



# CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

[www.westunion.com](http://www.westunion.com)



**March 2011**

## DIVA DAYS SHOPPING EVENT COMING IN APRIL

The West Union Chamber of Commerce Retail Committee invites your business to participate in the 2nd annual "Diva Day" retail event. The goal of this special event is to bring out the ladies from across Northeast Iowa for a day of shopping fun in West Union.

The event will kick-off on Thursday evening, April 7th as the Main Street West Union Promotions Committee hosts their annual "Divas & Dining" event at Country Hills. The evening begins with a social hour where ladies can also browse the boutique tables of local businesses and then enjoy a wonderful meal with musical entertainment. The evening concludes with Elea Uhl, the "Santa Lady", who will share her unique, one-of-a-kind creations.

Chamber member businesses are encouraged to offer samples and tasty treats, demos, or in-store mini workshops on both Friday and Saturday. If you plan to do a mini-workshop, please let the Chamber office know by March 4th. We can also help you with a fun idea for a workshop if you need assistance. You may wish to invite a sales rep from a company you work with to participate as well.

On Saturday, shoppers can register for goodies bags that will be given away to the first 100 ladies. Any Chamber business can have items in the goodie bag, including logo merchandise, pens, flyers about special events happening in your business, etc. A coupon book is also

offered during this event. Businesses can submit as many coupons as they would like for the book and there is no cost other than the coupon you submit. Coupon items should be turned into the Chamber office by March 18th.

Participation fee is \$50 and covers advertising and promotion of the event. A \$25 gift certificate from each participating merchant will be used as prizes and shoppers can register in each store. The more places they stop, the better their chances to win! All businesses are invited to the next Retail Committee meeting on March 10th as final details for the event will be made.

## ALLEYS BECOME ONE-WAY MARCH 1ST

As we approach warm weather and the beginning of the construction of the downtown streetscape project, the City Council has voted to change the alley to the west of Vine Street to one-way effective March 1, 2011. Due to the increased traffic that will take place in the alley once Vine Street is closed, the City felt making this change would improve traffic flow patterns and address safety concerns. Elm Street will be a major access into the downtown area during the construction period and the alleys will serve as the main access to the Vine Street businesses. The alley

from the Town House Café to the Chamber of Commerce building will be one-way traveling north, and the alley from Allen Knox Associates to the old city hall building will be one-way traveling south. This is a temporary change and will be used during construction mainly because the alleys are not currently wide enough to allow for safe two-way traffic. The March 1 start date will allow for some time to test out the proposal which can be adjusted if necessary.

Maps of the alley flow are included with this newsletter for your reference. We

encourage you to share or post the map for your employees. If you are a downtown business, you may wish to share this map with your delivery drivers so they will be aware of the change when the street is closed for construction.



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### BOARD OF DIRECTORS

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WHY BUY LOCAL?

**Reason #2** *Dollars spent here, stay here.*

If businesses and residents in the region shift just 5% of their out-of-region spending to in-region spending, regional businesses would gain an additional \$326 million in sales.

**Shift 5% of YOUR spending to local businesses.**

Support the businesses that support YOU.

VISIT Eastern Iowa's buy LOCAL search engine  
 The New  
**BUYERSUPPLIER.ORG**  
 FIRST

Fayette County has joined with other counties in Northeast Iowa to promote the growth of the Buyer.Supplier Network. What is it? Buyersupplier.org is a way for local businesses to promote their business and look for suppliers for items they may need for their business. By shifting 5% of your business spending to a local NE Iowa business, you help promote our corner of the state and improve the economic climate right here where we live. There is NO COST to register your business on the site which can serve as another source of free advertising. Check out the website and register your business. If you need assistance, please contact Robin at the Chamber office.

**FLOWER BARREL FILLS**

Your investment in the Chamber provides many benefits and one of them is a FREE flower fill for your summer flower barrels. Included with this newsletter is a reservation form to receive one free fill of 5 assorted flowers for either a sun or shade location. Additional barrel fills can be purchased for \$20 each and all fills will be planted by Chamber volunteers in late May when the chance of frost has passed. Flowers are purchased locally from a Chamber member business and allow our membership to have a uniform look across the community with matching flowers.

Downtown businesses are encouraged to use their flower barrels in the alley next to their rear entrance while Vine Street is under construction.



Please return your reservation form to the Chamber office before April 1, 2011.

**DAIRY DAYS IS**

**JUNE 4TH!**

The annual Dairy Day Celebration will still be held in West Union on June 4, 2011. The parade will be held on a different street as Vine Street will be under construction but plans are currently under way to continue to celebrate together as a community. Mark your calendars and stay tuned to learn about all the details as they become available!

**4th ANNUAL WEST UNION TRIATHLON**

The 4th annual West Union Triathlon planning committee is in full swing. The deadline for businesses to contribute to the event and have their name printed on the shirts is April 1, 2011. Donations will be accepted anytime, but in order to have your business listed on the shirts you will need to make the April 1st deadline. Businesses may also contribute items to the packets to be handed out to participants, or as gifts raffled off while results are being tabulated. If you

would like to contribute please contact Kathleen Guyer at 563-380-8496. She will be happy to include them and come pick them up. Thank you to the following businesses that have already contributed. They include: Kerndt Brothers Savings Bank, Union Drug, Signode Engineered Products, Edward Jones Financial, Steege Pharmacy, Barrel Drive-In, TeKippe Engineering, and Woodard Insurance. The proceeds for this year's event will go to

pay for playground equipment upgrades in Clark Park. The Triathlon will be held on Sunday, June 26th.



**GREEN PILOT UPDATE**



**STREETScape CONSTRUCTION UPDATE:** Construction will begin again in late March or early April on the downtown streetscape project beginning on the southern edge of Vine Street. The project will move north a block at a time. Downtown businesses should have had a visit by the construction team regarding water lines coming inside their business as well as a geothermal stub line. Building owners have the option to upgrade their water service line if they so choose and have received a letter from the city & TeKippe Engineering with this information. For additional information on these options, please contact City Hall.

**ENERGY EFFICIENCY GRANT PROGRAM:** Any business that is making energy efficiency improvements to their business is reminded to check with the Chamber/Main Street office to see if they qualify for rebates available through the Energy Efficiency Grant Program. Upgrades in lighting, energy star-rated doors and windows, insulation, and costs associated with a commercial energy audit all qualify for the rebates which vary depending on the type of improvement made. Rebates are available on a first-come first served basis. Rebate forms and additional information are available at the Chamber/Main Street office.

**DOE REVOLVING LOAN FUND:** The Department of Energy grant award received by the City of West Union includes the creation of a revolving loan fund to assist local businesses in making energy efficient improvements to their businesses. Details on the program are being finalized following a visit by the DOE representative to West Union on February 24th. The program will be administered by the Main Street West Union program and we hope to have full details on the program by April 1st. By making energy efficient improvements to your business, you can save money each month on your energy bill, reduce your carbon footprint on the environment, and get financial assistance to make the improvements. Stay tuned to learn more!

**WEST UNION FEATURED IN PRESERVATION MAGAZINE:** The West Union Green Pilot Project is featured in the March/April edition of *Preservation Magazine*. Check it out at your local newsstand or online at: <http://www.preservationnation.org/magazine/2011/march-april/back-to-the-future.html>.

**EVA Hosts Indoor Shoots**

The Echo Valley Archers will be hosting their final indoor shoot in March at the Fayette County Fairgrounds. The local archery group has one of the largest indoor shooting ranges in Northeast Iowa featuring life-size 3-D targets. Team shoots are held the Friday evening before the weekend shoots. Participants can shoot 2 rounds of 25 targets with a cash payout for each class. Cost is \$12 for adults and \$6 for ages 12 and under. The next shoot will be March 5 & 6, 2011. For additional information please call 563-380-2486 or 563-380-7417 or visit the website at [www.echovalleyarchers.blogspot.com](http://www.echovalleyarchers.blogspot.com). This event has brought up to 300 people to West Union in the past. Please welcome these visitors to our community if they visit your business.



**What's Happenin' in WU...**

**EMAIL MARKETING**

Over the past year, the Chamber has been collecting emails from shoppers who register at all our special Chamber events to develop a database to utilize for marketing efforts for Chamber sponsored events. As a Chamber member, you can use this database to send information about special sales events and promotions that are happening in your business as well. All you need to do is provide your information to the Chamber office and we will email it out to the customer list. Email marketing is a cost-effective way to share information with local shoppers in the form of coupons or simply an invitation about a special sale. Details and information on the Diva Day event will begin loading into shoppers inboxes this week. Think about ways your business could communicate with local shoppers and let the Chamber office help you get the word out!

**VALLEYVIEW WESLEYAN SOUP SUPPER**

Tuesday, March 1 4:00—7:00 p.m.

Serving chicken noodle, chili, sandwiches, and more!

Free-will donation!

**POST PROM BAKE SALE**

The NF Post Prom Committee will host a bake sale on Friday, March 3rd at both First National Bank & Kerndt Brothers Savings Bank beginning at 9:00 a.m.

Come grab some yummy treats and support a safe Post-Prom party for our local high school students!

## MARCH 2011

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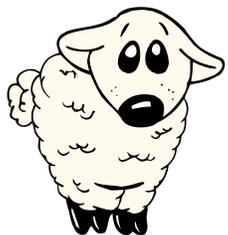
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## MARCH CALENDAR OF EVENTS



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|--|--|---|
| 1 Turkey River Rec Corridor meeting<br>Fayette County Tourism Council-UIU                    | 8 Chamber Board meeting<br>John Gracci at Hotel Winnishiek<br>MSWU Board meeting | 17 Happy St. Patrick's Day!   |
| 2 Community Blood Drive at Valleyview Wesleyan Center<br>MSWU Organization Committee meeting | 10 Retail Committee meeting<br>Quickbooks class at WU Library                    | 18 NO School at NF<br>West Union Community Development (Full Board) - First National Bank<br>UIC Senior Basketball Game at NF |
| 4 NO School at North Fayette   | 11 NF Middle School Musical at NF PAC  | 19 NF FFA Banquet   |
| 5 EVA Indoor Shoot at fair-grounds   | 12 NF Middle School Musical at NF PAC  | 20 IBSEN Theater  |
| 6 EVA Indoor Shoot at fair-grounds   | 14 Quickbooks class at WU Library  | 21 City Council meeting   |
| 7 Quickbooks class at WU Library<br>City Council meeting                                     | 15 MSWU Design & Business Improvement meeting                                    | 24 Fast Trac classes at UIU   |
| 8 Perkin' with Penny Wills   | 16 Fayette County Local Housing Trust Fund Board meeting                         | 26 Fayette County Dairy Banquet   |
|  |  | 31 Fast Trac classes at UIU   |



March is coming in like a  
Lamb...will it go out like a Lion?

