

Sheldon Chamber and Development Corporation 2020 Annual Report



**Igniting a Community
"Where Families Come First".**

-Curt Strouth, Community Development Director

When we turned the calendar to 2020, little did we know what was ahead over the next 365 days. Verbiage such as Covid-19, CDC (Center for Disease Control), IDPH (Iowa Department of Public Health), Governor's Proclamation, and social distancing became just part of our normal vocabulary it seemed.

There is no doubt that 2020 was a year full of challenges and uncertainty for everyone and it will go down in history as one of the most unprecedented years in our history. But what is undeniable, is the resiliency of our great community to ensure that Sheldon thrives, even in the midst of a global pandemic. This resiliency is worth reflecting on and is something that we all can be proud of as we enter into a new year with a fresh start.

Early in 2020 we were forced to change the way we conducted business. Schools and businesses were forced to close, and most community events were amended or cancelled, including Celebration Days which is our biggest event on the calendar. Large development projects became more challenging to manage, primarily due to the economic climate. However, faced head on with these challenges, we all adjusted and new opportunities presented themselves.

The focus of our office quickly turned to determining ways to assist our local businesses with COVID-19 relief and to determine ways to boost consumer confidence in the process while encouraging shopping local. We immediately rolled out "COMEBACK CASH" which made \$250,000 available to the consumer at a 30% discount. This program was funded by SCDC and the City of Sheldon with both entities contributing \$40,000 to cover the 30% discount. This COMEBACK CASH resulted in a big influx in consumer spending locally and in a short amount of time. We also implemented our "Receipts for Sheldon Dollars Promotion" which for every \$100 spent locally, SCDC provided \$10 in Sheldon Dollars back to the customer to be spent locally. Over \$250,500 in receipts were redeemed in a 30-day period, which put another \$25,500 of Sheldon Dollars back into our local Sheldon economy. Our community stepped up and supported local in a big way.

Our community was fortunate to experience some exciting new development in 2020 as well. Jimmy John's announced their intent to open in Sheldon, the new COOP Crossroads Travel Plaza opened in November, Cobblestone Inn & Suites announced their intent to build a 40-room hotel next to Crossroads Pavilion Event Center, Kwik Star announced their intent to develop on the old Shopko location, Breu Haus Coffee + Brewery opened in the redeveloped Department of Transportation Building, and two older commercial buildings (Godfathers and Bomgaars) are now in the process of being filled with new business. We are grateful for these continued investments and look forward to what our future holds.

Sheldon is where "Families Come First" and we are blessed to be a part of a vibrant, progressive community, built on a strong heritage. Sheldon provides an atmosphere that is conducive to conducting business, a quality place to call home, raise a family, and retire. As business owners and residents, we all need to take pride in that and understand that community growth and development is only as successful as the residents and the businesses who are invested in it. We are fortunate to have a great foundation of business leaders, residents, and volunteers here in Sheldon which makes continued community growth feasible and helps provide a very positive future outlook.

On behalf of the Sheldon Chamber and Development Corporation's Board of Directors and staff, I would like to thank our very dedicated membership for your commitment to Sheldon and continued investment with our organization. We understand that there are many choices when deciding how best to allocate your annual giving dollars but be assured that your commitment is sincerely appreciated. It's that commitment that contribute to our ongoing effort to make Sheldon a better place to live, work, and conduct business even through a global pandemic. Our promise is that we will constantly strive to provide high quality programs, services, and amenities for our community. If you have any questions about the SCDC, our goals as an organization, or would like to consider joining, please call us at 324-2813. Together we can all make a difference. Thank you for all for what you do for our community! We look forward to a very successful and prosperous 2021.

Curt Strouth, Community Development Director

-Josh Osborn, 2020 SCDC Board President

Dear Members of the Sheldon Chamber and Development Corporation:

During a most difficult, trying, and unprecedented year I want to thank you for sticking together and working together to do what was necessary to make this past year as successful as possible. I also want to thank you for allowing me to be a part of this with you. Although we have had some difficulties and some unfortunate situations, we came together and were able to get a lot accomplished in 2020 as an SCDC Group.

I want to thank Curt, Shantel, and Brandi for all of their dedication and hard work over the past year. We are blessed to have a great team with these three. Their dedication along with the Board and executive board has always focused on the best interest of our businesses and the community we all live in and call home. So please know that this team works very hard to help and improve at any chance they can to further our community.

Most importantly I want to thank you all as members of the SCDC for your involvement and support. We as a group, I believe, is a big part of what makes Sheldon a success and a great place to live. With your support we are able navigate through a difficult year with many success stories such as Comeback Cash, Another year of Merry Money, some major development, and much more. So thank you.

I look forward to a year with the ability to be freer and see the success of what this SCDC Group can do. I know that there are many projects being worked on and the future for Sheldon is bright with a great group of involved people like we have.

Thank you

Josh Osborn, 2020 SCDC Board President

-Shantel Oostra, SCDC Chamber Director

I believe it is safe to say that 2020 will certainly be an unforgettable year! We have definitely seen many challenges with the COVID-19 pandemic, but what I've loved about this year is watching how our community faced the challenges head on and didn't back down. It would have been easy to give up and throw in the towel. Instead, everyone got creative, looked for ways to do business differently, and did what they could to help others out.

Even in the midst of a pandemic we came together to host some entertaining and safe events such as Teen Night at the Pavilion, Labor Day Weekend Fireworks, Downtown Trick or Treating, Holiday Parade of Lights, A Merry Little Christmas Party, and the Holly Jolly Hoopla. Along with these events, we celebrated business openings, relocations, anniversaries, employee retirements; our Farmers Market had a successful year; we carried out retail and restaurant promotions such as the Chocolate Walk, Crazy Day, Shop Hop and Taste the Town. We rallied behind our businesses to support them during a difficult time with Comeback Cash, Receipts for Sheldon Dollars, and sold out of Merry Money in record time. This year may not have looked like we thought it would, but we sure had fun!

I think we can look back at 2020 and say it was hard, but we are resilient and we are Sheldon Strong. We don't grow when things are easy; we grow when we face challenges. I believe that Sheldon had a tremendous year of growth in many ways and I'm so looking forward to what 2021 has to offer...challenges and all! A sincere thank you to our membership for partnering with us, your investment is truly appreciated and we look forward to working with you throughout this next year.

Shantel Oostra, SCDC Chamber Director

2020 SCDC Board of Directors

President

Josh Osborn
Hy-Vee
Term Expires: 12/31/2020

Vice President

Trevor Gottula
Edward Jones
Term Expires: 12/31/2021

Past President

Mark Ten Kley
Southwest Wholesale RV
Term Expires: 12/31/2022

Secretary/Treasurer

April Schaeffer
Top Notch, LLC
JT Trucking, Inc.
Term Expires: 12/31/2020

Amy Van Marel
Mr. B's/Lady B's
Term Expires: 12/31/2020

Daniel Ten Clay
Northwest Décor & Furniture
Term Expires: 12/31/2021

Mark Brown
Northwest Iowa
Community College
Term Expires: 12/31/2021

Gered De Hoogh
G & E Cabinetry, Inc.
Term Expires: 12/31/2022

Justin Jonas
Village Northwest Unlimited
Term Expires: 12/31/2022

Tom Eggers
Rosenboom Machine and Tool
City Council Representative

Brad Hindt
Downtown Hardware
City Council Representative

Sam Kooiker
City Manager
Ex-Officio

Cory Myer
Sheldon Community Schools
Ex-Officio

2020 Sheldon Chamber and Development Boards and Committees

Ambassadors:

This organization is compiled of representatives from Sheldon who serve to recognize special occasions and honorary visitors to our community. Members include: Dennis DeJong, Jan Rolston, Randy Kruse, Skip Tanner, Mike Schmalen, Mark Brown, Mark Rector, Ron Plum, Corey Elgersma, Amy Sietstra, Aaron Prewitt, Mark Kleinwolterink, Melissa Bohrer, Nancy Martens, Curt Strouth, and Shantel Oostra.

Celebration Days:

The annual Celebration Days festivities take place over Labor Day weekend. 2020 events were canceled due to COVID-19, however we were able to host a fireworks display at Northwest Iowa Community College. Fireworks committee members included: Doug Rodger, Mike Davis, Todd Uhl, Brad Hindt, Sam Kooiker, Curt Strouth, and Shantel Oostra

Development Committee:

The Development Committee oversees all activity related to the various development properties that the SCDC owns. The committee members include: Brad Hindt, Duane Seehusen, Denny Michels, Mike Claar, Barry Whitsell, Rick Nordahl, Mark Ten Kley, Josh Osborn, Sam Kooiker, and Curt Strouth.

Ladies Night Out:

Ladies Night Out is an event held in the spring at Crossroads Pavilion Event Center and includes a catered meal and special guest speaker. Since our 2020 event was canceled due to COVID-19 a full committee was not formed.

Marketing:

The Sheldon Marketing committee designs and implements projects which promote Sheldon to its residents, visitors, and potential new businesses. Committee members include: Heidi Brown (Chairperson), Ron Plum, Jan Rolston, Kristin Kolbaum, Ryan Haack, Niki Cooper, Mark Rector, Peter Wagner, Travis Klein, April Schaeffer, Jake Kerr, Dustin Remme, Tricia Meendering, Lee Stover, Trevor Gottula, Sam Kooiker, Curt Strouth, and Shantel Oostra.

Sheldon Retail Committee:

This committee is compiled of SCDC retail members who work together to highlight the retail businesses in Sheldon through promotions and events following the "Shop Small, Shop Smart, Shop Sheldon" motto.

RLF Board:

Sheldon's \$1,800,000 revolving loan fund portfolio is administered by financial and legal experts from within the community. Applications for revolving loan funds are brought to SCDC by any local lending institution. RLF is designed as a source of gap financing for new or expanding business within a five mile radius of Sheldon. Committee members include: Lary Rosenboom (Chairperson), Tom Whorley, Dennis Gorter, Lyle Kuiper, Ken Hengeveld, Dan Van Gorp, Amy Van Marel, Trevor Gottula, Mark Kleinwolterink, and Curt Strouth.

RIF Storefront/Interior Renovation Committee:

The Redevelopment Incentive Fund committee, better known as "Storefront Committee" accepts and evaluates applications from property owners wishing to improve the interior and exterior of their buildings through our incentive renovation programs. Forgivable loan amounts depend on project cost or linear footage of the storefront. Committee members include: Frank Luepke (Chairperson), Greg Wepler, Skip Tanner, Corey Elgersma, Kathy Kruger, and Curt Strouth.

Sheldon Home & Design Expo:

This committee coordinates the activities and set-up of the annual Sheldon Home & Design Expo. Committee members include: Brad Hindt, Greg Wepler, Curt Strouth, and Shantel Oostra. The 2020 Home & Design Expo was canceled due to COVID-19.

Sheldon Young Professionals Program (YP Program):

This group works on getting the younger professionals in the community together to network, host events, and get involved in the community. Some events that were hosted by the Young Professionals Program were Karaoke Night, Bingo Night, monthly lunches, and socials. The steering committee includes: Morgan Granstra, Eric Maassen, Malorie Krikke, Melissa Bohrer, Ty Rushing, Scott Kruger, Haley Gurtler, Brandi Fuerstenberg, and Brittany Maassen.

2020 Sheldon Chamber and Development Highlights

January

- 9 BA5 at Seasons Center
- 9 Sheldon Young Professionals Monthly Luncheon at Truly Scrumptious
- 10 Friday Coffee at Pizza Ranch
- 16 2019 SCDC Annual Meeting at Crossroads Pavilion Event Center. Speaker: Bill Withers Caterer: HyVee
- 24 Friday Coffee at Just Cuts for Men

February

- 1 Teen Night at the Pavilion
- 7 Sheldon Young Professionals Speed Networking at The Lounge
- 13 Sheldon Young Professionals Monthly Luncheon at Brady's Pub
- 14 Chocolate Walk at many downtown businesses
- 20 SCDC Monthly Luncheon. Speaker: Steve Waldstein. Caterer: Hy-Vee
- 24 Ribbon Cutting at NCC's remodeled Building D — Automotive & Light Duty Diesel classrooms, labs, and student space
- 24 Heroes Behind the Badges Blood Drive
- 24 "Giving with Your Heart" Food Drive

March

*On March 9, the original Proclamation of Disaster Emergency was issued by Governor Kim Reynolds. In the following days and weeks, schools, and non-essential businesses were required to close.

- 12 Sheldon Young Professionals Monthly Luncheon at Los Panchos
- 19 SCDC Monthly Luncheon- Canceled due to COVID-19
- 19 Receipts for Sheldon Dollars promotion began
- 20 Ribbon Cutting at JESS Food Service and Equipment- Canceled due to COVID-19
- 21 Sheldon Home and Design Expo- Canceled due to COVID-19
- 26 Sheldon Young Professionals Musical Bingo Night at the Lounge- Canceled due to COVID-19

April

*During the month of April, many businesses, churches, parks, etc. were closed due to COVID-19 restrictions.

- 1 First day of "One Stop Shop" Online Gift Card Sales
- 2 Ladies Night Out at Crossroads Pavilion Event Center with guest speaker Deadra Stanton - Canceled due to COVID-19
- 11 Children's Easter Egg Hunt- Canceled due to COVID-19
- 16 SCDC Monthly Luncheon- Canceled due to COVID-19
- 24 O'Brien County Career Day- Canceled due to COVID-19
- 30 Last day to turn in Receipts for Sheldon Dollars

May

- 1 Businesses open, with some restrictions
- 21 SCDC Monthly Luncheon- Canceled due to COVID-19
- 31 Last day of "One Stop Shop" Online Gift Card Sales

June

- Farmer's Market every Monday and Friday at the Train Depot
- 18 SCDC Monthly Luncheon- Canceled due to COVID-19
- 25 Sheldon Young Professionals hosted a Virtual Trivia Night
- 26 Friday Coffee at Citizens State Bank for Doris Heiliger's retirement
- 30 \$250,000 of Comeback Cash sold

July

- Farmer's Market every Monday and Friday at the Train Depot
- 15 Sweet Summertime Sales downtown Sheldon
- 16 SCDC Monthly Luncheon- Canceled due to COVID-19
- 30 Last day shoppers could use Comeback Cash

August

- Farmer's Market every Monday and Friday at the Train Depot
- 2 Sheldon Young Professionals host Yoga with a Twist at the Crossroads Pavilion Event Center
- 7 Ribbon Cutting at Downtown Grounds and Fusion Workspace
- 20 SCDC Monthly Luncheon- Canceled due to COVID-19

September

- Farmer's Market every Monday and Friday at the Train Depot
- 4 Ribbon Cutting at Sheldon Vision Care
- 6 Fireworks display at Northwest Iowa Community College
- 7 Sheldon Celebration Days- Canceled due to COVID-19
- 10 BA5 Top Notch Stitching Fiesta for 5 year anniversary
- 17 SCDC Monthly Luncheon- Canceled due to COVID-19
- 18-19 Shop Hop and Taste the Town
- 21 Sheldon Young Professionals Yoga with a Twist at the Crossroads Pavilion Event Center

October

- 15 SCDC Monthly Luncheon- Canceled due to COVID-19
- 22 SCDC Homecoming Scholarship awarded to Kelsey Storm
- 30 Trick-or-Treating Downtown and Citywide

November

- 3 \$125,000 of Merry Money sold
- 12-16 Holiday Retail Open Houses
- 19 SCDC Monthly Luncheon- Canceled due to COVID-19
- 28 Holiday Parade of Lights

December

- 5 Merry Little Christmas Party held at the Prairie Arts Historical Park
- 10 Sheldon Young Professionals Virtual Trivia Night
- 11 Holly Jolly Hoopla held at the Crossroads Pavilion Event Center
- 17 SCDC Monthly Luncheon- Canceled due to COVID-19
- 19 SCDC free showing of the movie *ELF* at Krull Cinemas
- 24 Last day shoppers could use Merry Money

2020 Community Events

Annual Meeting:

Reflecting back on 2019, our Annual Meeting was held on January 16, 2020 located at the Crossroads Pavilion Event Center. We welcomed Bill Withers as our featured guest speaker. A catered lunch was provided by Sheldon Hy-Vee.

SCDC Monthly Luncheons:

SCDC Monthly Luncheons serve as a valuable networking opportunity. As a member benefit members of the SCDC are invited to attend luncheons on the third Thursday of each month. SCDC Monthly Luncheons consist of a catered meal, featured guest speakers, and an SCDC update. The Sheldon Marketing Committee graciously assists in funding the SCDC Monthly Luncheons. A majority of the SCDC Monthly Luncheons were canceled due to COVID-19.

Teen Night:

On Saturday, February 1st we held our first Teen Night. The event, which was held at Crossroads Pavilion Event Center, was a fun night of inflatable games, laser tag, LED mini golf, and pizza. There were approximately 160 teens that attended. Thank you to Farm Bureau – Randy Kruse, G&E Cabinetry, Gesink & Vander Wilt Insurance Agency, MidAmerican Energy, NorthStar Community Credit Union, Party Fun Rentals, Prins Insurance, Sanford, and Southwest Wholesale RV for sponsoring the event.

Sheldon Home & Design Expo:

The 2020 Sheldon Home and Design Expo had to be canceled this year due to the restrictions being made by the CDC and the LLRC closing because of COVID-19.

Receipts for Sheldon Dollars Promotion:

To encourage consumer spending during a difficult time for our retailers and restaurants, we launched a Receipts for Sheldon Dollars Promotion. Customers who made purchases from March 19-April 30 were able to bring in their receipts by April 30 to receive \$10 for every \$100 spent (max of \$1000) at Sheldon restaurants and retail businesses. We received a total of \$250,482.53 in receipts, which in turn generated \$20,560.00 in Sheldon Dollars to be spent at participating Sheldon Dollars businesses. A special thanks to Kent Nutrition, MidAmerican Energy, Rosenboom Machine & Tool, NorthStar Community Credit Union, Maintainer, Rome, Ziegler Cat, Van Wyk Trucking, Premier Communications, Poppema-Sikma Construction, Fred's Plumbing & Heating, DK Plastics, and the Sheldon Marketing Committee for helping to fund the promotion.

One Stop Shop Online Gift Card Sales:

From April 1-May 31 we facilitated an online platform for gift cards. Consumers could purchase \$25 gift cards from participating businesses at a one-stop shop. A total of \$4,075 in gift cards were purchased in two months.

Ladies Night Out:

Ladies Night Out was to be held on Thursday, April 2, 2020. The event had to be canceled due to COVID-19.

Golden Easter Egg Hunt:

The Golden Easter Egg Hunt was canceled due to COVID-19.

Children's Easter Egg Hunt:

The Children's Easter Egg Hunt had to be canceled due to COVID-19.

Community Clean-Up Day:

The 2020 Community Clean-Up looked a bit different this year. The event which is usually held in the spring was postponed until fall. Businesses and community members were able to adopt a project from a list provided by the Sheldon Marketing Committee.

Farmers Market:

The Sheldon Farmers Market kicked off the summer season on June 3, 2020 and continued every Monday & Friday through September 27, located at the historical Train Depot. Market vendors distributed goods such as fresh fruits, vegetables and homemade jams throughout the summer.

Comeback Cash Sales:

To help give an economic boost to many businesses that were forced to close due to COVID-19, we sold \$250,000 in Comeback Cash. This cash was sold at a 30% discount to consumers. Participating businesses received 100% of the profit from the cash that was spent at their business. The 30% discount that was provided to the consumer was covered in partnership by the SCDC and the City of Sheldon. Thank you to the following businesses for participating in this promotion: Alissa Ryan Boutique, Bliss Salon & Spa, Blossom & Bride Boutique, Brady's Pub, Cook's Café/Langer's Bar & Grill/The Lounge, The Courtyard & Royal Tan, Downtown Hardware, Eyecare Center, Glen's Sport Center, Hair Headquarters, Impressions Salon, JDL Kreations, JESS Food Service, Just Cuts for Men, Los Tulipanes, Mastbergen Jewelry, Missy's, Morgan Collision & Tire, Mr. B's & Lady B's, Neal Chase Lumber Co., Northwest Décor & Furniture, Old 60 Steaks & Chops, PartyFun Rentals, Pizza Ranch, R&J's New & Used, Sheldon Ben Franklin and Framing & Gift Gallery, Sheldon Family Dental, Sheldon Vision Care, Southwest Wholesale RV, Stammer Liquor, Subway, Super HiTech, Sweet Puddle Jumpers Boutique, The Dental Office, Top Notch Rentals, Top Notch Stitching, Touch of Hope, Travel World, Truly Scrumptious, Uptown Threads, Validation, Vamp Salon, Van Maanen's Radio Shack, Village Treasure Chest, and Vogel Paint & Glass.

2020 Community Events

Sweet Summertime Deals:

On Wednesday, July 15 shoppers were able to get some great deals downtown. Participating retailers filled the sidewalks and streets with discounted merchandise. Truly Scrumptious and Downtown Grounds offered some delicious breakfast and lunch specials. We also had a few pop-up vendors join us downtown.

Iowa's Ride:

Sheldon was picked as an overnight host for Iowa's Ride. The scheduled weekend of, July 18, has been postponed to 2021 due to COVID-19.

Sheldon Celebration Days:

Due to COVID-19 restrictions it was decided to cancel our large festival activities. Instead of the weekend long event we were able to offer a fireworks show the Sunday evening before Labor Day. Northwest Iowa Community College graciously allowed us to host the show on their campus. The fireworks show was made possible by generous donations from Boer & Sons, Bomgaars, Cain Ellsworth & Co., LLP, Choice Chiropractic, City of Sheldon, Downtown Hardware, Farmers Market Concrete & Excavation, Fred's Plumbing & Heating, Inc., HyVee, Iowa State Bank, Jesse Grady Construction, JT Trucking Inc., KIWA Radio, Lewis Family Drug, M & D Construction, Maintainer Corp of Iowa, Inc., Morgan Collision & Tire, Mr. B's & Lady B's, Neal Chase Lumber, NorthStar Community Credit Union, O'Brien County Implement, Perspective Insurance, Poppema Sikma Construction Co, Prairie Queen Kiwanis, Prins Insurance, Sam's Barber Shop, Schwarz Sanitary Service, Sheldon Chamber & Development Corp, Sheldon Noon Kiwanis, Sudbeck Trucking, The Dental Office, Top Notch Rentals, Top Notch Stitching, Vamp Salon, Vander Ploeg Funeral Home, and Woods, Fuller, Shultz, & Smith.

Shop Hop and Taste the Town:

Friday, September 18 and Saturday, September 19 we held a Shop Hop and Taste the Town promotional event. Shoppers were given a punch card when they visited a participating retail store or restaurant and the goal was to receive a punch from each participating retailer and at least one participating restaurant. In order to receive a punch from the retail stores customers had to find the hidden SCDC logo in the store. To receive a punch from a restaurant they needed to make at least one purchase. Full punch cards could be returned to the SCDC office for a chance to be entered into a grand prize drawing.

Merry Money Sales:

Sheldon Merry Money was sold at a 10% discount on Tuesday, November 3rd. In total \$125,000 was sold with a limit of \$2,000 per household or business. Consumers were able to purchase Merry Money at a 10% discount with the Sheldon Marketing Committee funding 5% of the discount and local retailers funding the other 5%. This year we sold out in record time in just 2.5 hours. In 2020, forty-three businesses accepted Merry Money. Thank you to the following participants: Alissa Ryan Boutique, Ben Franklin, Blossom & Bride Boutique, Brady's Pub, Carl's Footwear, Cook's Café, Downtown Grounds, Downtown Hardware, Eyecare Center, Fareway, Glen's Sport Center, Inc., Hair Headquarters, HyVee, Iowa Information, JDL Kreations & Consignments, JESS Food Service, Langer's Bar & Grill, Los Tulipanes, Mastbergen Jewelry, Missy's, Morgan Collision & Tire, Mr. B's & Lady B's, Neal Chase Lumber Co., Northwest Décor & Furniture, Premier Communications, R&Js New & Used, Sanford Sheldon Medical Center, Sheldon Family Dental, Sheldon Vision Care, Southwest Wholesale RV, Stammer Liquor, Subway, Super HiTech, The Dental Office, The Lounge, Top Notch Rentals, Top Notch Stitching, Touch of Hope, Uptown Threads, Validation, Vamp Salon, Village Treasure Chest, and Vogel Paint & Glass.

Christmas Activities:

The 2020 holiday season looked different than we had hoped for this year, but we were excited about the events that we were able to hold. Small Business Saturday, November 28, was a great day of supporting our Sheldon businesses. Stammer Liquor held a Holiday taste testing in the downtown plaza in the afternoon. We ended the day with our first ever Holiday Parade of Lights. This event was originally supposed to take place downtown, however due to the pandemic and the need to keep everyone from gathering it was decided to run the parade all around the town. We had approximately 25 entries in the parade, 6 of the entries were decorated Jeeps for the Jeep contest sponsored by KIWA and Ron Drenkow Motors. It was such a fun event that we hope to continue!

On Saturday, December 5 we held our Merry Little Christmas Party on the campus of the Prairie Arts Historical Park. The Prairie Arts Council hosted a Holiday and Winter Art Show and Display in the Hal Tuttle Gallery, Santa and Mrs. Claus and their elf helper were in the Pioneer Home for kids to visit, and we had a craft and cookies in the Baker School.

On Friday, December 11 we held our Holly Jolly Hoopla event at Crossroads Pavilion Event Center. This was a fun filled evening with many holiday festivities, including walk through the beautiful decorated Tablescares, a visit with Santa and Mrs. Claus, an appearance by the Grinch and Cindy Lou Who, a stop by to see their real-life reindeer friends and real-life Nativity animals, photo opportunities set up by PartyFun Rentals, and Christmas music by three very talented local pianists.

The last Christmas activity of the 2020 season was a free showing of the movie ELF at Krull Cinemas on Saturday, December 19. Thank you to the following business and individual sponsors of our 2020 events and decorations: Alissa Ryan Boutique, Bomgaars, HyVee, JESS Food Service, Jesse Grady Construction, Keith & Jan Rolston, KIWA, Neal Chase Lumber, NorthStar Community Credit Union, Perspective Insurance, Premier Communications, Prins Insurance, Dr. Ronald Zoutendam, Sanford, Sheldon Family Dental Clinic, Touch of Hope, VAMP Salon, and Vander Ploeg Funeral Home.

Vision 2021

Vision Statement for the City of Sheldon

Sheldon will become a progressive and dynamic community by causing the growth of population, jobs, incomes, opportunities, and quality of life throughout the region.

Vision 2021 Strategy Statements

- We will approach the future with a spirit of regional partnership and cooperation to cause an improved quality of life for all.
- We will grow our population.
- We will develop and maintain a strong retail community, including an attractive and vibrant downtown area.
- We will capitalize on the Highway 60 expressway and interchanges to promote the community and attract people and commerce.
- We will continue to maintain strong and diverse educational opportunities. This is a premier strength of the community and region.
- We will promote the development and availability of adequate housing that meets the varying needs of our citizen's.
- We will develop access to state-of-art communications capabilities that will meet the needs of business and individuals.
- We will maintain and further develop our strong base of medical services available within the community.
- We will promote the development of recreational opportunities for residents and visitors.
- We will promote the growth of existing and new industry as a means of creating more jobs, good jobs, and growth for our community.

Pathway to 2021

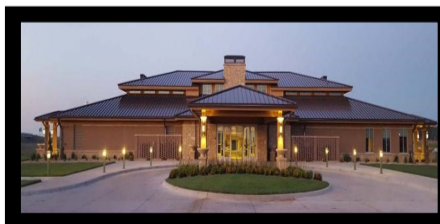
- Promote and support the growth and development of all of our schools, including NCC.
- Continue to develop, implement and adhere to the development plan of the areas around the Highway 60 Expressway.
- Continue to develop and market a package of financial incentives for growth of existing and new industry. Continue to develop and execute an aggressive "outreach" program to recruit new business and industry.
- Continue to develop regional interaction/cooperation with neighboring communities on issues of common interest and exert greater influence in county government and development.
- Embrace diversity throughout the entire community. (School, Churches, Organizations, and Businesses)
- Continue to determine the communication services needs of the community and seek providers to fill these on a cost-competitive basis.
- Develop and promote the construction of multiple family housing and to ensure an adequate supply of affordable housing. Continue to develop incentives and programs for building new housing and existing housing.
- Promote a strong and cohesive retail community.

2020 Economic Development Statistics Summary

Each year the Sheldon Chamber and Development Corporation compile a number of statistics that are a representation of the Economic Development activity in Sheldon. Here is a brief summary of the 2020 statistics provided with this report.

- The Sheldon Redevelopment Incentive Fund or “Storefront Program” funded two projects in 2020. These are forgivable loans made available to SCDC member businesses. This program has approved a total of 117 forgivable loans since the inception of the program with a total capital investment of \$1,607,030.00 in existing building improvements.
- The Interior Renovation Program assists in funding local businesses and their renovation projects. This is a 0% loan program amortized over 5 years. This program was started in 2016.
- Local Option Sales Tax Revenue during FY 2019-2020 generated an income of \$749,095.70. This is a increase of \$79,481.80 from the previous fiscal year. These are sales tax dollars collected as consumers purchase goods and services from the local businesses in our community.
- In 2020, there was \$99,437.80 of Hotel/Motel Tax Revenue generated, compared to \$153,523.79 collected in 2019. These funds are used by the Sheldon Marketing Committee and the City of Sheldon for community betterment projects and to market the community.
- Sheldon T.I.F. Revenue generated during the 2019-2020 fiscal year was \$2,852,351.92.
- There were three loans in the Sheldon RLF program during 2020. The Sheldon Revolving Loan Fund has in excess of \$1.1 million dollars to loan to local businesses for start-ups, expansions, etc. The Sheldon Revolving Loan Fund currently has 17 outstanding loans.
- In 2020, the City of Sheldon issued 87 building permits estimating \$8,122,155.81 in capital investment.

2019	\$16,303,579.67
2018	\$2,752,485.16
2017	\$46,469,770.00
2016	\$20,394,900.00
2015	\$15,934,650.00
2014	\$7,137,100.00



Capital Investment Records

Year 2004

Residential-----	12-----	\$2,052,000
Commercial-----	10-----	\$1,956,000
Industrial-----	2-----	\$600,000
Total-----		\$4,608,000

Year 2005

Residential-----	15-----	\$2,846,000
Commercial-----	5-----	\$2,828,563
Industrial-----	4-----	\$2,626,000
NIHC-----	1-----	\$4,500,000
Church-----	1-----	\$1,000,000
Total-----		\$13,800,563

Year 2006

Residential-----	9-----	\$1,768,000
Commercial-----	4-----	\$1,211,000
Industrial-----	3-----	\$1,220,000
NIHC-----	1-----	\$7,500,000
Children's World-----	1-----	\$1,094,000
Total-----		\$12,793,000

Year 2007

Residential-----	9-----	\$2,172,000
Commercial-----	5-----	\$8,830,000
NCC-----	2-----	\$2,787,800
Total-----		\$13,789,800

Year 2008

Residential-----	5-----	\$955,000
Commercial-----	5-----	\$410,000
NCC-----	1-----	\$1,600,000
Total-----		\$2,965,000

Year 2009

Residential-----	16-----	\$3,431,000
Commercial-----	5-----	\$970,000
Industrial-----	2-----	\$481,000
School-----	1-----	\$532,327
NCC-----	1-----	\$5,673,000
Total-----		\$11,087,327

Year 2010

Residential-----	3-----	\$725,000
Commercial-----	5-----	\$2,344,000
Industrial-----	5-----	\$1,780,000
Total-----		\$4,849,000

Year 2011

Residential-----	5-----	\$1,400,000
Commercial-----	2-----	\$75,000
Industrial-----	1-----	\$80,000
Total-----		\$1,555,000

Year 2012

Residential-----	5-----	\$1,515,000
Commercial-----	6-----	\$2,492,500
Industrial-----	3-----	\$6,361,000
Total-----		\$10,368,500

Year 2013

Residential-----	13-----	\$2,370,000
Commercial-----	5-----	\$3,315,000
Industrial-----	2-----	\$1,550,000
East Elementary Expansion-----	1-----	\$3,030,000
Total-----		\$10,265,000

Year 2014

Residential-----	29-----	\$7,320,000
Commercial-----	5-----	\$836,000
Industrial-----	3-----	\$92,000
Total-----		\$8,248,000

Year 2015

Residential-----	8-----	\$2,100,000
Commercial-----	5-----	\$910,600
Industrial-----	4-----	\$8,490,000
NCC-----	1-----	\$3,569,000
Total-----		\$15,069,600

Year 2016

Residential-----	8-----	\$2,550,000
Commercial-----	3-----	\$302,000
Industrial-----	4-----	\$1,925,000
Event Center-----	1-----	\$4,866,000
RMT-----	1-----	\$3,000,000
Bomgaars-----	1-----	\$2,300,000
NCC Student Housing-----	1-----	\$2,800,000
Immanuel Christian Reformed Church1-----	1-----	\$1,344,650
Total-----		\$19,663,950

Year 2017

Residential-----	12-----	\$4,025,000
Commercial-----	7-----	\$721,000
Industrial-----	5-----	\$411,685
NCC-----	2-----	\$268,000
Eagle Construction (Residential)-----	1-----	\$4,200,000
Deluxe Feeds/Kent Nutrition (Industrial) 1-----	1-----	\$37,000,000
Total-----		\$46,625,685

Year 2018

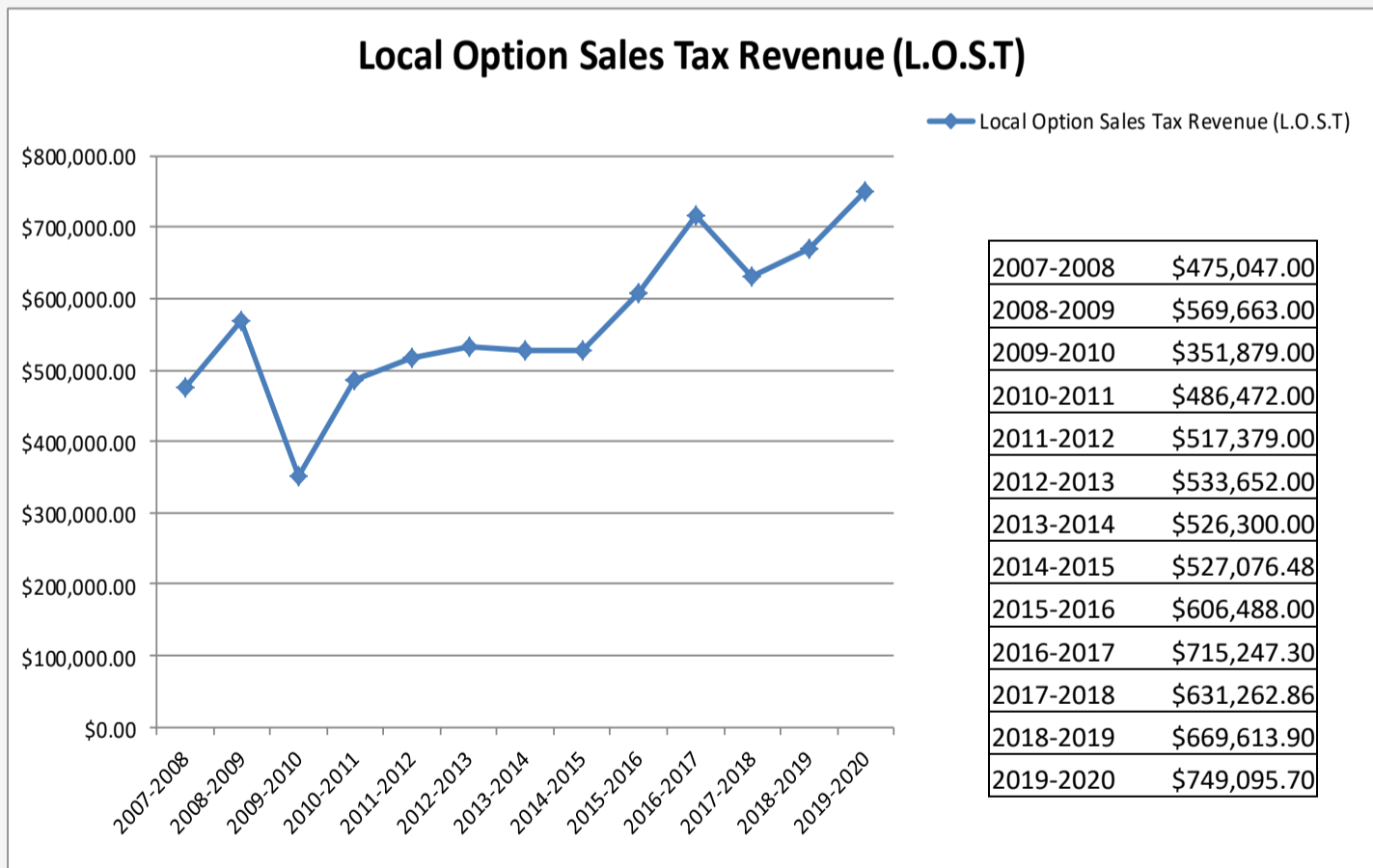
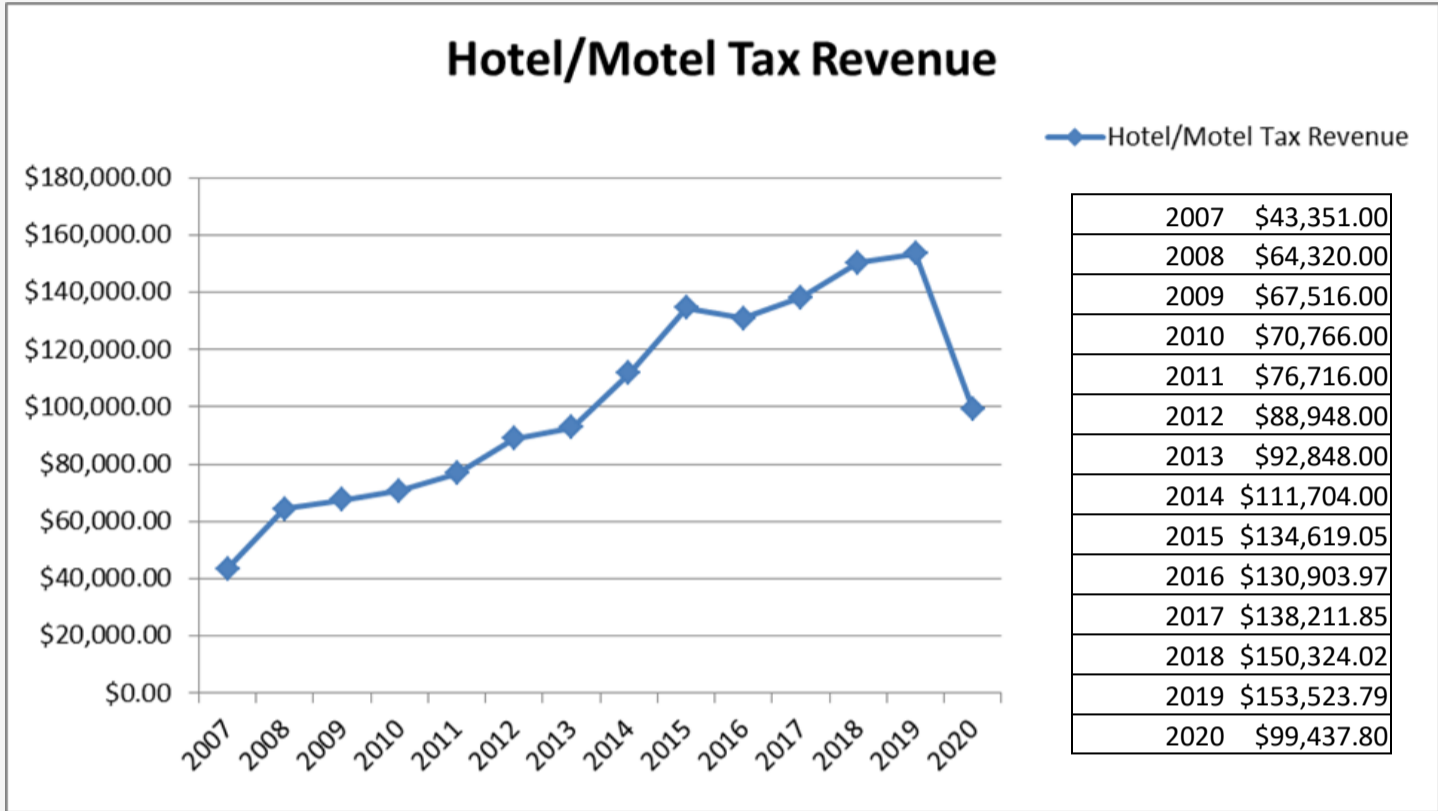
Residential-----	3-----	\$800,000
Commercial-----	5-----	\$527,300
Industrial-----	3-----	\$803,000
Total-----		\$2,130,300

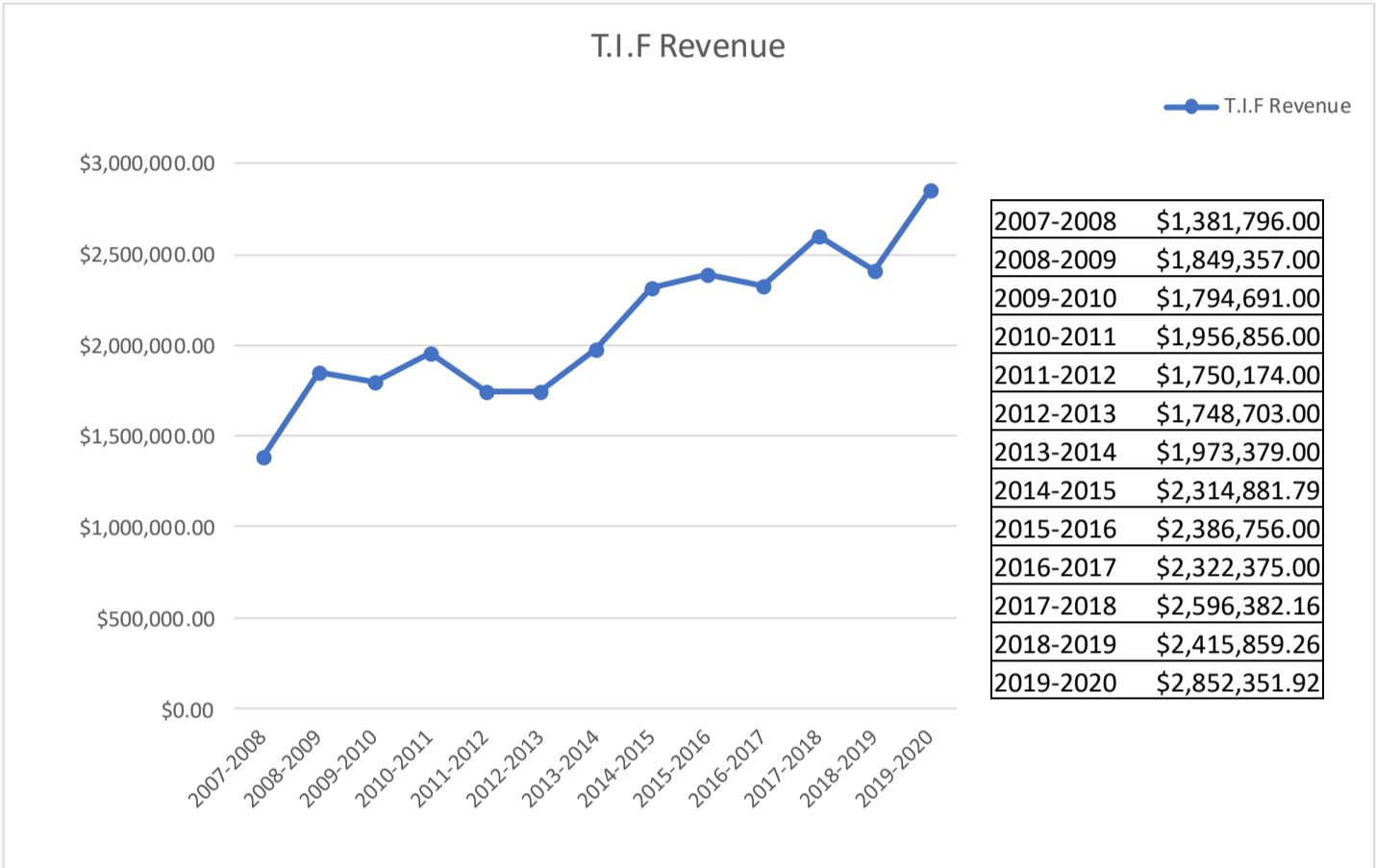
Year 2019

Residential-----	4-----	\$1,970,000
Commercial-----	4-----	\$4,289,000
(Sheldon Christian School: \$1,987,000)		
Industrial-----	3-----	\$9,725,000
(Northwest Iowa Community College: \$8,000,000)		
(Maintainer Corp: \$1,700,000)		
Total-----		\$15,984,000

Year 2020

Residential-----	8-----	\$3,897,956
(Village - 2 new waiver homes: \$2,121,000)		
Commercial-----	5-----	\$2,052,800
(Coop: \$1,800,000)		
Industrial-----	7-----	\$472,000
Total-----		\$6,422,756





Redevelopment Incentive Fund (Storefront program)

- Since the inception of the program, the City of Sheldon has invested \$400,000 which has been leveraged to create \$1,607,030.00 in building improvements to existing businesses in Sheldon.
- There have been a total of 117 Storefront forgivable loans granted since its inception in 1996.

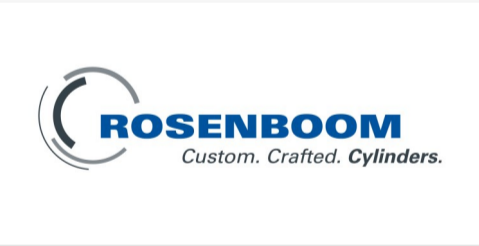
1997- 4 projects	2003- 3 projects	2009- 4 projects	2015- 6 projects
1998- 4 projects	2004- 4 projects	2010- 4 projects	2016- 7 projects
1999- 4 projects	2005- 5 projects	2011- 8 projects	2017- 8 projects
2000- 3 projects	2006- 7 projects	2012- 4 projects	2018- 3 projects
2001- 1 project	2007- 4 projects	2013- 8 projects	2019- 5 projects
2002- 4 projects	2008- 10 projects	2014- 5 projects	2020- 2 projects

**Sheldon Chamber & Development Corporation
Revolving Loan Fund Program
2020 Recap**

The Sheldon Revolving Loan fund Program has approximately \$1.1 million dollars to loan to businesses for start-up or expansion. The Revolving Loan Fund Program currently has 17 loans outstanding. The activity for the Revolving Loan Fund Program is as follows:

Year	# of Loans	RLF Loan Amount	Total Investment	# of Jobs Saved	# of Jobs Created (fte)
2003	1	\$10,500	\$35,000	0	2
2004	2	\$87,500	\$1,106,517	12	12
2005	2	\$314,000	\$1,105,430	27	7
2006	3	\$667,000	\$3,510,000	71	40
2007	5	\$513,400	\$3,947,050	34	88
2008	1	\$125,000	\$716,200	0	4
2009	4	\$326,812	\$1,300,000	17	30
2010	3	\$347,265	\$2,552,549	53	42
2011	3	\$192,500	\$6,652,000	0	26
2012	3	\$322,337	\$2,437,500	79	0
2013	No Change				
2014	No Change				
2015	4	\$246,000	\$941,944	16	17
2016	3	\$110,450	\$615,000	11	3
2017	2	\$250,000	\$300,000	31	2
2018	3	\$410,000	\$9,629,100	75	8
2019	1	\$40,000	\$125,000	0	2
2020	3	\$300,600	\$9,319,099	26	8
Total	43	\$4,263,364	\$13,292,389	452	291

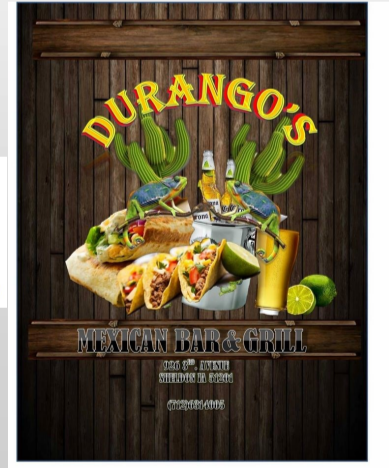
**Thank you to the 2019 Ground Breaking
Membership Contributors: \$2625+**



**Thank you to the 2019 Master Builder
Membership Contributors: \$1050-\$2,624**



Drs. Spronk, Vander
Griend, Radke, &
Hoogland



A special thanks to our loyal members!

SCDC Investor Level Membership: \$525-\$1,049

A & A Window Coverings and Construction
 AG Partners
 Autographx, LTD
 Aventure Staffing
 BF & S Lawn & Tree Service
 Blossom and Bride Boutique
 Boer and Sons Incorporated
 Brady's Pub
 Dan Englesman, Accounting PC
 Dave De Kok, Inc.
 DGR Engineering
 Fareway Food Stores

Farm Bureau Financial Services - Randy Kruse
 Farm Credit Services of America
 Iowa Information
 Jesse Grady Construction, LLC
 JT Trucking, Inc.
 Larry's Repair, Inc.
 Lewis Family Drug
 Los Tulipanes, LLC
 Mr. B's / Lady B's
 O'Brien County Implement
 PartyFun Rentals, LLC

Pizza Ranch
 Premier Communications
 Prins Insurance
 Rosenboom Frame and Body, Inc.
 Sheldon Crossroads Investment Group
 Sheldon Family Dental Clinic
 Sudbeck Trucking
 Top Notch Stitching
 Van Wyk, Inc.
 Vander Ploeg Funeral Home
 Vista Prairie at Fieldcrest
 Whorley Heidman Law Firm
 Woods, Fuller, Shultz & Smith P.C.

SCDC Contributor Level Membership: \$315-\$524

A Flower Peddler
 Access Systems
 Alissa Ryan Boutique
 Ameriprise Financial Services- Jay Theis
 Andringa Funeral Home Services
 Arnold Motor Supply
 B & D Poultry, Inc.
 Babcock Meat Company
 Ben Franklin Variety & Crafts / Framing and Gift Gallery
 BF & S Lawn & Tree Service
 Bills Electric, Inc.
 Bliss Salon & Spa
 Bolton & Menk, Inc.
 Bubbles and Bee Kleen
 Carl's Footwear
 Casey's General Store
 Cell Only- Verizon Authorized Retailer
 Children's World
 Chinese Chef
 Choice Chiropractic Clinic
 Cobble Creek Assisted Living
 Cooks Café
 Courtyard Fitness 24/7
 Culligan Water
 DeKruif Disposal
 Downtown Grounds
 Downtown Hardware
 Drs. Geyer & Binzer
 Edward Jones- Sheila Peelen
 Edward Jones- Trevor Gottula
 Farmers Market Concrete and Excavation
 Fantasia
 Fusion Workspace

Gesink & Vander Wilt Agency
 Glen's Sport Center, Inc.
 Glenwood Equities, LLC
 Hair Headquarters
 Hardee's of Sheldon
 Impressions Salon
 ISB Services Inc.
 It's Lit Fireworks
 JESS Food Service
 J & R Trucking, Inc.
 Just Cuts for Men
 KF Murphy Co. P.C.
 Krull Cinemas
 Langer's Bar & Grill/Catering
 M & D Construction
 Mastbergen Jewelry
 McDonald's
 Melissa Remme State Farm Insurance
 Memory Lane Restorations
 Midwest Garden Center, Inc.
 Miedema Chiropractic Clinic
 Missy's
 Morgan Collision & Tire
 Myers Pest Control
 Northwest Décor and Furniture
 Norwesco Tanks, LTD
 Noteboom RV
 Old 60 Steaks & Chops
 P&K Pest Control, Inc.
 Prairie Trail Village
 ProActive Physical Therapy & Sports Rehab
 R&J's New & Used Furniture
 Rome Grinding Solutions
 Sam's Barber Shop
 Schwarz Sanitary Service
 Seasons Center for Behavioral Health

Sheldon Can Redemption
 Sheldon Chiropractic Clinic
 Sheldon Community School District
 Sheldon Golf and Country Club
 Sheldon Power & Equipment, LLC
 Sheldon Veterinary Medical Center
 Sheldon Vision Care
 Sioux Country Radio
 Southwest Wholesale RV
 SP Heating & Cooling
 Spark's Door and Locksmith
 Stammer Liquor
 Subway
 Super 8 by Wyndham
 Super HiTech
 Sweet Puddle Jumpers
 Terry L. Boelter, DDS, PC & Dr. Jamie J. Gross, DDS
 The Dance Studio
 The Dental Office
 Time After Time & Trophy World
 TK Lawn Service, Inc.
 Top Notch Rentals, LLC
 Top Quality Construction & Cabinetry
 Touch of Hope
 Travel World
 Truly Scrumptious
 Uptown Threads Consignment Boutique
 Validation
 VAMP Salon
 Van Beek Electric, Inc.
 Van Maanen's, Inc. - RadioShack Dealer
 Vander Ploeg Funeral Home
 Village Treasure Chest
 Wheelchair Dynamics, Inc.

A special thanks to our loyal members!

SCDC Associate Level Membership: \$110-\$314

Bethel Reformed Church	Pete Hamill	Sheldon Noon Kiwanis Club
Calvary Baptist Church	Prairie Arts Council	St. Patrick's Catholic Church
Darrell L. Burns	Prairie Queen Kiwanis	St. Patrick's Catholic School
Duane Seehusen	Richard Haack	St. Paul Lutheran Church
First Christian Reformed Church	RIDES—Regional Transit Authority	United Methodist Church
First Reformed Church	RISE Ministries	
Fraternal Order of Eagles #2297	Rommco Collectibles	
Honor God Ministries, Inc.	Rosecrance Jackson Centers	
Immanuel Christian Reformed Church	Dr. Ronald Zoutendam	
ISU Extension and Outreach—O'Brien County	SCAT	
Keith and Jan Rolston	SCI Communications, Inc.	
Larry G. Postma, Attorney	Sheldon Boy Scouts	
Love In the Name of Christ of Greater O'Brien County	Sheldon Christian Retirement Home	
Marv Van Riesen	Sheldon Christian School	
Midwest Flying Services	Sheldon Church of the Brethren	
Noah's Ark Preschool	Sheldon Civic Music Association	
Our Savior Lutheran Church	Sheldon Historical Society	
Parkview Assembly of God	Sheldon Ministerial Association	

Invest in your future NOW!
SCDC Membership Commitment Levels:
 Associate..... \$110 - \$314
 Contributor \$315 - \$524
 Investor \$525 - \$1049
 Master Builder \$1,050 - \$2,624
 Ground Breaker\$2,625+

Your commitment aides in our ongoing effort to make Sheldon a better place to live, work, and conduct business. Thank you for your continued support and dedication toward making Sheldon "A Place Where Families Come First".



**Support our ongoing efforts
in making Sheldon
a place "Where Families Come First".**



Why become a member of the Sheldon Chamber & Development Corporation (SCDC)?

The Sheldon Chamber and Development Corporation stands by the mission to promote a lasting community "Where Families Come First". As with any business, we are constantly working to provide high-quality programs, services, and amenities within the Sheldon community. By partnering with the SCDC, you are directly supporting our ongoing efforts in making Sheldon a better place to live, work, and conduct business.

Contact Information:

Sheldon Chamber & Development Corporation

416 9th Street, PO Box 276 Sheldon

Phone: 712-324-2813 Fax: 712-324-4602

www.sheldoniowa.com

Also follow us on Twitter, Instagram, and Facebook: Sheldon Chamber

Curt Strouth-Community Development Director: estrouth@cityofsheldon.com

Shantel Oostra-Chamber Director: soostra@cityofsheldon.com

Brandi Fuerstenberg-Assistant: bfuerstenberg@cityofsheldon.com