



CHAMBER OF COMMERCE NEWS



SEPTEMBER 2009

WEST UNION COMPLETES PHASE I MARKET ANALYSIS

The first phase of survey work for the Market Analysis study is just about complete as customer and business surveys have been done. West Union applied to have the market study done through a program offered from the Iowa Main Street Program. Downtown Professionals Network, a market research company from Illinois, has been assisting the city with training and implementation of the survey work.

Main Street West Union's Business Improvement Committee has been the local project team for the survey work which included customer and business owner surveys, a building and business inventory, and a community analysis meeting. All of these components will help the community determine what types of businesses and services are needed within the

community and how to best address those needs.

We would like to thank all the businesses for taking the time to complete the short survey. Your input is a very important part of the analysis work. All of the information gathered from the community this summer will now be used to prepare a Market Analysis Summary Report. The report contents are anticipated to include:

- Map & description of the defined trade area
- Summary assessments of conditions relevant to market analysis findings and direction provided
- Profile of the trade area's population, including demographic, economic, and socio-economic

characteristics and trends based on secondary market information

- Summary sales leakage & surplus analysis
- Summary of key findings, directions and recommendations resulting from the market analysis, including implications for local business retention, expansion and recruitment strategies and marketing & promotional efforts.

The written report will be completed and shared with the community in mid-November.



CONGRATULATIONS KALEIDOSCOPE KIDS!



Kaleidoscope Kids Childcare Center received their 2 Star Rating this past July. The Center went through health and safety checks, record checks for all staff and children, and participated in extra training beyond the required staff training hours required by the state. The Director also conducted additional training on the philosophy and best practice procedures that KKCC expects from their staff. This rating allows the center to be listed on the state's website as a quality childcare program in Iowa. They have also begun work on staff Childcare Development Associates as they prepare to apply for their 3rd Star certification. As they continue to improve the center, their achievements continue to be noted statewide, a special accomplishment for a center operating in a temporary location! Congratulations to the staff at KKCC for their dedication and hard work at receiving the Star Certification! You are an important part of the West Union community!

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VISTA

Volunteers In Service To America

MARKET ANALYSIS RECAP

A penny for your thoughts? Two cents for your two cents? Ok... how about a green shopping bag for taking the time to fill out a survey???

Our 20 FABULOUS volunteers found most consumers were eager to share their opinions and experiences about shopping in West Union. Surveyors were on the streets of West Union the week of August 24th through 27th. They started before sunrise at the Shell station, asking folks to fill out the survey while pumping gas. Our volunteers corralled consumers coming in and out of businesses around the courthouse square and at the

library throughout the day. And, while their own bellies rumbled, they pursued lunch goers around the Townhouse, TAP'T Out, China Kitchen, the Top Hat, Dairy Queen, and Subway. Shoppers at Moore's and Alco couldn't even slip in to purchase necessities without running into the surveyors. The 400 surveys they collected over 11 two hour shifts were mailed to DPN on Friday. The marketing analysis company will be tabulating the results and offering advice about using the information to grow West Union into the place in which people want to live, work and play.

SUPER BIG THANKS to Gail Hackman, Johnny Dancy, Melody Patrick, Melissa Lembke, Carolyn and Wayne Havenstrite, George Woodard, Bill and Meg Moellering, Tex Heyer, Kent Schuchman, Don Leahy, Marcia Soppe, Jon Biederman, Kara Wedemeier, Lucinda Schmitz, Cathy Meyer, Erin Heins, and Nancy Dunt!



Michelle Zander, VISTA

FREE BUSINESS CONSULTANT HERE SEPTEMBER 22

Fayette County Economic Development will be hosting business consultant Jacque Hahn at the Chamber/MS Office on Tuesday, September 22. Ms. Hahn offers confidential business consultations on a wide variety of issues that face small business owners including business marketing, financial issues, or developing a business plan. Maybe you have a new idea for your business or have thought about selling in the future. Ms. Hahn has several years experience with economic development in Northeast Iowa and has helped many companies with start-up plans, marketing plans, and a host of other small business issues. One hour appointments are available and can be scheduled by calling the Chamber office at 422-3070. If you would prefer to schedule the appointment at your business, we can arrange to accommodate that as well. Appointments are FREE and available on a first come, first serve basis.



LOOKIN' GOOD IN THE NEIGHBORHOOD

Congrats to the following businesses who have made improvements to their buildings this summer! All these upgrades not only improve how each individual business is viewed but also enhances the overall look of our community. If you have recently done some improvements to the interior or exterior of your building and would like to share please give us a call.



New paint at TAP'T Out



New windows at Pizza Palace



Cornice & trim painting at Spirit's & Such



New parking lot at Alco



Stone façade work & cornice painting at Gus & Tony's Townhouse



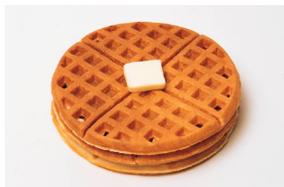
Building addition at Norby's Farm Fleet

SCHWAN'S FUNDRAISER

Palmer Memorial Foundation is sponsoring a Schwan's Fundraiser on Friday, September 4th, just in time for the Labor Day weekend! A percentage of each sale will benefit the Foundation and all the good work that they do. Look for the Schwan's truck in the West Union Hardware parking lot from 9:00 a.m. to 12:00 p.m. or the parking lot behind Palmer Lutheran Health Center from 12:30 to 7:30 p.m.

DAD'S BELGIUM WAFFLES

The Good Samaritan Center-West Union will be hosting their Dad's Belgium Waffle Supper & Silent Auction Fundraiser on Monday, September 21st at the Echo Valley Banquet Center. Serving from 4:30—7:30 p.m. with the proceeds going toward resident electric beds. A Silent Auction will begin at 7:00 p.m. Advance tickets \$6.00/\$6.50 at the door. Carry-outs will be available.



MUSIC BOOSTER PORK BBQ

The NF Music Boosters are hosting their annual Pork BBQ on Friday, September 4th from 5:00—7:30 p.m., prior to the NF vs. Waverly Shell Rock football games. Proceeds support music programs at North Fayette.

BAKED POTATO BAR

The NF Danceline will host a Baked Potato Bar Supper on Friday, September 11 from 5:00-7:30 p.m. prior to the NF vs. Waterloo Columbus football games. Tickets are \$5.00 and can be purchased from any Danceline member or at the door. Proceeds will help fund the team's trip to the Iowa State Dance Team Contest in December.

ALZHEIMERS MEMORY WALK

Grab a friend, family member or co-worker and get on the MOVE to end Alzheimer's! Participate in the Alzheimer's Memory Walk on Saturday, September 26th at the West Union Rec Center beginning at 8:30 a.m. To register visit www.alz.org/eci on the Memory Walk page. For more information contact Sharon Schaffer at the Good Sam Center-West Union.

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«Name»
«Contact Information»
«Street Address»
«City», «State» «Zip»

Check us out at www.westunion.com !

SEPTEMBER CALENDAR OF EVENTS

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| 2 MSWU Organization Committee | 27 Fayette County Mystery Tour |
| 3 Chamber Retail Committee | Palmer Lutheran Health Center
Open House |
| 4 Music Boosters Pork BBQ | 28 Fayette County Community Founda-
tion |
| 7 LABOR DAY—Office Closed! | 29 Fayette County Community Founda-
tion Regional Affiliate Meeting |
| 8 Chamber Board Meeting
City Council Meeting
MSWU Board Meeting | |
| 11 NF Danceline Baked Potato Bar | |
| 15 MSWU Design Committee Meeting | |
| 16 Fayette County Local Housing Trust
Fund meeting | |
| 17 Barn Quilts of Fayette County
Fayette County Food & Fitness
meeting | |
| 18 WUIDC Visioning Meeting | |
| 21 Dad's Belgium Waffle Supper | |
| 22 Business Consultant at FCED office | |
| 26 Fayette County Mystery Tour | |

