



ANNUAL  
**REPORT**

**2017**

## 2017 EXECUTIVE COMMITTEE

PRESIDENT.....Matt Ridge  
1st VICE PRESIDENT.....Randy Walters  
2nd VICE PRESIDENT .....Elissa Brockman  
TREASURER.....Seth Kirchner

## 2017 BOARD OF DIRECTORS

Elissa Brockman	Matt Ridge
Mike Butt	Chris Stipe
Jake Jobe	John Stull
Joe Lucas	Jason Van Vactor
Seth Kirchner	Randy Walters
Merideth Maranville	Robyn Weinreich

## 2018 EXECUTIVE COMMITTEE

PRESIDENT .....Randy Walters  
1st VICE PRESIDENT.....Elissa Brockman  
2nd VICE PRESIDENT .....Seth Kirchner  
TREASURER .....Jake Jobe

## 2018 BOARD OF DIRECTORS

*Term 2018*

John Stull  
Randy Walters

*Term 2019*

Elissa Brockman  
Seth Kirchner  
Robyn Weinreich

*Term 2020*

Jake Jobe  
Joe Lucas  
Jason Van Vactor

*Term 2021*

Beckie Finch  
Merideth Maranville  
Reggie St. Romain  
Jamie Shore

## CHAMBER STAFF

EXECUTIVE DIRECTOR..... Elaine Farwell  
ADMINISTRATIVE ASSISTANT ..... Cassie McNees  
PART-TIME OFFICE ASSISTANT .....Melissa Whitmore

## BOARD PRESIDENT'S MESSAGE

### RANDY WALTERS



What a year we have had in Clarinda! 2017 marked another great year for the Clarinda Chamber of Commerce. I am excited for this year's and last year's hard work finally seeing results. Through many hours of work, the Chamber of Commerce and City of Clarinda have successfully recruited El Porton Mexican Grille and Boulders Inn & Suites to further enhance our town. Our Downtown Revitalization project continues to progress to

improve the downtown façade for a number of buildings.

Many individuals, Chamber staff and community volunteers are to thank for keeping the Chamber organization moving at a fast level and you should be proud of all that has been accomplished in this past year and will be in years to come. There are a number of people who have put in countless hours into multiple projects throughout the year and I thank them for their efforts. Without their hard work, we wouldn't be able to have these positive opportunities for the Clarinda community.

Looking forward into 2018, we have a lot of exciting things up ahead. Sometime in the spring, we plan to see the Downtown Revitalization project begin work on 17 façades around the Downtown Square. The Chamber office has announced a new event in March – Clarinda Craft & Vendor Marketplace – that will include commercial vendors and crafters alike. We will also be coordinating our annual events that many community members and Chamber businesses benefit from. We typically hear wonderful things about these events and will continue to make them better.

The Clarinda Chamber of Commerce Board of Directors and staff are always looking to bring more value to your membership and would like everyone to know that they are open to any comments, questions, or suggestions. We will continue to further our relationships with those in and around the Clarinda community. I invite you to get involved by becoming a member, volunteering at our annual events, or serve on various committees. Thank you for your continued support.

# 2017 ACCOMPLISHMENTS

## Ambassadors

- ◆ Assisted with projects when volunteers were requested:
  - ❖ Ribbon Cuttings/Open Houses
  - ❖ Prepared the Cruzin' Clarinda registration packets
  - ❖ Hosted the hospitality booth at Clarinda's Craft Carnival
  - ❖ Prepared Craft Carnival vendor packets
  - ❖ Passed out candy at the Optimist Club Ghost Walk
  - ❖ Served at the Holiday Showcase & Soup Supper
  - ❖ Served at the Chamber Holiday Open House
- ◆ Selected two winners for the Employee Recognition Award
- ◆ Maintained the flower planters around the downtown square
- ◆ Assisted with event poster distribution

## Band Jamboree Committee

Katy Ridge, Chair

- ◆ Successfully hosted the 62nd Annual Southwest Iowa Band Jamboree:
  - ❖ Parade Competition - 51 bands
  - ❖ Field Competition - 21 bands
  - ❖ Iowa Western Community College Reiver Marching Band from Council Bluffs, Iowa performed an exhibition show in the morning parade and afternoon field competition. University of Nebraska Maverick Marching Band from Omaha, Nebraska performed an exhibition show in the afternoon field competition.

## Clarinda Lighted Christmas Parade

Dale McAllister, Chair

- ◆ Co-sponsored the 25th Annual Lighted Christmas Parade with the Clarinda Kiwanis Club
- ◆ Parade theme – "A Silver Christmas Jubilee"
- ◆ Chamber of Commerce sponsored parade entry
- ◆ Assisted with the marketing and promotion of the Lighted Christmas Parade

## Commerce Development Committee

Matt Ridge, Chair

- ◆ Explored and pursued business prospects, responded to inquiries by businesses, and provided information pertaining to the establishment and/or retention of businesses in Clarinda
- ◆ Successfully recruited El Porton Mexican Grille and Boulders Inn & Suites with the assistance of the City of Clarinda and community leaders
- ◆ Provided small business assistance to prospective businesses
- ◆ Co-sponsored the "Nuture That Lead" seminar for small business owners
- ◆ Conducted prospect meetings and tours throughout the year
- ◆ Successfully marketed Clarinda to outlying areas
- ◆ Clarinda business community featured in the *Iowa Farmer Today* publication
- ◆ Co-sponsored the Small Business Financing forum
- ◆ Attended the Community Recreational Trail meetings

- ◆ Participated in the Clarinda Housing Assessment focus group for community organizations
- ◆ Attended the Clarinda Housing Assessment public meeting
- ◆ Maintained available building information database and assisted with building inquiries
- ◆ Updated Community Quick Reference
- ◆ Attended the Southwest Iowa Small Business Development Workshop

### **Community Beautification Committee**

Karla Rubin, Chair

- ◆ Planted and maintained the flower planters in the downtown area
- ◆ Maintained the tree planters around the square
- ◆ Coordinated the American flags being placed around the downtown square
- ◆ Financially supported floral arrangements for the holiday season in the flower planters
- ◆ Awarded a \$2,390.00 grant from the Clarinda Foundation for downtown seating surround benches
- ◆ Awarded a \$4,750.00 grant from the Page County Community Foundation for downtown seating surround benches

### **Community & Retail Promotions**

John Stull, Chair

- ◆ Coordinated the 3rd Annual Back to School Bash held at Main & 14th Streets
  - ❖ Over 500 free hot dogs, potato chips and drinks were provided to all ages
  - ❖ Children's activities featured bounce castles and face painting
- ◆ Sponsored a free Clarinda A's night
- ◆ Financially contributed towards the annual Easter Egg Hunt
- ◆ Planned and organized the 5th Annual Glenn Miller Vendor Fair
- ◆ Sponsored Bowling Tournament
  - ❖ 22 bowling teams registered
  - ❖ 16 corporate sponsors
- ◆ Christmas promotions:
  - ❖ Shop Local Campaign – over \$5,000 given away in gift certificates and Clarinda dollars
  - ❖ Co-sponsored Santa's House with the Clarinda Lions Club
  - ❖ Holiday Showcase & Soup Supper successfully held at Wibholm Hall featuring a group of elementary vocalists under the direction of Katy Ridge, and Footworks Dance by Shaylen
  - ❖ Taste of Clarinda event – over 350 individuals attended the event sponsored by 32 businesses featuring 45 recipes

### **Craft Carnival Committee**

Jan Moses, Chair

- ◆ Sponsored the 58th Annual Craft Carnival
- ◆ Craft Carnival event featured in the *Adventures* magazine
- ◆ Over 4,000 individuals attended this annual event

- ◆ More than 480 craft booths on display at the following locations:
  - ❖ Clarinda Academy Activities Building
  - ❖ Clarinda Lied Recreational Center
  - ❖ Clarinda Pavilion
  - ❖ Page County Fairgrounds – Wibholm Hall & Cow Palace

### **Cruzin' Clarinda Committee**

Mike Williams, Chair

- ◆ Successfully held the 3rd Annual Cruzin' Clarinda event attracting more than 1,000 people and featuring over 190 "motorized" entries in both the Show & Shine event and the parade
- ◆ Vehicle enthusiasts traveled from across Iowa, Nebraska, Missouri, and Kansas for the event
- ◆ Cars, pickup trucks, motorcycles and tractors were encouraged to participate
- ◆ Vendors and children's activities held on the south side of the downtown square
- ◆ Awarded a \$1,000 grant from the Bossingham Foundation in support of marketing the Cruzin' Clarinda event

### **Downtown Revitalization Committee**

Pam Herzberg, Chair

- ◆ Promoted the continuation of the Downtown Revitalization Program
- ◆ Officially awarded the Community Development Block Grant (CDBG) Downtown Façade Improvement grant in the amount of \$500,000 to the City of Clarinda
- ◆ Hosted informational meetings with prospective building owners regarding the Downtown Revitalization Program
- ◆ Researched future community projects

### **Golf Tournament Committee**

Mike Butt & Jake Jobe, Co-chairpersons

- ◆ Sponsored the 22nd Annual Chamber Golf Tournament Fundraiser
  - ❖ 21 teams registered
  - ❖ 61 business sponsors
- ◆ Door prize giveaways

### **Tourism Committee**

Merideth Maranville, Chair

*The mission of the Clarinda Tourism Committee is to externally promote Clarinda's key tourism attractions/events at the local, regional, national and international levels and to internally educate the community on the importance of hospitality and the economic benefit of tourism.*

- ◆ Active member in the Western Iowa Tourism Region (WITR)
- ◆ Travel Federation of Iowa District Leader
- ◆ Hosted LuAnn Reinders, Iowa Tourism office staff member, showcasing Clarinda tourism attractions in recognition of Iowa Tourism month
- ◆ Participated in statewide meetings with Iowa tourism officials
- ◆ Page County Tourism Representative for the Western Iowa Tourism Region
- ◆ Hosted the Western Iowa Tourism Region membership meeting at the Nodaway Valley Historical Museum

- ◆ Co-sponsored a Customer Service & Hospitality Training seminar
- ◆ Clarinda representatives attended the Power of Travel seminar in Des Moines
- ◆ Clarinda itinerary selected for the Iowa Bankers Association Explore Iowa publication
- ◆ Awarded a \$210 grant from Western Iowa Tourism Region for the Chamber Administrative Assistant to attend the Iowa Tourism Conference in Sioux City
- ◆ Designed and published a new Clarinda Tourism map project
- ◆ Participated in the Tourism Legislative Showcase in Des Moines
- ◆ Promoted and provided 42nd Annual Glenn Miller Festival information:
  - ❖ Festival event schedule
  - ❖ Membership information
  - ❖ Lodging and general tourism requests
  - ❖ Assisted in securing volunteer staffing at Glenn Miller Birthplace Home & Museum
- ◆ Coordinated and hosted area motorcoach tour groups
- ◆ Selected to showcase the Clarinda community in hosting the 2017 National Group Travel Planner Familiarization Tour entitled, "Iowa Without a Passport"
- ◆ Active member in the Iowa Group Travel Association (State motorcoach organization)
- ◆ Promoted Clarinda at the IGTA Motorcoach Travel Show in Pella
- ◆ Designed and developed regional group tour itineraries featured on the IGTA website
- ◆ Chamber staff successfully designed two new tourism marketing flyers:
  - ❖ Day Tour – Home of Great Beginnings
  - ❖ Welcome to Clarinda profile sheet
- ◆ Secured advertising in the Western Iowa Tourism Cooperative *Omaha World-Herald* insert featuring the Glenn Miller Festival, Clarinda Carnegie Art Museum and the Craft Carnival event
- ◆ Designed Clarinda tourism baskets for area and regional events
- ◆ Clarinda representatives attended the state tourism conference in Sioux City
- ◆ Provided information concerning community events/attractions for State Visitor's Guide, Iowa Group Tour Manual, Western Iowa Tourism publications and State Welcome Centers

## **Chamber Activities**

- ◆ Clarinda Dollar campaign – Over \$100,000 purchased annually (record setting)
- ◆ Coordinated the Annual Banquet
- ◆ Welcomed 16 new members to the Chamber organization
- ◆ Held 8 open houses at various Clarinda businesses
- ◆ Conducted 2 groundbreaking ceremonies:
  - ❖ El Porton Mexican Grille
  - ❖ Boulders Inn & Suites
- ◆ Conducted 13 ribbon-cutting ceremonies
  - ❖ Tinelle Engstrand – Licensed Massage Therapist
  - ❖ Pure Rehabilitation
  - ❖ Body Solutions
  - ❖ Weil's Clothing
  - ❖ Iowa Western Community College's Center of Excellence for Advanced Manufacturing

- ❖ Mi Casita
- ❖ Chat Mobility
- ❖ American Family Insurance – Tara Myers Agency
- ❖ Pretty Things
- ❖ BluGem Market
- ❖ Garrison Coffee House
- ❖ Pure Health Services
- ❖ Merci Me Thrift Boutique
- ◆ Provided business referrals, relocation packets and student requests
- ◆ Chamber Executive Director currently serving on the Clarinda Community Schools' Strategic Planning team
- ◆ Traveled to the State Legislature to promote Clarinda interests
- ◆ Sponsored the Clarinda marketing display booth at area events and regional meetings
- ◆ Co-sponsored a series of legislative briefings
- ◆ Presented Chamber program at local clubs and service organizations
- ◆ Promoted, maintained and updated chamber Facebook page
- ◆ Sponsored 4-H week – Clarinda Classics & Nebraska Top Notchers decorated front window of Chamber office
- ◆ Participated in the Middle School Chamber Chums as part of their clubs & organizations activities
- ◆ Chamber staff assisted with judging the Marsville event held at the Page County Fairgrounds
- ◆ Donated prizes and gift items for various community events
- ◆ Held an appreciation Holiday Open House for Chamber and community members
- ◆ KCSI Radio “Chamber Connection” monthly feature
- ◆ Conducted and scheduled interviews with KMA Broadcasting on special events
- ◆ Assisted with the coordination of promotional items for various tour groups, business conferences and community events
- ◆ Coordinated the Adopt-a-Class sponsorship between the Clarinda schools and Chamber member businesses

### **Membership Affiliations**

- ◆ Glenn Miller Birthplace Society
- ◆ Iowa Chamber of Commerce Executives
- ◆ Iowa Group Travel Association
- ◆ MINK River Corridor Group
- ◆ Nodaway Valley Historical Museum
- ◆ United States Chamber of Commerce
- ◆ Western Iowa Tourism Region



# Thank You!

The Clarinda Chamber of Commerce Board of Directors and the Chamber staff would like to thank our dedicated volunteers who help make the Chamber organization thrive. Without the giving of your time and your selfless hard work, we could not accomplish our many activities. The Chamber of Commerce is involved in numerous programs and projects that make a positive difference in the Clarinda community. We would like you to know that you are appreciated and that because of you, Clarinda is a better community for all of us.

## 2017 FINANCIAL REPORT

### INCOME:

Membership Investments	\$76,362.61
Interest Income	194.59
Building Improvements/Repairs	4,000.00
Clarinda Dollar Clearing	90.00
Committees	73,613.90
Community & Retail Promotions	10,752.79
Fundraisers	48,135.33
Newsletter	3,037.50
<b>TOTAL</b>	<b>\$216,186.72</b>

### EXPENSES:

Committees	\$62,344.41
Fundraisers	12,068.90
Clarinda Dollars	4,451.57
Operations	11,138.84
Salaries/Benefits	98,934.39
Utilities	3,452.26
Insurance	4,122.11
Building Improvements/Repairs/Maintenance	6,726.27
Professional Services	355.00
Newsletter	988.68
<b>TOTAL</b>	<b>\$204,582.43</b>

# CHAMBER MEMBERSHIP LIST

- 97.1 THE 'VILL  
ADVANCE SERVICES  
ADVANCED RESTORATION SERVICES,  
LLC  
AGRIVISION EQUIPMENT GROUP, LLC  
\* AIM: PARTRIDGE GARCIA GROUP, INC.  
AKIN BUILDING CENTER  
ALLIANT ENERGY  
AMERICAN FAMILY INSURANCE —  
MYERS AGENCY & ASSOCIATES  
\* ANCHOR HOMES, INC.  
ASI AUDIOLOGY  
BA MARKETING & PUBLICITY  
BANK IOWA  
\* BLUGEM MARKET  
BODY SOLUTIONS FITNESS CENTER  
BOYS TOWN OF IOWA  
BROWN'S REPAIR & AUTO PARTS,  
INC.  
CARLSON SEED, INC.  
CASEY'S GENERAL STORES  
CATHOLIC CHARITIES PHOENIX  
HOUSE  
CHAT MOBILITY  
CITY OF CLARINDA  
CL FABRICATION, INC.  
CLARINDA ACADEMY  
CLARINDA CARNEGIE ART MUSEUM  
CLARINDA CO-OP COMPANY  
CLARINDA COMMUNITY SCHOOLS  
\* CLARINDA CORRECTIONAL FACILITY  
CLARINDA COUNTRY CLUB  
CLARINDA FLOWER SHOP  
CLARINDA FOUNDATION  
CLARINDA HERALD-JOURNAL  
CLARINDA LIED CENTER  
CLARINDA LIED PUBLIC LIBRARY  
CLARINDA LIVESTOCK AUCTION, LLC  
\* CLARINDA LUTHERAN SCHOOL  
CLARINDA MEDICAL FOUNDATION  
CLARINDA PRINTING & GRAPHICS  
CLARINDA REGIONAL HEALTH CENTER  
CLARINDA.NET  
CLINTON L. ALLEN MONUMENTS  
COLONIAL WHITE HOUSE BED &  
BREAKFAST  
CONCRETE EXPRESSIONS, LLC  
CORNERSTONE BANK  
COUNSEL OFFICE & DOCUMENT  
CRAIN CONSTRUCTION  
CRAWFORD & CO. REAL ESTATE &  
AUCTION  
D & D TREASURES  
DEB MARLIN STATE FARM INSURANCE  
DEGASE HOME IMPROVEMENT  
DING'S HONK 'N HOLLER  
EAST HILLS SHOPPING CENTER  
EASTER'S TRUE VALUE  
EDWARD JONES — FINANCIAL  
ADVISOR: JOE LUCAS  
\* EL PORTON MEXICAN GRILLE  
EILER PLACE  
EYECARE ASSOCIATES OF S.W. IOWA  
FAMILY 1ST DENTAL  
FAREWAY STORES  
FINE & SONS HOMEBUILDERS  
FINE SERVICES  
FIRST EXPRESS INSURANCE —  
AMY MCQUEEN  
FOOTWORKS DANCE BY SHAYLEN  
FRONTIER LANES  
GARRISON COFFEE HOUSE  
GLENN MILLER BIRTHPLACE SOCIETY  
GOLDENROD MANOR  
GRANDMA'S HOUSE DAYCARE CENTER  
GREAT WESTERN BANK  
GREEN GIANT LAWN CARE  
GREG BUTT — PHILLIPS STAFFORD  
INSURANCE GROUP  
H&H TRAILERS, LLC  
HAWKEYE COMM. — KCSI/KOAK  
HENKEVILLE GREENHOUSE  
HERZBERG CHIROPRACTIC  
HERZBERG TAX & ACCOUNTING, LLC  
HIGH TECH ELECTRONICS  
HOME SWEET HOME CARE, INC.  
HOMETOWN SEARS STORE —  
CLARINDA  
HOSKINS SIDING & WINDOWS, INC.  
HUA YUNG RESTAURANT  
HY-VEE FOOD & DRUG STORE  
ICE HOUSE RESTAURANT  
IOWA WESTERN COMMUNITY  
COLLEGE  
IOWA WORKFORCE DEVELOPMENT  
J'S PIZZA AND STEAK HOUSE  
J. BRUNER'S RESTAURANT  
JOHN D. HANSON PIONEER HI-BRED  
PRECISION PLANTING  
JOHNSON TIRE AND SERVICE  
JW EXCAVATION, INC.  
KARL L. WALTER WOODWORKING &  
CARPENTRY  
KEANE THUMMEL TRUCKING, INC.  
KEN GARRETT REAL ESTATE —  
KAREN BEAVER  
KING CONSTRUCTION, LLC  
KINGSOLVER, BRIAN — AFLAC AGENT  
KIRCHNER CUTTING HORSES  
KMA BROADCASTING, L.P.

## CHAMBER MEMBERS, CONT.

- KOKENGE, GORDON & ROBERTA  
(ASSOCIATE)
- LANTZ, DANIEL T., OD
- \* LIMORICK MOTORS, LLC
- LISLE CORPORATION/EZ WAY, INC.
- MANUEL REALTY
- MCCALL CARPENTRY
- MCDONALD'S
- MEADOW RUN APARTMENTS
- MEDIACOM BUSINESS
- \* MERCI ME THRIFT BOUTIQUE
- \* MI CASITA DINER
- MIDAMERICAN ENERGY
- MIDLAND SURVEYING
- MIDWEST DATA OF IOWA
- MORTON BUILDINGS, INC.
- NAPA/JB PARTS & SUPPLY
- NASSEN, ROBERT (ASSOCIATE)
- NEGLEY, MARVIN & JEAN (ASSOCIATE)
- NISHNA PRODUCTIONS
- NODAWAY FAMILY CHIROPRACTIC
- NODAWAY VALLEY HISTORICAL  
MUSEUM
- NORDLAND INSURANCE
- NSK CORPORATION & AKS PRECISION  
BALL CO.
- ORSCHELN FARM & HOME SUPPLY
- OSWALD CROW AGENCY
- PAGE COUNTY ABSTRACT & TITLE  
COMPANY
- \* PAGE COUNTY EXTENSION AND  
OUTREACH
- PAGE COUNTY FARM BUREAU
- PAINTING BARN STUDIO, LLC
- PCSB BANK
- PEOPLESERVICE
- PIZZA HUT
- PIZZA RANCH MARYVILLE
- PRICE FARMS
- \* PURE HEALTH SERVICES
- \* PURE REHABILITATION
- RARICK, BRIAN DPM
- RAYMOND JAMES FINANCIAL  
SERVICES
- REEDESIGNS
- RICHARDSON CONSTRUCTION, LLC
- RIGHT NOW HEATING & AIR  
CONDITIONING
- RITCHIE FUNERAL HOME
- ROBIN'S NEST CAFE & BAKERY
- RUNZA RESTAURANT
- S & S APPLIANCE
- SANSON, RON & ANN (ASSOCIATE)
- SHOPKO HOMETOWN
- SHORE MOTOR COMPANY
- SMITH VENDING
- SNYDER'S AUTO BODY & PAINT
- SNYDER & ASSOCIATES, INC.
- SONRISERS POPCREAM
- SOUTHVIEW APARTMENTS
- SOUTHWEST IOWA FAMILIES, INC.
- SOUTHWEST IOWA MUTUAL  
INSURANCE
- SOUTHWEST REGIONAL WATER  
DISTRICT
- SOUTHWEST SANITATION
- STANTON CARE CENTER
- STEVENS BROTHERS CONSTRUCTION,  
INC.
- STICKLER CONCRETE
- \* STUDIO 19 MULTIMEDIA
- SUBWAY
- SUMP FARMS
- SUMP INSURANCE, INC.
- SUNDERMAN INSURANCE
- SUPER 8 CLARINDA
- SWANSON TAX & ACCOUNTING
- TAYLOR PHARMACY
- TERRACE VIEW RESIDENTIAL
- THE POST/MARYVILLE DAILY FORUM
- \* THRIVENT FINANCIAL —  
LAURA SELTERS
- TINELLE ENGSTRAND — LICENSED  
MASSAGE THERAPIST
- TOWN & COUNTRY FINANCIAL —  
ROSEMARY ELS
- TURNER, JONES & BITTING
- TWIN OAKS VETERINARY CLINIC
- UPTOWN STYLES SALON & DAY SPA
- VERIDIAN INSURANCE
- VETTER EQUIPMENT
- WAGONER CONSTRUCTION, LLC
- WALKER-MERRICK, WOLFE &  
EICKEMEYER FUNERAL HOMES
- WALLIN PLUMBING & HEATING
- WATSON & RYAN, P.L.C.
- WEIL'S CLOTHING
- WEINREICH BBQ
- WELLHAUSEN, CHAD & ALLIE  
(ASSOCIATE)
- WESTRIDGE QUALITY CARE & REHAB
- WHIPP SALES & SERVICE, INC.
- WILD FIRE SALON & SPA
- WILLIAMS, BRADLEY DDS
- WILLIAMS LAWN SERVICE
- WILLSON, PECHACEK, P.L.C.
- WITTHOFT ELECTRIC
- WRANGLER SALES, INC.
- \* YORK TRUCKING

# *Clarinda Chamber of Commerce* **MISSION STATEMENT**

The Clarinda Chamber of Commerce is a volunteer-led, member-supported, non-profit corporation working to strengthen the overall community and economic vitality of the Clarinda area.

Specifically, the Clarinda Chamber will devote time and money to efforts that:

- Promote the image of the community and improve the quality of life;
- Recruit and retain new and existing businesses;
- Encourage the growth of tourism for the area, and
- Support educational opportunities.



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