

2023 Membership Packet



Sheldon
Chamber &
Development
Corporation

ADDRESS 416 9th St. Sheldon IA 51201

OFFICE PHONE 712.324.2813

WEB sheldoniowa.com - **FACEBOOK** SheldonChamber

TWITTER SheldonChamber - **INSTAGRAM** SheldonChamber

MEET THE TEAM

The SCDC staff is dedicated to help each Chamber Member achieve their business goals.

EXECUTIVE DIRECTOR/COMMUNITY DEVELOPMENT DIRECTOR

Curt Strouth

Curt joined the Sheldon Chamber and Development Corporation as the Community Development Director in January of 2014. Curt oversees all of the economic development activities of the corporation including business retention & expansion, new business development, marketing, Tax Increment Financing (TIF), workforce development, land development, housing, and comprehensive planning. Curt is an active member of the Professional Developers of Iowa (PDI), O'Brien County Economic Development, Northwest Iowa Economic Development, along with a number of other economic development organizations and boards. Curt received his Bachelor of Arts Degree from Augustana University in Sioux Falls, SD, and spent 11 years working for the City of Rock Valley before becoming the Community Development Director for the City of Sheldon.

CHAMBER DIRECTOR

Ashley Nordahl

Ashley joined the Chamber in November of 2021. Her role as Chamber Director is to plan and facilitate all SCDC Events, assist retailers with sale and promotional events, assist members in utilizing their Member Benefits and much more! Please feel free to reach out to Ashley with any questions you may have about the SCDC.

ADMINISTRATIVE ASSISTANT

Brandi Fuerstenberg

Brandi joined the SCDC team in October of 2020 as the Administrative Assistant. She does a variety of tasks around the office to both assist Ashley and Curt as well as the community. Brandi manages all of the SCDC's social media accounts, communicates with membership weekly about important information and events happening, fields any questions the community may have, and performs all of the backend administrative tasks for the office. Please reach out to Brandi with any questions!



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Dear Valued Sheldon Investor,

Hello from the SCDC Office! On behalf of the Sheldon Chamber and Development Corporation's Board of Directors and staff, I would like to thank you for your commitment to Sheldon and your continued investment into our great community. We had an absolutely outstanding 2022 and hope that you will consider joining us in our mission in 2023. Below is summary of a few of our community/organizational highlights from this year as well as a few reasons on why to consider partnering with SCDC in 2023.

Coming off of a year where Sheldon experienced 6.25% in population growth according to the US Census, 2022 proved to be a record year in terms of new commercial development, increase in quality-of-life amenities, and the celebration of our communities 150th birthday. New commercial development was highlighted by the construction of a brand new 40-room hotel (Cobblestone Inn & Suites), Scooters Coffee, Impressions Salon, Perspective Insurance, Sheldon Plaza (Kevin Kleinhesselink & Andy Lee) to name just a few. We also have exciting projects in the cue for 2023 highlighted by the construction of the new Beck Engineering office, Dollar Tree, and the 1-mile trail loop around the pond in Sheldon Crossing. All of this along with the continued growth of NCC, the Sheldon Community School District, and the current clinic expansion at Sanford Sheldon, Sheldon is certainly on the rise.

As we now look forward to 2023, we hope that you will consider partnering with SCDC to join us in the effort to continue to drive our community forward and allow us to help support your business in the process. We understand that you have many choices when deciding how to best allocate your annual giving dollars. Be assured that your consideration of membership and commitment to the SCDC is sincerely appreciated and valued. Our promise to you is that we will constantly strive to provide high-quality programs, services, and amenities for our community. We have enclosed the 2023 membership packet with a self-addressed stamped envelope for you to return to us if you feel so inclined. If you have any questions, please don't hesitate to contact our team (Curt, Ashley, or Brandi) at the office by calling 712-324-2813. If you would like to set up a business visit with our staff to discuss SCDC and/or membership, please let us know. On behalf of the SCDC Board or Directors, I want to thank you in advance for your consideration of investing in SCDC in 2023, and we look forward to a very successful year ahead.

A handwritten signature in black ink, appearing to read "Curt Strouth", is written over a light blue circular stamp.

Curt Strouth
Executive Director
Sheldon Chamber and Development Corporation

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Why become an SCDC Member?

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. Your commitment also helps support the Homecoming Scholarship, O'Brien County Career Day, Sheldon Young Professionals Program, and community promotions and events.

WEBSITE HITS

16,000

MONTHLY



Facebook

2.2K

Followers

HOW DOES BECOMING A MEMBER OF THE SCDC BENEFIT YOUR BUSINESS?

Supporting the SCDC allows for undeniable growth opportunities within our community while providing concrete benefits to your business. By being an SCDC Member, consumers recognize that you support the local community. When consumers know that your business is a Chamber Member, they are 80% more likely to purchase products and services from your business. We encourage you to review all membership level resources, programs, and incentives available to you as an SCDC Member. If you have any questions about the SCDC, our goals as an organization, or have new ideas, please contact Curt, Ashley or Brandi at 712-324-2813.

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MEMBERSHIP LEVELS & BENEFITS COMPARISON

Associate Member Level: \$125 - \$334 (501(c)3) Organizations, Churches or Individuals

- **Prepaid lunch card to receive one free lunch** at each monthly SCDC Noon Luncheon.
*This benefit amounts to a \$100 value. *See page 7 for luncheon details.
- Opportunity to network and meet others in the community through, **Friday Coffees, “Business after Five” (BA5), ribbon cuttings, groundbreaking ceremonies, Sheldon Young Professionals Program, and Monthly Luncheons.**
- Participation in the Sheldon Welcome Bag program, available to you at no cost. On average 240 Welcome Bags are distributed to residents new to the Sheldon community each year. This is a great opportunity to promote your organization through a coupon, promotional item, etc.
- Members can submit a request to have events posted on monthly **Community Calendars and Marquee signs.** Community Calendars are displayed at SCDC participating businesses and help to promote community events. Marquee signs are displayed at Citizens State Bank, Peoples Bank, Iowa State Bank, and Sanford. Requests can be submitted to bfuerstenberg@cityofsheldon.com.
- Members can submit a request to the SCDC to post upcoming events on **SCDC social media platforms.** Social media posts at this level will not be eligible to advertise a sale or promotion. The SCDC currently has 1,906 and growing followers on our Facebook page. Requests can be submitted to bfuerstenberg@cityofsheldon.com.
- * Please refer to Social Media and E-mail Blast Terms and Conditions found on page 7 of this membership guide.
- **FREE business listing** on the www.sheldoniowa.com website, which gets in excess of 16,000 hits per month. This is often the first resource used when looking for community events, businesses, and resources.
- **FREE Job Board posting** on the SCDC Job Board, which is located on the www.sheldoniowa.com website. Job listings can be sent to bfuerstenberg@cityofsheldon.com.
- Public recognition of investment in SCDC, community, and volunteer participation highlighted in the SCDC Insider, Community Guide, Annual Report, and on our social media platforms.
- Members can submit a request to the SCDC and have events listed in the SCDC Insider, which is sent out weekly to SCDC members. Requests can be submitted to bfuerstenberg@cityofsheldon.com.
- Bad Check / Scam Alerts.
- Bulk rate mailing & business labels available at reduced cost.
- SCDC Membership Certificate to display within your business location.
- Invitation to attend the SCDC Annual Meeting with keynote speaker.

MEMBERSHIP LEVELS & BENEFITS COMPARISON

Contributor Level: \$335 - \$549

(consists of all listed benefits of the Associate Member level PLUS all additional benefits below)

- Opportunity to host a ribbon cutting ceremony or grand re-opening, which will be featured and promoted on the SCDC social media platforms free of charge.
- Participation in the **Sheldon Dollars program**. Sheldon Dollars can only be spent at SCDC participating businesses. Annually over \$75,000 in Sheldon Dollars are sold through the SCDC office. *To be a participating business in the Sheldon Dollars program, you must have an account at one of the Sheldon banks.*
- *Many local businesses and individuals purchase Sheldon Dollars to be used as incentives and gifts.
- Participation in Merry Money program. \$125,000 of Merry Money is sold at a 10% discount to consumers and can only be spent at SCDC participating businesses. The SCDC provides \$6,250 annually to assist with 5% of the discount offered with this program. To be a participating business in the Merry Money program, you must have an account at one of the Sheldon banks.
- Opportunity to host a “Business after 5” (BA5) and Friday Coffee events. These events are great for networking with other businesses in the community. To schedule contact anordahl@cityofsheldon.com.
- Business referrals**. When the SCDC receives an inquiry asking for a particular type of business, we refer those inquiries to SCDC Members only.
- Opportunity to participate in **O’Brien County Career Day** showcasing local career opportunities to over 200 O’Brien County high school sophomores annually.
- SCDC members will have the opportunity to display individual business brochures which will be made available to the public in the SCDC office.
- Access to **Interior Renovation Program, Storefront Program, and Revolving Loan Fund Program**. For more information contact the SCDC office or visit our website.
- SCDC Members have the exclusive opportunity to sponsor and participate in promotions and events hosted by the Sheldon Chamber & Development Corporation. The SCDC heavily advertises events through print, radio, posters, word of mouth, community calendars, our social media platforms, and the SCDC website. Some of these events include Celebration Days and the Homecoming Scholarship Golf Tournament.
- Community packets available for FREE to use as a marketing tool for recruitment.

MEMBERSHIP LEVELS & BENEFITS COMPARISON

Investor Level: \$550 - \$1,099

(consists of all listed benefits of the Associate Member and Contributor levels PLUS all additional benefits below)

- Receive **3 FREE SCDC social media page blasts per year to advertise a sale or promotion.**
- Receive **3 FREE SCDC email blasts per year to advertise a sale or promotion.**
- *Please refer to Social Media and E-mail Blast Terms and Conditions found on the last page of this membership guide.
- Receive **1 FREE set of business labels.** Additional copies will be available at a reduced rate.

Master Builder: \$1,100 - \$2,754

(consists of all listed benefits of the Associate Member, Contributor, and Investor levels PLUS all additional benefits below)

- Your business logo will be featured in the SCDC Annual Report and displayed at the Annual Meeting.
- Receive **2 FREE lunch punch cards** for the SCDC Monthly Luncheons.
- *This benefit amounts to a \$200 value. *See page 7 for luncheon details.
- Receive **5 FREE SCDC social media page blasts per year to advertise a sale or promotion.**
- Receive **5 FREE SCDC email blasts per year to advertise a sale or promotion.**
- Receive **3 FREE sets of business labels.** Additional copies will be available at a discounted rate.
- Receive **2 FREE tickets** to an SCDC sponsored ticketed event of your choice, such as Ladies Night Out, Celebration Days Concert in the Park, or the May Monthly Luncheon with keynote speaker.

Groundbreaker: \$2,755+

(consists of all listed benefits of the Associate Member, Contributor, Investor and Master Builder levels PLUS all additional benefits below)

- Receive **3 FREE punch cards** to the SCDC Monthly Luncheons.
- *This benefit amounts to a \$300 value. *See page 7 for luncheon details.
- Receive **6 FREE sets of business labels.** Additional copies will be available at a discounted rate.
- Receive **6 FREE SCDC social media blasts per year to advertise a sale or promotion.**
- Receive **6 FREE SCDC email blasts per year to advertise a sale or promotion.**
- Receive **1 FREE bulk rate mailing service** for your business (200 pieces).
- Receive **4 FREE tickets** to an SCDC sponsored ticketed event of your choice, such as Ladies Night Out, Celebration Days Concert in the Park, or the May Monthly Luncheon with keynote speaker

Email & Social Media Blast Terms & Conditions

- SCDC e-mail and social media blasts will mention SCDC Members only.
- If you would like to use an e-mail or social media blast to advertise your event or business promotion, please contact an SCDC representative for more details. Your membership level will determine what type of blast you can promote (advertise event, promotion, or upcoming sale).
- Follow us on Facebook, Twitter, YouTube, and Instagram at “Sheldonchamber”.

2023 SCDC MONTHLY LUNCHEON DETAILS:

SCDC Monthly Luncheons will take place the third Thursday of every month from 12:00 p.m. to 1:00 p.m. located in the lower level of the Sheldon Community Services Building (unless notified otherwise). Monthly Luncheons consist of a catered meal, networking, SCDC staff updates, and a keynote speaker. Depending on membership level, 1-3 FREE punch cards will be provided to every SCDC Member. Punch cards may be used for one meal per month by any business representative. Cards must be presented upon arrival (expired punches cannot be used). Additional meals may be purchased for \$10.00 per person. Please send all Monthly Luncheon RSVPs to bfuerstenberg@cityofsheldon.com. We require a minimum of 30 RSVPs to host Monthly Luncheons.

2023 SCDC MONTHLY LUNCHEON SCHEDULE:

On behalf of the Sheldon Chamber and Development Corporation staff and Board of Directors, we would like to thank you for your commitment to our growing community and your continued investment with the SCDC. The SCDC will host 10 luncheons throughout the year. Our May Luncheon will be in coordination with the Sheldon High School FCA and have a keynote speaker. We invite you to join us for the 2022 Annual Meeting, located at the Crossroads Pavilion Event Center from 12:00 pm-1:30 p.m. on January 19, 2023. Please accept this invitation as a token of our most sincere gratitude.

Don't forget to mark your calendars for the following SCDC Monthly Luncheons. Please note that there will be no Monthly Luncheon for the month of July.

February 16, 2023

March 16, 2023

April 20, 2023

May 18, 2023

June 15, 2023

August 17, 2023

September 21, 2023

October 19, 2023

November 16, 2023

December 21, 2023

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