

# 2018 EXECUTIVE COMMITTEE

PRESIDENT	Randy Walters
1st VICE PRESIDENT	,
2nd VICE PRESIDENT	Seth Kirchner
TREASURER	Jake Jobe

# 2018 BOARD OF DIRECTORS

Elissa Brockman	Jamie Shore
Beckie Finch	Reggie St. Romain
Jake Jobe	John Stull
Joe Lucas	Jason Van Vactor
Seth Kirchner	Randy Walters
Merideth Maranville	Robyn Weinreich

# 2019 EXECUTIVE COMMITTEE

PRESIDENT	Elissa Brockman
1 st VICE PRESIDENT	Seth Kirchner
2nd VICE PRESIDENT	Jake Jobe
TREASURER	Merideth Maranville

# 2019 BOARD OF DIRECTORS

Term 2019	Term 2020
Elissa Brockman	Jake Jobe
Seth Kirchner	Joe Lucas
Robyn Weinreich	Jason Van Vactor

Term 2021 Beckie Finch Merideth Maranville Reggie St. Romain Jamie Shore Term 2022 Travis Stout Josh Porter

# CHAMBER STAFF

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

# BOARD PRESIDENT'S MESSAGE ELISSA BROCKMAN



The Chamber Annual Banquet is the perfect time to reflect on what a great year 2018 was for the Clarinda Chamber of Commerce and community. I am proud and excited for the passion our community has in recruiting new businesses, community beautification projects, along with offering successful events and promotions throughout the year.

Our Downtown Revitalization Committee continues to promote and improve 18

façades around the Clarinda Downtown Square. What a transformation that has been! Clarinda Craft Carnival Committee hosted over 4,000 individuals at the 59th Annual Clarinda Craft Carnival with more than 480 craft booths. A Clarinda Foundation grant for \$1,200.00 was awarded for community event banners displaying the Southwest Iowa Band Jamboree and Clarinda Craft Carnival around the Downtown Square for the first time this coming fall.

In addition to our annual events, the Clarinda Chamber of Commerce has strived to promote the Clarinda community and local tourism attractions. The Chamber assists in marketing and ad placements by partnering with the lowa Tourism office featuring Glenn Miller Festival, Clarinda Carnegie Art Museum, Cruzin' Clarinda and the Clarinda Craft Carnival in Our Iowa magazine, Omaha World-Herald – GO Magazine, Spring/Summer Travel issue and The Iowan.

We welcomed 10 new members to the Chamber organization, conducted 10 ribbon cuttings, 8 open houses and are blessed to work for our members and community. The Chamber organization is honored to be celebrating our 110th Anniversary this year. I thank the many community volunteers, various organizations and Chamber staff for the countless hours and dedication to making our hometown a better place for each generation. I am proud to be a member of this community and to call Clarinda my home.

The Clarinda Chamber of Commerce Board of Directors and staff thank you for your continued support and look forward to serving you in 2019!

# 2018 ACCOMPLISHMENTS

#### **Ambassadors**

- ◆ Assisted with projects when volunteers were requested:
  - Ribbon Cuttings/Open Houses
  - Assisted with wrapping the Annual Banquet silverware
  - Prepared the Cruzin' Clarinda registration packets
  - Served meal at the Back-to-School Bash event
  - 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
- ◆ Maintained the flower planters around the downtown square
- ◆ Assisted with event poster distribution

## Clarinda Craft Carnival Committee

Jan Moses, Chair

- ◆ Sponsored the 59th Annual Craft Carnival
- ♦ 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

# Clarinda Lighted Christmas Parade

Dale McAllister, Chair

- ◆ Co-sponsored the 26th Annual Lighted Christmas Parade with the Clarinda Kiwanis Club
- ◆ Parade theme "A Country Christmas"
- ◆ Chamber of Commerce sponsored parade entry
- ◆ Assisted with the marketing and promotion of the Lighted Christmas Parade

## **Business Development Committee**

Randy Walters, 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
- ◆ Provided small business assistance to prospective businesses
- ◆ Identified, assisted and supported business succession projects
- ◆ Collaborated with the Clarinda Economic Development Corporation, Page County Veterans Affairs, local industries and businesses to become a designated Home Base Iowa community
- ♦ Co-sponsored the following seminars for small business owners:
  - Social Media for Small Businesses Getting Your Local Business Found
  - Small Business Bookkeeping Best Practices

- New Facebook Changes
- ◆ Conducted prospect meetings and tours throughout the year
- ◆ Successfully marketed Clarinda to outlying areas
- ◆ Attended the Missouri, Iowa, Nebraska and Kansas (MINK) regional meeting in Sidney
- → Maintained available building information database and assisted with building inquiries
- ◆ Updated Community Quick Reference
- ◆ Designed and produced new Clarinda marketing folders

## 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

# Community & Retail Promotions

Ruth Bowen, Chair

- ◆ Coordinated the 4th 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
  - Facilitated the appearance of the Southwest Iowa Squadron of Heroes
- ◆ Sponsored a free Clarinda A's night
- ◆ Financially contributed towards the annual Easter Egg Hunt
- ◆ Sponsored Bowling Tournament
  - 21 bowling teams registered
  - 14 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 held at Wibholm Hall featuring a group of elementary vocalists under the direction of Katy Ridge, and Footworks Dance by Shaylen
  - Held the Christmas Tour of Homes featuring four Clarinda homes with over 230 visitors
  - ❖ Taste of Clarinda event over 350 individuals attended the event sponsored by 31 businesses featuring 43 recipes

# Craft & Vendor Marketplace

- ◆ Sponsored the 1st Annual Craft & Vendor Marketplace
  - Over 700 individuals attended this annual event
- ♦ More than 85 craft booths on display at the following location:
  - Page County Fairgrounds Wibholm Hall

#### Cruzin' Clarinda Committee

Mike Williams, Chair

- ◆ Successfully held the 4th 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 \$750 grant from the Bossingham Foundation in support of marketing the Cruzin' Clarinda event

#### **Downtown Revitalization Committee**

Pam Herzberg, Chair

- ◆ The Downtown Revitalization Façade Improvement project consisting of 12 building owners and transforming 18 building facades began construction in the spring
  - Building improvements included: tuckpointing, painting, trim work, signage, awnings, new windows and doors
  - Participated in construction meetings and progress tours with the architect, general contractor, subcontractors, grant administrator, Chamber staff and city officials held at the Chamber office
  - Met with each building owner on numerous occasions to review construction change orders and review project updates
- ◆ Researched future community projects
- ◆ Initiated a new downtown greenscape project for two Clarinda downtown areas identified as improvement projects. Funding was secured from the Clarinda Foundation and the City of Clarinda. The greenscape project is scheduled to be completed in 2019.

#### **Golf Tournament Committee**

Mike Butt & Jake Jobe, Co-chairpersons

- ◆ Sponsored the 23rd Annual Chamber Golf Tournament Fundraiser
  - 20 teams registered
  - 4 63 business sponsors
  - Clarinda Dollars awarded as tournament grand prizes
  - Door prize giveaways

# Southwest Iowa Band Jamboree Committee

Katy Ridge, Chair

- ♦ Hosted the 63rd Annual Southwest Iowa Band Jamboree:
  - Parade Competition 54 bands
  - Field Competition 22 bands
  - University of Nebraska Maverick Marching Band from Omaha, Nebraska and Graceland University – Yellowjackets Marching Band from Lamoni, lowa were scheduled to perform exhibition shows at the afternoon field competition.

#### **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
- ♦ Page County Tourism Representative for the Western Iowa Tourism Region
- ◆ Tourism Chairperson, Meredith Maranville, serves on the Western Iowa Tourism Region Board of Directors
- ◆ Awarded a \$1,200.00 grant from the Clarinda Foundation for community event banners featuring the Chamber's signature events:
  - Clarinda Craft Carnival Iowa's Largest Handmade Craft Show
  - Southwest Iowa Band Jamboree
- ◆ Clarinda Chamber staff members and tourism representatives attended the Destination Development Summit with Roger Brooks sponsored by the Western Iowa Tourism Region
- ◆ Clarinda itinerary selected for the Iowa Bankers Association Explore Iowa publication
- ◆ Promoted and provided 43rd Annual Glenn Miller Festival information:
  - Festival event schedule
  - Membership information
  - Lodging and general tourism requests
  - Displayed a Clarinda promotional booth at the festival
- ◆ Coordinated and hosted area motorcoach tour groups
- ◆ Awarded a \$225 grant from the Western Iowa Tourism Region for the Chamber Executive Director to attend the Iowa Tourism Conference in Altoona
- ◆ Selected to showcase the Clarinda community in hosting the 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
- ◆ Provide Clarinda marketing brochures and publications at the Glenn Miller Birthplace Museum, Clarinda Community Trail Kiosk, Clarinda Municipal Airport, Nodaway Valley Historical Museum, and the Clarinda Carnegie Art Museum
- ◆ Designed and developed regional group tour itineraries featured on the IGTA website
- ♦ Secured advertising in the Western Iowa Tourism Cooperative in the following publications: Omaha World-Herald Go Magazine, Spring/Summer Travel issue, Our Iowa, The Iowan featuring the Glenn Miller Festival, Clarinda Carnegie Art Museum, Cruzin' Clarinda and the Craft Carnival events
- ◆ Designed Clarinda tourism baskets for area and regional events
- ◆ 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 \$65,000 purchased
- ◆ Coordinated the Annual Banquet
- ◆ Welcomed 10 new members to the Chamber organization
- → Held 8 open houses at various Clarinda businesses
- ◆ Conducted 10 ribbon-cutting ceremonies
  - Greg Butt Phillips Stafford Insurance Group
  - Jones Auto Detailing
  - Boulders Inn & Suites
  - ❖ The Rustic Rose Massage, Gifts & More
  - Hilton Wedding Boutique
  - ❖ The Meditation Room
  - Advance Services
  - ❖ Wild Fire Salon & Spa
  - K & K Graphics
  - Diamond in the Rough
- ◆ Provided business referrals, relocation packets and student requests
- ◆ Chamber Executive Director served on the Clarinda Community Schools' Strategic Planning team
- Attended the Legislative luncheon coordinated by the Clarinda Community Schools
- ◆ Coordinated the Adopt-a-Class sponsorship between the Clarinda Schools and Chamber member businesses
- ◆ 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
- → Began the process of updating the Chamber website
- ◆ Promoted, maintained and updated Chamber Facebook page
- ◆ Attended the Community Recreational Trail meetings
- ◆ Sponsored 4-H week Clarinda Classics & Nebraska Top Notchers decorated front window of Chamber office
- ◆ Donated prizes and gift items for various community events
- ♦ Held an appreciation Holiday Open House for Chamber & community members
- ★ KCSI Radio "Chamber Connection" monthly feature
- ♦ Conducted and scheduled interviews with KMA Broadcasting on special events
- ◆ Chamber Administrative Assistant served as a judge for the Page County Fair Board End of Summer BBQ contest
- ◆ Assisted with the coordination of promotional items for various tour groups, business conferences and community events
- ◆ Coordinated the Page County Brummett Bridge re-dedication ceremony
- ◆ Facilitated Governor Kim Reynolds and Lt. Governor Adam Gregg's visit to Weil's Clothing
- ♦ Chamber staff successfully designed four new tourism marketing flyers:
  - Chamber Membership brochure
  - Membership Benefits flyer
  - Newcomer's Guide
  - Clarinda Clubs & Organizations

#### Membership Affiliations

- ◆ Glenn Miller Birthplace Society
- ♦ Iowa Chamber of Commerce Executives
- ♦ Iowa Group Travel Association
- → MINK River Corridor Group
- ◆ Nodaway Valley Historical Museum
- ◆ Page County Farm Bureau
- ◆ 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.

2018 FINANCIAL REPORT
INCOME:Membership Investments\$75,224.47Interest Income201.81Building Improvements/Repairs26,816.18Clarinda Dollar Clearing1,755.00Committees36,121.69Community & Retail Promotions15,038.18Fundraisers56,832.29Newsletter3,150.00
TOTAL
EXPENSES:Committees\$40,887.07Fundraisers15,839.95Clarinda Dollars.356.25Operations12,809.00Salaries/Benefits102,297.31Utilities3,693.61Insurance3,643.57Building Improvements28,387.20Repairs/Maintenance10,546.30Professional Services687.00Newsletter988.68
TOTAL

# CHAMBER MEMBERSHIP LIST

97.1 THE 'VILL ADVANCE SERVICES ADVANCED RESTORATION SERVICES. 11(

AGRIVISION EQUIPMENT GROUP, LLC

\* AIM: PARTRIDGE GARCIA GROUP, INC.

AKIN BUILDING CENTER

ALLIANT ENERGY

AMFRICAN FAMILY INSURANCE — MYERS AGENCY & ASSOCIATES

ANCHOR HOMES, INC.

ASI AUDIOLOGY

**BA MARKETING & PUBLICITY** 

BANK IOWA

BILIGEM MARKET

BODY SOLUTIONS FITNESS CENTER

\* BOULDERS INN & SUITES CLARINDA BY COBBLESTONE HOTELS

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 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 PAVILION

CLARINDA PRINTING & GRAPHICS CLARINDA REGIONAL HEALTH CENTER

CLARINDA.NET

CLINTON L. ALLEN MONUMENTS

CONCRETE EXPRESSIONS. LLC

CORNERSTONE BANK

COUNSEL OFFICE & DOCUMENT

CRAIN CONSTRUCTION

CRAWFORD & CO. RFAI FSTATF &

AUCTION

D & D TREASURES

DEB MARIIN STATE FARM INSURANCE

DEGASE HOME IMPROVEMENT DING'S HONK 'N HOLLER

\* DOWN RIGHT DELICIOUS

FAST HILLS SHOPPING CENTER

EASTER'S TRUE VALUE

EDWARD JONES — FINANCIAL ADVISOR: JOF LUCAS

EL PORTON MEXICAN GRILLE

FILER PLACE

FYFCARE ASSOCIATES OF S.W. IOWA

FAMILY 1ST DENTAL

FAREWAY MEAT & GROCERY

\* FARM BURFAU FINANCIAI SFRVICFS -JAKE GILLESPIE AGENCY

FINE & SONS HOMEBUILDERS

FINE SERVICES

FOOTWORKS DANCE BY SHAYLEN

FRONTIFR LANES

GARRISON HOUSE

GLENN MILLER BIRTHPLACE SOCIETY

GOLDENROD MANOR

GRANDMA'S HOUSE DAYCARE CENTER

GREAT WESTERN BANK

GRFFN GIANT LAWN CARF

GREG BUTT — PHILLIPS STAFFORD INSURANCE GROUP

H&H TRAILERS, LLC

HAWKEYE COMM. — KCSI/KOAK

HENKEVILLE GREENHOUSE

HFR7BFRG CHIROPRACTIC

HERZBERG TAX & ACCOUNTING, LLC

HIGH TECH ELECTRONICS

\* HILTON WEDDING BOUTIQUE

HOME SWEET HOME CARE, INC. HOMETOWN SEARS STORE —

CLARINDA

HOSKINS SIDING & WINDOWS, INC.

HUA YUNG RESTAURANT

HY-VFF FOOD & DRUG STORF

ICF HOUSE RESTAURANT

IOWA WESTERN COMMUNITY

COLLEGE

IOWA WORKFORCE DEVELOPMENT

J'S PIZZA AND STEAK HOUSE

I. BRUNFR'S RESTAURANT

IOHNSON TIRE AND SERVICE

JW EXCAVATION. INC.

\* K&K GRAPHICS

KEANE THUMMEL TRUCKING, INC.

KEN GARRETT REAL ESTATE -KAREN BEAVER

KING CONSTRUCTION. LLC

KINGSOLVER INSURANCE

AGENCY/AFLAC KIRCHNER CUTTING HORSES

\* KLINE, RICHARD & GLORIA (ASSOCIATE)

# CHAMBER MEMBERS, CONT.

KMA BROADCASTING, L.P.
KOKENGE, GORDON & ROBERTA
(ASSOCIATE)

LANTZ, DANIEL T., OD

LISLE CORPORATION/EZ WAY, INC.

MANUEL REALTY

MCCALL CARPENTRY

MCDONALD'S

MEADOW RUN APARTMENTS

MEDIACOM BUSINESS

MI CASITA DINER

MIDIAND 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

 ${\sf COMPANY}$ 

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

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

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

STEVENS BROTHERS CONSTRUCTION,

INC

STICKLER CONCRETE

SUBWAY

SUMP FARMS

SUMP INSURANCE, INC.
SUNDERMAN INSURANCE

SUPER 8 CLARINDA

SWANSON TAX & ACCOUNTING

TAYLOR PHARMACY

TERRACE VIEW RESIDENTIAL

THE POST/MARYVILLE FORUM

THE RUSTIC ROSE — MASSAGE, GIFTS

& MORE

TOWN & COUNTRY FINANCIAL — ROSFMARY FRAMPTON

TURNER, JONES & BITTING

TWIN OAKS VETERINARY CLINIC

UPTOWN STYLES SALON & DAY SPA

VETTER EQUIPMENT

WAGONER CONSTRUCTION, LLC

WALKER-MERRICK-EICKEMEYER &

WOLFE 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 FIFCTRIC

WRANGLER SALES, INC.

YORK TRUCKING

\* ZION RECOVERY SERVICES

\* New Members

# 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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