourism, community betterment and initiatives that support local industry to transform Boone County. Initially, we identified our audience to include: The Boone County area and surrounding communities; expanding our outreach beyond Chamber members to include non-member businesses directly and indirectly.

We set our intent on priorities that will strengthen the organization internally and externally in a way that supports efforts to benefit the bottom line of our community businesses.

Next, the board identified three strategic goals.

- Increase members' understanding and awareness of the Chamber's programming, activities and contributions in the county and its impact on members.
- Engage current and prospective Chamber Board members as active brand ambassadors for the organization.
- Assist small businesses throughout Boone County in accessing business/technical assistance and networking with peers.

"We will emerge from 2021 with a healthy community, robust membership, and a determined board with renewed optimism for the future of the Boone County."

Of course, a plan is only as good as tracking and measuring our actions and remaining accountable to the goals of the next 12 to 18 months. We believe if we do, we will emerge from 2021 with a healthy community, robust membership, and a determined board with renewed optimism for the future of the Boone County.

I am grateful for your trust and look forward to serving you and promoting the story of the members of the Boone County Chamber.

With a kind heart,



Holly Stecker
Board President
Stecker Concrete

The Legacy Fund: A Different Way to Support Your Community for the Long Haul

2021 marks six years since the Boone County Board of Directors created the organizations first endowed charitable fund. Called the Legacy Fund, this fund offers an opportunity for community members who value the Chamber's mission "to enhance the economic vitality and quality of life for Boone County" in carrying out its mission. So, what does the Legacy Fund, fund? And what is the value to you in contributing to this fund?

In the last two years proceeds from this endowed fund have helped support the 8th and Story Street Greenspace Park in downtown Boone. More importantly, in 2020, the Legacy Fund provided the first financial support for the Chamber's Small Business Assistance Grants; a program that ultimately handed out more than \$35,000 to businesses economically affected by the COVID-19 pandemic, both member and non-member.

Because it is an endowed fund there are tremendous tax savings available through the state of Iowa's tax credit program when you gift money to the Legacy Fund. Ask your tax advisor for more information on how you can take advantage of these credits.

The Legacy Fund will serve as a financial foundation for the Chamber's community-oriented efforts for many, many years to come. We hope you will consider it in planning your year-end or legacy gift giving.



Welcome New Members



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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 us to learn how the Chamber can work for you!

(515) 432-3342 | director@booneiowa.us



City of Boone Recognized Again

The city of Boone was recently recognized as Insurify's Season of Giving Award winner for the state of Iowa. Cities receiving this award were recognized based on the dedication to embracing the spirit of giving demonstrated by their residents. The data scientists at Insurify analyzed over 2.7 million insurance applications to determine the city in each state with the highest share of applicants identifying as caregivers, teachers, firefighters, medical professionals, social workers, and other occupations that work generously in service of others.

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VisionBank FDIC

The advertisement shows a smartphone displaying the 'Local Deals' section of the VisionPerks app, listing various businesses like Cold Stone Creamery, Tuffy Auto Service, Earl May Seed & Nursery, The Colour Bar Hair Studio, uBreakiFix, Buffalo Wild Wings, and Jiffy Lube.

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Upcoming Events

THURSDAY, MARCH 4TH

Spring Omelet Breakfast - 6AM to 9AM

The Chamber's Spring Omelet Breakfast is going mobile again! Enjoy a custom made omelet, cinnamon roll, choice of coffee, juice or milk for just \$7.00. Tickets must be purchased in advance and can be done two ways:

- With any major credit card online at www.booneiowa.us
- Or by calling 432-3342

All proceeds support 4H and FFA scholarships.

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

Pufferbilly Days™ moves to new weekend

After more than forty years of celebrating Boone's railroad heritage the weekend following Labor Day, the Boone County Chamber of Commerce and the Pufferbilly Days™ Steering Committee announced last November that the festival would move to a new weekend beginning in 2021.

The festival will now take place the weekend of August 6th through the 8th with many of the same, great activities and entertainment people have come to expect. This includes the Friday night and Saturday night 'live' music, classic car show, mud volleyball tournament, craft fair, food court, and of course the renowned Pufferbilly Days™ parade. The committee cited a number of reasons for the move up into August, including an eye toward improving festival attendance, allowing for greater volunteer participation, and lessening the burden on local law enforcement.

Chamber Executive Director Kurt Phillips said, "A number of events have coincided with Pufferbilly Days™ that have affected our ability to make the festival more engaging and more impactful to the community. Early August provides us with more reliable weather, no school events to contest with, longer operational hours on that Friday, and the ability to increase the economic good that comes from separating two major events like Pufferbilly Days™ and the IMCA Supernationals."

He added, "This is a decision that has been on the committee's radar for many years. With the 2020 pandemic forcing last year's festival to be cancelled, we just thought we were probably in the best position we could be to move it up as we already had most of the plans in place and really wouldn't have to push to prepare for the earlier dates."



Drive-thru

Tickets must be purchased in advance online at www.booneiowa.us or by calling the Chamber at 432-3342

SPRING OMELET BREAKFAST

Thursday, March 4, 2021 6AM - 9AM

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Tourism & Attractions



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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

Boone County Rocks!

Welcome 2021! The Boone County Convention & Visitors Bureau created a list of New Year's Resolutions for promoting and bringing people to visit our county.

At the top of the list is re-wrapping the billboard at Highway 30 & Story Street. We will be giving it a fresh look this spring. Watch for the new 2021 Visitor Guide at our tourist attractions, businesses, and other locations around the county. We will continue to heavily promote Boone County on all social media platforms as well as work with local television and radio stations in this campaign.



One of the most recognizable changes will be adding a visitor kiosk to the "Welcome to Boone" train. This will

become a major destination for tourist information. We encourage you to snap a photo with the train and post it on our new Instagram page using

@VisitBooneCounty



But most of all, we will continue to work to bring tourists into the county to enjoy all of the fabulous attractions, businesses, and events we enjoy here.

One thing that is guaranteed about these resolutions, the odds are better than the 46 percent that they will not last longer than six months.

Cheers to a great 2021!

#visitboonecounty

Our Mission

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



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Boone County's Top 5 . . . Things to Look Forward to in 2021

Boone County Fair

Four great days packed with fun, food and fair-tastic good times will happen again July 15-18.



Ogden Fun Days

This annual celebration is held the third weekend in June, slated for June 18-20 in 2021.



Madrid Labor Day Celebration

Is known around the state for one of the largest car shows and will take place September 3-6.



Pufferbilly Days

The 44th annual celebration moves to a brand new weekend in 2021, now scheduled for August 6-8 in downtown Boone.



Iowa Municipal Band Festival

Is held at the Herman Pavilion Park each year and is scheduled for Saturday, July 10th.



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
office@booneiowa.us





TOURISM MEMBER SPOTLIGHT

The New Moon Mercantile is a unique gift boutique located at 325 W. Walnut Street in Ogden. They offer a variety of stylish and trendy items, but most of all they offer a personalized shopping experience. Shop local for all your treasures at The New Moon Mercantile.



Member Shout-Outs

The Boone & Scenic Valley Railroad reached (and even surpassed) their \$900,000 capital campaign goal. They are excited to announce the locomotive steam engine will be back on the tracks this coming season. It has been out of commission for the past three year undergoing a complete rehabilitation. Watch for more changes to happen as they continue to improve the Boone & Scenic Valley Railroad!

Chamber pushing to EXPOSE' its members in 2021

The Chamber had its eyes on launching several new programs and benefits for its members in 2020, but the COVID-19 pandemic forced many of these programs to wait on implementation. One of the most anticipated was EXPOSE' videos. EXPOSE' videos are proposed as quick-hitting, one to one ½ minute video shorts spotlighting Chamber member businesses. Included as part of the Chamber's new Tiered Investment for businesses choosing the PARTNER level *or higher*, the completed videos are then shared with the spotlighted business for use with their media and are also posted on the Chamber's social media channels. All signs point to video as one of the best ways for small business to tell their story. There are big plans to really see this program take off in 2021!



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Economic Development



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Sara Behn, Boone County Hospital
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Jeff Putzier, Boone Bank & Trust
Doug Thompson, Visionbank

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Bill Zinnel, Boone County Supervisor

Nate Nerem, Nerem & Associates

Greg Piklapp, City of Boone

Ashley Redeker, Holly's/Modern Dress

Lane Shaver, City of Madrid

Kurt Phillips - Executive Director
(515) 432-3342

director@booneiowa.us

903 Story Street, Boone, IA

www.GrowBooneCounty.com

A Reason for Optimism

2020 was quite the year personally and professionally. It challenged all of us in ways we could not have imagined. But from an economic standpoint, we still had very much to be thankful for. Development across the county still progressed with many good things happening along the US 30 corridor and in our communities. Several local businesses stayed true to their expansion plans, a few new businesses opened their doors, and with it came the building of new facilities.

One key indicator of this is by looking at the South and East edges of the city of Boone – a landscape that continues to change at a rapid pace. Madrid and Ogden both have lots to celebrate as well with Madrid finally getting a fiber optic network installed courtesy of Huxley Communications that will provide high-speed broadband to the residential and business community. The Tiger Run housing development has enjoyed amazing success with all of its lots already sold and the streets and infrastructure now in place. Ogden welcomed the news

of a new and expanded Casey's General Store with work beginning last fall to clear a new space for that growing C-store chain. A number of local programs in this community continue to enhance the look and feel of Walnut Street in downtown Ogden where entrepreneurialism appears to be alive and well.

As we look into the new year, I believe we have a great deal of opportunity and reasons to be optimistic. The Boone Industrial Park, Phase II certified site continues to get attention from site selectors and is often included on a short list of location options for state supported projects. Boone Community Schools is already actively pursuing the passage of a bond to build an early childhood center that along with its amenities and enhancements will have the ability to transform the eastern side of the Boone community with future housing development sure to follow.

"As we look into the new year, I believe we have a great deal of opportunity and reasons to be optimistic."

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.

A Walmart advertisement featuring the Walmart logo at the top left with the tagline "Save money. Live better." Below the logo is a photograph of a person pushing a shopping cart filled with various items. At the bottom of the ad, the address "1515 SE Marshall St. Boone, IA" and phone number "515-432-2416" are listed, along with the text "OPEN 24 HOURS".

An Availa Bank advertisement for commercial loans. It features a circular portrait of Abby Howie, Vice President Senior Loan Officer, on the left. To the right, the text "COMMERCIAL LOANS AVAILABLE FOR BOONE" is displayed in large, bold letters. Below this, the Availa Bank logo is shown with the website "Visit us at availa.bank". At the bottom, the address "1530 S. Duff Avenue, Suite 1, Ames" and phone number "515-233-2033" are provided, along with a "Member FDIC" logo.

A CDS Global advertisement. At the top, a quote states: "For more than 30 years, as community members, hundreds of employees and their families have been positively transformed by the economic impact, of which CDS Global is an integral part." Below the quote is a photograph of a person's hands holding a camera, with various camera lenses and equipment on a table in the background. At the bottom, the CDS Global logo is shown with the text "A World Company" and "Locally found in the Boone Business Park and online at cds-global.com."



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



Out in the county much attention is being given to the US 30 and Highway 17 area with commercial prospect inquiries, and the work already beginning on a transformational Highway 17 overpass project that will begin in earnest this year. Near Madrid and along the High Trestle Trail the efforts of the Boone County Trails Advisory Committee has reached a point where work is slated in 2021 to begin to expand county trails by building a new path northward toward Swede Point Park. Trails allow for safe recreation for our families, improve health related outcomes for our children, can increase property values for neighborhoods along the path,

and have proven to stimulate local economies, business start-ups and job growth.

So, while 2020 will likely not go down as anyone's most favorite year, we're happy to say that economic development was far from stagnant and all indications are that 2021 will be filled with activity at all levels of county and community development.

Gabe Bowers
Bowers-Digmann
President



Local Group Nears Goal to Build New Trail

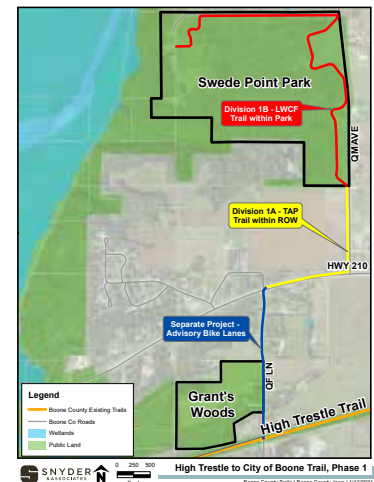
The effort to expand safe pedestrian trails in Boone County is now entering its ninth year and recently received some fantastic news in support of the first project.

Kurt Phillips, Executive Director of the Boone County Chamber of Commerce and chair of the Boone County Trails Advisory Committee, announced that the trails initiative has received grants totaling \$291,700 in the last two months that will go toward the construction of a 2.1 mile trail that will start at the High Trestle Trail at QF Lane and finish in a prairie area at the entrance to Swede Point Park.

Boone County Conservation Director

Tanner Scheuermann said, "The amazing generosity of the Leonard Good Trust, the Beckwith Foundation and others has helped bolster our efforts to expand the local trails network. Combined with our other grant awards, these funds really change the trajectory and timeline for us to build the first new hard-surface trails in Boone County since 2011."

The Trails Advisory Committee hopes to begin the final design this spring and bid-letting by late summer for the first section of Phase I, shown as Division 1A above. The Boone County Trails Advisory Committee is a volunteer group of nine individuals representing the county, the communities of Boone, Madrid, and Ogden, county conservation department and the Boone County Chamber of Commerce. If



you'd like to support trails in Boone County, charitable contributions can be made online at www.BooneIowa.us or the Iowa Natural Heritage Foundation website.

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Meet the 2021 Boone County Chamber Board of Directors

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President
Stecker Concrete



Brian Reimers
Vice-President
City of Ogden



Kelsey Gribbins
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VisionBank



Alex Kretzinger
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Angel Boring
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Drew Nelson
DMACC



Bill Skare
City of Boone