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Boost. Lead. Connect.

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

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JAN/FEB/MAR 2020



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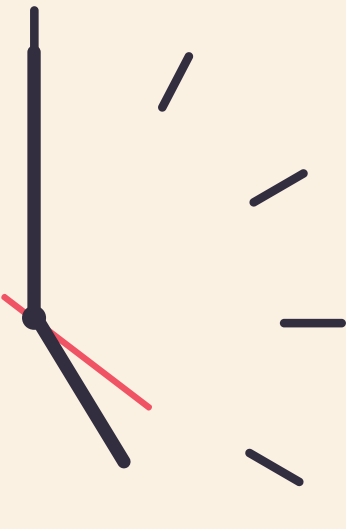
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Our mission

To enhance the economic vitality and quality of life in Boone County.

BUSINESS after hours



The Chamber's **Business After Hours** program provides a golden opportunity for Chamber members to meet with fellow Boone County business owners, managers and key staff of the host business.

Held from 4:30 to 6pm once each month, Business After Hours events often include tasty appetizers and beverages, great conversations and some fun cash giveaways. Mark your calendars with the upcoming BAH events shown below.

Tuesday, March 24th - Boone Community Theater

Tuesday, April 28th - Salama Greenhouse

Tuesday, May 26th - Hear Sound

from the desk of the director



You don't need a degree in rocket science to see that a substantial amount of growth and development has taken place across Boone County over the past several years.

Whether you traverse US Highway 30 each morning on your commute, work or shop on Boone's south side, have watched the transformation in Madrid along the High Trestle Trail, or take a walk down Walnut Street in Ogden, you've no doubt witnessed new retail start-ups, industry locates, or growing tourism or housing initiatives. So, what exactly is going on?

Frankly, *a lot of effort behind the scenes.* It's one of the reasons that today you hold in your hands the very first issue of **Boost. Lead. Connect.** a partnership publication of the Boone County Chamber of Commerce, Convention and Visitors Bureau and the Boone County Economic Growth Corporation. The Chamber, CVB and EDC leaders and their investor-members have long been kept abreast of the latest news in retail, industry, tourism and commu-

nity development initiatives. However, one important constituency has been excluded...Boone County citizens. Boost. Lead. Connect. has been created as a way to let the general public share in the news of our successes or better understand some of the challenges we face when seeking to improve our county as wonderful places to live, work and play. Boost. Lead. Connect. is a quarterly, magazine-style news piece that will be mailed directly to your address. No subscription needed. This issue is the first of four coming your way in 2020 and we hope you'll find this publication worth reading to stay abreast of the stories affecting the local economy, upcoming events, and industry developments in our area.

Oh, the name. Boost. Lead. Connect.? It represents the three tenets of our organizational missions: To help boost business by offering advocacy, visibility and marketing opportunities, lead initiatives that better our communities, and connect people and businesses to facilitate growth and development. It's that simple. No science degree needed.

- Kurt Phillips, Executive Director



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presidents perspective

The casual consumer has gotten pretty savvy about navigating the internet to find information like the latest news, sports, product reviews, video tutorials, and yes, even cat videos. But what about these things called SEO, Website Analytics, or Display and Retargeting advertising? Do you wonder when they search what they'll find about you or your business? Are you even sure you're being found? There's a lot to know about the world wide web and leveraging the internet to your business' gain.



The Boone County Chamber is invested in understanding these powerful tools so that we can be a better resource for business owners and managers. To that end the Chamber is excited to offer a new partnership program called "Grow with Google". Google is the world's foremost expert on the internet and it's power to inform consumers and transform commerce. If you've always thought you should devote more time and effort to cultivating a presence on the web but aren't sure how to do it, or where best to spend your time, consider Google's four-part "livestream" series beginning with "Spring into Action", a one-hour focus on how to access and understand Google's website analytics in a way that can help you shape your web content and marketing impact on the internet. The first 'livestream' will take place Wednesday, March 11th from 11am

to Noon and will be hosted at the Chamber offices, 903 Story Street. Other features in the series will cover SEO (search engine optimization), digital skills to increase your productivity, and showcasing your business during the holiday season. Watch for details in upcoming issues of the Boost.Lead.Connect. magazine.

The Google 'livestream' series is a FREE service offered to our members, and just one more example of how the Chamber is working to provide useful tools to help small businesses survive and thrive in Boone County. If you haven't checked out becoming a member of the Boone County Chamber, I invite you to contact our staff at 432-3342 or our Manager of Member Services, Kris Blocker, at office@booneiowa.us.

- Jeanna Warrick, Chamber Board President
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welcome new members

Businesses



**Eastern Star
Masonic Home**
Rick Colby
715 West 3rd Street
Boone, IA 50036
(515) 432-5274



**Street Rods Restoration
& Customs**
Rod Thompson
2528 Eastgate Drive
Boone, IA 50036
(515) 450-0548



Events by Tami Sue
Tami Hartwig
1550 130th Street
Boone, IA 50036
(515) 230-9199



AgCertain
Dan Oh
977 Quartz Avenue
Boone, IA 50036
(515) 309-9595



CCD Yard Services
Cole Harper
1002 Quartz Avenue
Boone, IA 50036
(515) 212-0004

Individual

Erich Kretzinger
1443 Lakeview Place
Boone, IA 50036
(515) 432-1168

Members of the Boone County Chamber of Commerce enjoy many benefits aimed at boosting their business through marketing and advertising tools, connecting with local business and industry leaders, and supporting key initiatives that improve the quality of life for local citizens. If you are interested in membership, contact:

Kris Blocker, Manager of Member Services
at 515-432-3342 or office@booneiowa.us



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upcoming events

MARCH 2ND 111th Annual Meeting

The Chamber will host its 111th Annual Meeting on March 2nd, 2020. Join us for an amazing meal and to hear keynote speaker Pete Kostelnick—World record long distance runner.

MARCH 5TH Spring Omelet Breakfast

This event will be held on March 5th at the Boone County Fairgrounds from 6a-9a with proceeds from ticket sales funding FFA and 4-H scholarships.

MARCH 11TH Spring into Action

Start the year off on the right foot by learning how to use Google Analytics to gain insights into how consumers engage with businesses online. Learn best practices analyzing customer trends and turning these insights into actionable decisions.

MAY 6TH National Small Business Week Livestream


Celebrate National Small Business Week by helping businesses in your local communities learn about SEO best practices, how to set up a free YouTube business channel, and getting found online with Google My Business.

JULY 22ND Digital Skills Summer School

Join us for our annual Digital Skills Summer School to learn about how digital tools can help you get organized, increase your productivity, and manage time more efficiently.

OCTOBER 14TH Annual Holiday Livestream





Kickstart your customers' holiday shopping season by marketing your business. We'll discuss how to get in front of your customers and showcase what you offer using Google My Business, Google Ads, and more.



Spring Omelet Breakfast

Thursday, March 5th 6a-9a
Boone County Fairgrounds
\$7 per plate
Proceeds help support 4-H and FFA Scholarships .

For ticket information please contact Alli at events@booneiowa.us or 515-432-3342

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tourism & attractions



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- 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



Tourism is Booming in Boone County

The tourism industry in Iowa is about more than places to visit; it's jobs, economic growth, quality of life, and revenue generation. These same aspects are all very true for Boone County. Tourism is a proven economic driver for Iowa, generating nearly \$9 billion in revenue and more than 70,000 jobs according to the U.S. Travel Association. Travel and tourism is the 7th largest employer in Iowa.

The Convention and Visitors Bureau continues to find new ways to increase tourism in Boone County each year. Attending numerous travel shows, printed ads, billboards, digital media, and this spring we will host six bloggers to write first hand our story. A few ways our economy is impacted by tourism are; increased overnight stays at our hotels, greater visits to restaurants, convenient stores, and local attractions, and growth in retail sales. When you see a guest in town please make them feel welcome and share all the hidden gems you can find in Boone County. Be confident the Boone County Convention & Visitors Bureau will continue to tell our story and promote the best of Boone County.

Kris Blocker
Manager of CVB



Hosted by the Boone County Chamber Of Commerce

Help grow your business with FREE live streams presented by Google, hosted by the Boone County Chamber of Commerce.

Light hors' devoures and beverages will be served

March 11th, 11-noon

Spring into Action

Start the year off on the right foot by learning how to use Google Analytics to gain insights into how consumers engage with businesses online. Learn best practices analyzing customer trends and turning these insights into actionable decisions.

May 6th, 11-noon

National Small Business Week Livestream

Celebrate National Small Business Week by helping businesses in your local communities learn about SEO best practices, how to set up a free YouTube business channel, and getting found online with Google My Business.

July 22nd, 11-noon

Digital Skills Summer School

Join us for our annual Digital Skills Summer School to learn about how digital tools can help you get organized, increase your productivity, and manage time more efficiently.

October 14th, 11-noon

Annual Holiday Livestream Kick

Start your customers' holiday shopping season by marketing your business. We'll discuss how to get in front of your customers and showcase what you offer using Google My Business, Google Ads, and more.

RSVP to events@booneiowa.us or (515)-432-3342



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Boone County's Top 5...Places to get Married

1. Ledges State Park

Hold your ceremony amidst the backdrop of an ancient valley walled with sandstone outcroppings or enjoy a quiet reception under the roof of one of the Civilian Conservation Corps constructed shelters. Ledges State Park offers couples a picturesque outdoor setting amidst some of the most unique natural and cultural resources anywhere in the state.

2. Snus Hill Winery

To honor this magical day in your life, we invite you to celebrate at Snus Hill in the special atmosphere they offer with a memorable wedding for you and your guests. Your wedding can be located under large shade trees covering a beautiful green lawn. This amazing outdoor scenery nestled in the southern part of Boone County is another option for an outdoor wedding.

3. Iowa Arboretum

Every weekend from April until October you can plan to see a couple getting hitched. The Iowa Arboretum is a serene location for your wedding. We have both indoor and outdoor rental facilities. Choose from the Hughes Education Center, the Beckwith Grand Pavilion, the Jones Memorial Gazebo, Waterside Garden or any one of our beautiful gardens to make your day memorable.

4. Seven Oaks Recreation

Your perfect wedding is waiting right here in Boone: scenic setting, vaulted ceilings with natural knotty pine walls, and a spectacular view of the Des Moines River Valley create the perfect venue for your big day. The Lodge at Seven Oaks is a premier wedding venue in the heart of Iowa.

5. Boulders Inn & Suites

The new venue is a great location for a wedding, reception and hotel room accommodations. The Boulders Inn & Suites features a spacious and stylish convention center, perfect for your next event.



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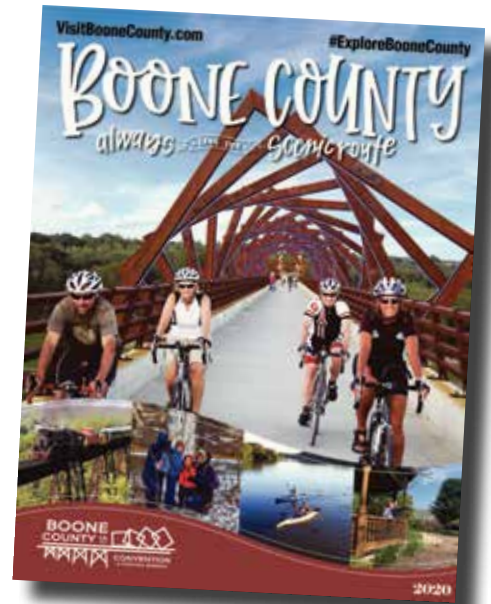
Pastries, coffee and juice will be provided

tourism & attractions

The Boone County Convention and Visitors Bureau is pleased to unveil another award-winning Visitor Guide for 2020! The visitor guide includes 36 colorful pages of beautiful Boone County picture and, loads of helpful information on what to do and where.

Each year we'll distribute more than ten thousand copies to welcome centers across Iowa, at the Iowa State Fair, and by request to vacationers from across the country and beyond.

But the guides aren't just for visitors from afar. Many local businesses attract daily customer traffic. If you have a place that you'd like to display the 2020 guides in your business for customers and tourists to pick up stop by our office at 903 Story Street, or contact Kris at (515) 432-3342 and she will deliver them right to your door!



member shout-outs

CONGRATULATIONS!

The Iowa Arboretum was voted Top 5 in the U.S. for "Best Venue" in the *Rent My Wedding Magazine*.



2020 IS ALL ABOUT PARKS

This year marks the 100th anniversary of the Iowa state parks system. Make it a point to visit a state park in this the centennial year!

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



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

Contact Us

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

Boone County Featured In Site Selectors Journal

The most recent edition of the *Business Xpansion Journal*, a bi-monthly magazine directed at site selectors and business development professionals recently featured an article on the state of Iowa and included a short interview with Executive Director Kurt Phillips as part of its editorial.

The primary focus of the article is the Boone Industrial Park – Phase II Certified Industrial Park, located just north of the Boone & Scenic Valley Railroad line in the current industrial park.



The magazine also highlights Carroll County and the city of Clinton, Iowa in its overall report on the state of Iowa as the number one place to find a quality job.

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



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economic development

Employment Opportunities

The Boone County Economic Growth Corporation, in partnership with the Ames Economic Development Commission and Iowa Workforce Development will be holding an industry job fair at the Fareway Events Center at Cobblestone Inn & Suites coming up Wednesday, March 4th. Workforce development continues to be one of industries hot-button issues and Iowa's low unemployment status necessitates creative approaches to finding the right "next employee".

BCEGC Executive Director Kurt Phillips expects upwards of twenty local employers to be represented at the job fair and is excited to finally see this event come to fruition. "When we visit with our local business leaders it is clear we need to go the extra mile to show potential employees that there are numerous opportunities to earn a great wage, access benefits and enjoy a high quality of life in Boone County. Hosting this job fair is one more way we can reach out to these candidates and bring them together with local employers."



City of Ogden/Casey's Reach Agreement

After a prolonged site search and several months of discussions with city officials, Casey's General Stores, Inc. and the Ogden City Council have reached a development agreement that will allow Casey's to build a brand new c-store on the community's south side.

The new 4,000 square foot store will be constructed east of the current store, across South 1st Street on East Veterans Drive. Casey's has purchased two lots and has plans to add tractor-trailer fuel bays. As part of the agreement East Veterans Drive up to the Casey's property, will be widened.



Midland Power (finally) Breaks Ground

Midland Power Co-operative fought off chronically wet conditions this past fall to finally schedule and break ground on their new corporate office and training field complex south of Boone.

The company is building a 12,000 sq. ft. building which will reside just north of a training field where Midland technicians will train year-round on safety practices and the latest technology used in the rural electric industry.

The company plans to relocate approximately twenty-five staff members to the new location. Midland Power Cooper-

ative was founded in 1937 and has grown in recent years as it has merged or acquired REC's in Humboldt and Iowa Falls and now serves customers in 17 Iowa counties.

The cooperative also has a service center located in Boone County near Highway 17 and US 30.



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Postal Customer



Ames & Boone CAREER FAIR

March 04, 2020 - 10 am to 12 pm

**Where: Fareway Events Center at Cobblestone Inn & Suites,
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