



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

www.westunion.com



December 2010

HOLIDAY PROMOTIONS CONTINUE

The holiday season is in full gear in West Union. The Christmas lights have been hung by dedicated volunteers, the Festival of Lights are ablaze at the West Union Rec Center, and Santa is set to arrive in just a few days!

The Holiday Punch Card is also in full swing with 28 merchants participating this year. Shoppers can have their card punched each time they make a purchase at any of these participating merchants for a chance to win gift certificates or West Union scrip money. We have already had two weekly drawings so far with six lucky winners. They include Lucas Bennett, Deb Rovang, and Jessica White from week 1, and Mary Richmond, Betty Matt, and Kathryn Jefferson from week 2.

Week 3 winners include Jenny Stepan, Pam Moss and Tina Berg

Businesses are reminded to bring their completed punch cards to the Chamber office every Monday before 10:00 a.m. to have those cards included in the weekly drawing. If you need additional punch cards you can pick them up at the Chamber office. Non-winning punch cards remain in the drawing each week and the final drawing for five \$100 West Union Scrip winners will be held on Monday, December 27th.

Three special events will be happening in December beginning with Santa's arrival at the Court House on Thursday, December 2nd. Area children can bring

their list and visit with Santa in the Court House lobby from 5-7 p.m. Each child will receive a coloring book and can enjoy hot cocoa and holiday cookies.

Area shoppers can enjoy free gift wrapping and holiday treats in the lobby area outside Union Drug in Lilac Plaza from 5-7 p.m. on Ladies Night, December 9th and Men's Night, December 16th. Main Street West Union's Promotion Committee is sponsoring the special service for holiday purchases made here in West Union. All of these events encourage customers to shop West Union this holiday season!



COMMUNITY AWARDS BANQUET IS JANUARY 22, 2011

The annual Community Awards Banquet sponsored by the Chamber of Commerce will be held on January 22, 2011 and we need your help! Each year we recognize those individuals that give of their time and talents to make West Union a better place. Maybe they are a scout leader or that person who is always at every community event helping out. Maybe they teach Sunday school at your church or help with a community celebration. We all know who those people are and now is the time to nominate them for the good

work they do! Nominations for these awards come from the community and are selected by the Chamber of Commerce Board of Directors. The Citizen of the Year, chosen by the Fayette County Union will also be honored at the annual banquet. A nomination form is included with this newsletter to encourage you, the business leaders, to think about those folks you think should be honored this year. Nominations are due to the Chamber office by December 31, 2010. Additional forms are available in the Chamber office

and can also be found on the website under the Chamber tab. Categories include Education, Health, Community Service, Religion, and Youth. Please take a few minutes to nominate someone you think gives back to our community and deserves to be recognized!

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BOARD OF DIRECTORS

Jackie Loomis	President
Lisa Miller	Vice President
Deb Merrill	Secretary
Brian Reichter	Treasurer
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Cheryl Meyer	
Justin Steinlage	
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CONSTRUCTION BEGINS ON CHAMBER BUILDING

If you've been downtown lately you have noticed that construction has begun on the Chamber of Commerce building! We're not sure if November is the best time to begin a major project, but nevertheless we are underway. During the energy audits offered in 2008 and following a visit from a structural engineer in 2009, we learned that there was a need to make some much needed structural improvements to our historic building built in the early 1900's. A good portion of the foundation installed when the rear addition was put on the building was crumbling and needed to be replaced. The building originally had a lower level exterior entry and when that was taken out, the entry was filled in with dirt and a new sidewalk put in on the south side of the building. The brick used when the building was originally constructed was never meant to be directly exposed to dirt and over the years this has caused the

brick to simply deteriorate. The Chamber Board submitted an application to the Challenge Grant fund in 2009 and was awarded \$175,000 in August of 2010 to completely rehabilitate the building. The first step in the project was to have a new foundation poured for the south side of the building. Additional work will include replacing the exterior steel siding on the rear and south face of the building with a stucco similar to that found on the top half of the building. The exterior will be redone similar to how the building looked in the early 1900's including new historically correct windows, a new arched entryway, and full stucco façade. Additional exterior improvements include new decking, a new porous paved parking area, and a small green roof. Interior improvements include upgraded bathrooms, an improved meeting room and new flooring throughout. All work on the building should be completed by December 2011.



FCCF GRANT APPLICATIONS NOW AVAILABLE

The Fayette County Community Foundation has released their grant applications for the 2011 award cycle. All local civic groups and organizations are encouraged to complete an application for projects happening around Fayette County. Each year the Foundation awards funds to many different groups for projects in the areas of Art & Culture, Health, Community Affairs & Development, Human Services, Education, Environmental Education & Protection, and Historic Preservation. Following a county-wide survey conducted in 2010, the Foundation will have two funding priorities for

2011: Community Planning/Long Range Goal Setting, and Recreation Tourism. There is no specific dollar amount set aside for funding projects in these priority areas, but requests for projects aligning with these priorities may be reviewed with favor. Requests not aligning with these priorities may still be submitted.

This year the foundation will have just over \$90,000 to award. Applications are due February 1, 2011 and grant awards will be announced in April 2011.

Applications are available at the Chamber/Main Street office or online at www.fayetteccf.org.



CHAMBER SCRIP MONEY MAKES A GREAT GIFT

Do you have a hard-to-buy for person on your holiday gift list? Are you wondering how to reward your employees or thank them for a job well done this holiday season? Want to give a gift that gives back to the community? Then Chamber Scrip money is the gift to choose! We can customize each certificate for your individual needs and they come in any amount you desire. But the best thing about giving them as gifts

is that your money stays here within our community supporting your fellow businesses. Studies show that purchases made with locally-owned small businesses allow more money to stay in the local economy. For every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here.

The best way for all of us to help the economy here in West Union is to shop here at home!

All businesses are reminded that you can redeem your scrip money that you can redeem your scrip money spent in your store, either directly through our two local banks or by bringing it to the Chamber office. Thanks for accepting these local certificates this holiday season and all year long!

GREEN PILOT UPDATE



WEST UNION TO BE FEATURED IN PRESERVATION MAGAZINE: A reporter from the national publication *Preservation Magazine* was in West Union on November 18th to interview city staff and local business owners about the Green Pilot Project. *Preservation Magazine* is published by the National Trust for Historic Preservation and contributing editor Reed Karaim made the trip from Tucson, Arizona to learn more about the city's project. The National Trust for Historic Preservation is very interested in the Green Pilot Project and will be sharing our progress with their readers across the nation. The story will be published in early 2011.

ENERGY GRANT PROGRAM AVAILABLE: Business owners are reminded that there is still funding available in the Energy Efficiency & Renewable Energy Incentive Program administered by Main Street West Union. The purpose of the program is to provide an additional financial incentive to property owners to implement energy efficiency improvements such as upgraded lighting, new energy star rated windows and doors, insulation, energy efficient appliances used within your business and much more. The rebate amount varies by type of energy improvement made. The maximum rebate is \$3,000 per utility account. Additional rebates may be available from your local service provider and a tax credit is available from the federal government for some improvements made yet this calendar year. Rebates are provided on a first come, first served basis and must be completed by December 31, 2010. For more information about the program, please pick up a Cash Rebate Fact Sheet in the Chamber office or visit the Green Pilot page on the West Union website at www.westunionn.com.



CIVIC CLUB SANTA STORE AND ZION LUTHERAN CHURCH COOKIE WALK



West Union CIVIC Club will be hosting their annual Santa's store at Zion Lutheran Church on Saturday morning, December 4th from 8:30 to 11:30. Area children can shop for Christmas gifts for their family during the annual event.

Upstairs, shoppers can choose from a large selection of delicious holiday cookies at the Zion Lutheran Church Cookie Walk. Cookies are sold by the pound but be sure to get there early for the best selection!



Can Collection for Fireworks

The can collection bin for the annual fireworks celebration is now located at Old Mill Redemption Center on Hwy 150 south by the car wash & Jay's Automotive. The Chamber of Commerce is continuing to collect cans to help fund the annual fireworks celebration on July 4th. As you clean out the garage in anticipation for all those holiday guests, why not donate those cans to good cause? At the time of this printing we have over \$2500 raised for next years fireworks show. Thanks for your contribution!!

COMMUNITY MESSIAH PERFORMANCE

Each year the talented singers surrounding the West Union area join forces for the annual Messiah performance. This year's concert will be held on Sunday, December 12th at the United Methodist Church. The volunteer Messiah group is currently accepting donations to help with the cost of the annual performance. Donations assist with paying for the string quartet from Luther College, and items like postcards and programs. If you would like to make a contribution, please send your donation made out to West Union Community Messiah, c/o Kimberly Pont, Treasurer, 518 7th Ave NE, Oelwein, IA 50662.

FREE GIFT WRAPPING

Main Street West Union's Promotion's Committee is offering FREE gift wrapping for local shoppers twice during the month of December on two special shopping days. Thursday, December 9th is Ladies Night in West Union as participating stores will have special deals for their female customers. The guys will have their special shopping night on Thursday, December 16th! Bring your purchases to the lobby between Union Drug & Pizza Palace from 5-7 p.m. and have them wrapped for FREE! You can also enjoy some tasty holiday treats and hot cocoa while you wait. Special deals and FREE gift wrapping—what could be better this holiday season!



Fayette County Tourism Council's
3rd Annual Holiday Open House
 Join us for homemade goodies and holiday cheer December 12th
 from 10:00 a.m. 'til Noon at the Tourism Center
 For more information, contact the Fayette County Tourism Office:
 606 W. Water Street, P.O. Box 528
 Fayette, IA 52142
 800-798-4447

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DECEMBER CALENDAR OF EVENTS

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|--|-------------------------------------|
| 1 MSWU Organization Committee meeting | 21 MSWU Design Committee meeting |
| 2 Santa at Fayette County Court House | 24 Office closed |
| 4 CIVIC Club Santa's Store
Zion Lutheran Cookie Walk | 25 Merry Christmas! |
| 6 West Union City Council meeting
Public Hearing for NFHS Middle School building disposal | 27 Final Holiday punch card drawing |
| 7 Pearl Harbor Remembrance Day | 31 Office closed |
| 8 NIBN Executive meeting—Postville MSWU Business Improvement Committee meeting | |
| 9 Ladies Night Shopping Event | |
| 10 Barn Quilts of Fayette County meeting | |
| 11 Fayette County Tourism Center Open House in Fayette | |
| 12 Handel's Messiah Performance at United Methodist Church | |
| 14 Chamber Board meeting
MSWU Board meeting | |
| 15 Fayette County Local Housing Trust Fund meeting in Fayette | |
| 16 Men's Night Shopping Event | |
| 20 West Union City Council meeting | |



**CHAMBER
OFFICE CLOSED**

In honor of the Christmas and New Year's holidays the Chamber of Commerce office will be CLOSED on Friday, December 24 and Friday, December 31. We wish all of our Chamber members and businesses a very Happy Holiday!!

