



SHELDON CHAMBER AND
DEVELOPMENT CORPORATION
2011
ANNUAL REPORT



MESSAGE FROM THE EXECUTIVE DIRECTOR.....

I would like to thank each of you for your support of the Sheldon Chamber and Development Corporation and your continued involvement with the SCDC.

As you read through this report you will see a lot of information about what has happened over the last year. We had a very active year in Sheldon and there are very visible changes in our community. There have been five new businesses in our downtown business district, a new look along the Highway 18 business corridor with the new Hy Vee, the widening of Highway 18, the opening of the NCC Lifelong Learning Center, the opening of Sheldon Countryside Repair, the opening of O'Brien County Implement and the installation of initial infrastructure for our new Crossroads Industrial Park.

You will read about trends in our community as demonstrated by the Economic Development Statistics that are in this report. As you read through those statistics, you will see positive trends over the last few years. You will see that the population of Sheldon has increased over the last 10 years at a pace that is greater than the State of Iowa. You will see that travelers are staying in Sheldon more than ever as demonstrated by the Hotel / Motel tax. You will see that sales of goods and services have rebounded as demonstrated by the Local Option sales Tax. You will see that new construction is producing additional opportunities for our community as demonstrated by the T.I.F. revenue.

This report will contain our goals for the next decade which include further development of the Sheldon Crossing area, new housing developments, downtown improvements and additional recreational activities to name a few. This report will remind you of the various programs and activities that your company can directly benefit from.

Please take the time to go through the report to see how the Sheldon Chamber and Development Corporation participate in making Sheldon a progressive community. We have a busy year ahead of us whether it is through new Chamber activities or through new development. None of it would be possible without your active participation in the SCDC! Thank you again for all that you do and we look forward to an active and productive year.

Mark Gaul, Executive Director

MESSAGE FROM THE CHAMBER DIRECTOR....

As my children are growing, Todd who is now 15, Trista is 11 and Tamsyn is 3, I remember my first day as the Chamber Director eight years ago going to see Santa and riding the horse drawn rides. At that time Todd was 7 and Trista was 3, they still talk about it. This past year was the year that Tamsyn fully experienced Santa, seeing the twinkle in her eye while she told Santa what she wanted for Christmas was totally priceless.

This is what it is **ALL** about, creating that memory. How wonderful to know that our organization helps to make those awesome memories not only for my family but for other families as well.

2011 was filled with many events Sheldon Home Show, Children's Easter Egg hunt, Golden Egg hunt, Ladies Day Out, Crazy Day, Hot Dog Day, Celebration Days' Pageant, Farmers Market, Sheldon Celebration Days continues to be the largest town/tourism event which has many activities for everyone, Fear and Fun All in One, and Twenty Five Days of Christmas.

We are truly fortunate at the Sheldon Chamber and Development Corporation to have continued support from our staff, board members, wonderful volunteers, and members that make all the events such a success. We will continue to promote and implement events with the motto of Sheldon **"Where Families Come First" with fun events, celebrations and memory making moments.**

Shanelle Matus, Chamber Director

Meet the SCDC Staff...

Mark Gaul has been with the SCDC since October 12, 2003 as the Executive Director. As Executive Director, Mark oversees the of the daily operations of the SCDC and serves as the administrator for the various programs of the SCDC such as the Revolving Loan Funds, Storefront (R.I.F.) program, etc. Mark is primarily responsible for Economic Development and all of the activities related to Economic Development for the community.

Shanelle Matus has been with the SCDC since December 1, 2003 as Chamber Director. Shanelle has been busy with various activities such as: SCDC Annual Meeting, Sheldon Home & Design Expo, Golden Egg Hunt, Children's Easter egg Hunt, Farmers Market, Hot Dog Day, Celebration Days, Fear & Fun All in One, Christmas Activities, Ribbon Cuttings, Dedication Ceremonies, & Friday Coffees. Shanelle also serves on various committees for the SCDC along with O'Brien County Tourism. Shanelle and her husband Dan live in Sheldon with their children Todd (15), Trista (11), and Tamsyn (3)

Michelle Frick has been the office manager since February 2010. Michelle handles the secretarial duties, for both the Executive Director and Chamber Director. Michelle creates and delivers the weekly Friday Fax, the monthly Community Calendar, processes marquee notices, as well as many other office projects. Michelle and her husband Steve live on a farm between Sibley & Ashton and raise hogs and bison. They have four children: Patrick (22), Amanda (20), Dalton (16), & Michael (8).

MESSAGE FROM THE 2011 SCDC BOARD PRESIDENT.....

I just received my copy of the 2011 Economic Development Statistics Summary and as I paged my way through it I was reminded of what Vince Lombardi once said, "Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

Once again there were a number of accomplishments that would not have happened were it not for the talents and skills of a number of individuals working together to make Sheldon work:

Revenues were up in several categories

- The Storefront Program experienced one of its most active years (second only to 2008) providing incentives for new and existing business to make improvements to their facades
- There were several business start-ups or expansions
- NCC, with assistance from the SCDC and the City of Sheldon, opened the Lifelong Learning and Recreation Center
- The Sheldon Revolving Fund provided financing to help create jobs (190 in the last five years)
- And probably most surprising, the 2010 Census results revealed a 5.6% increase in population, outpacing the state of Iowa increase of 4.1%.

Looking ahead to 2012, there are a number of projects at various stages of implementation including:

- Hy-Vee's Completion and Grand Opening at their new location
- Risefest Music Festival moving to Sheldon
- Improvements to the downtown business district
- Continued development of Sheldon Crossings, Rungers 3 Addition, and the new Crossroad Industrial Park
- A bigger and better Home & Design Expo

There is much to be excited about what is going on in our community and it's happening because of the coordinated efforts of many people that are working to make Sheldon a place we can be proud to call home. If you are one of those people I applaud your contributions and appreciate your hard work. If you are not involved at this point, I would encourage you to consider getting involved in some manner. Sheldon will be better off because of it and I would venture to say you will benefit from the experience as well. To paraphrase Coach Lombardi, your individual commitment towards the efforts of this community is what makes Sheldon work.

As I look back over the past year as president of the SCDC and over the past six years as a board member, I can relate to the quote (spoken anonymously) that said, "*Don't cry because it's over, smile because it happened.*" *The opportunity has exceeded my expectations in terms of what I have learned and experienced, not to mention the friendships that were formed and/or strengthened. I have thoroughly enjoyed being involved and am grateful that I will be able to continue serving on the SCDC board as a city council representative. I'll be the one with the grin on my face!*

Greg Geels



2012 SCDC BOARD OF DIRECTORS

Mark Kleinwolterink - President

Iowa State Bank
Term Expires 12/31/2013

Barry Whitsell - Secretary / Treasurer

Village Northwest Unlimited
Term Expires 12/31/2013

Blake Beahler - Vice President

Maintainer Corporation of Iowa
Term Expires 12/31/2012

Robin Spears

Sheldon Community School District
Term Expires 12/31/2014

Aaron Prewitt

Williams and Company
Term Expires 12/31/2014

Debbie Den Hartog

Security Realty
Term Expires 12/31/2013

Dr. Alethea Stubbe

Northwest Iowa Community College
Term Expires 12/31/2012

Rick Nordahl

Sanford Sheldon Medical Center
Term Expires 12/31/2014

Greg Geels - City Council Rep

Vogel Paint and Glass

Brad Hindt - City Council Rep

Downtown Hardware

Rich Haack - Ex-Officio

O'Brien County Supervisor

Scott Wynia - Ex-Officio

City Manager

Ambassadors:

This organization is compiled of representatives from Sheldon who serve to recognize special occasions and honorary visitors to our community. Committee members include: Angela Beckman, Dennis De-Jong, Dennis Ten Kley, Jan Rolston, Lora Vande Brake, Loretta Vander Linden, Randy Kruse, Skip Tanner, Jan Ten Kley, Todd Huesman, Tom Traugher, Mark Rector, Rhonda Oolman, Ron Plum, and Mark Kleinwolterink.

Annual Meeting Committee: This is an opportunity for the SCDC Membership to come together to review the activities from the past year and to preview the goals for the up coming year. Members are: SCDC Staff

Celebration Days:

This group organizes the events for the annual Celebration Days Festivities over Labor Day weekend. The committee members are: Mark Postma, Shanelle Matus, Rhonda Oolman, Heidi Nielsen, , Mark Rector, Jeri Postma, Jared & April Schaefer, & Mike Christians.

Children's Egg Hunt and Golden Egg Hunt: Michelle Frick and Shanelle Matus.

Development Committee:

This committee oversees all activity related to the various development properties that the SCDC owns. The committee members are: Ron Rensink, Duane Seehusen, Denny Michels, Ken Murphy, Mike Claar, Mark Kleinwolterink, Barry Whitsell, & Scott Wynja.

Sheldon Home & Design Expo:

This committee coordinates the activities and set-up of the annual Sheldon Home & Design Expo. Members include: Brad Hindt, Mike Christians, Ron Beenken, Mark Postma, Jeri Postma, and Shanelle Matus.

Marketing:

This committee designs and implements projects which promote Sheldon to its residents, visitors, and potential new businesses. Current members of this committee include: Heidi Brown (Chairperson), Ron Plum, Jeri Postma, Jan Rolston, Shanelle Matus, Jo Hindt, Kristin Kolbaum, Keith Van Gent, Rhonda Oolman, Andy Lueth, Mark Rector, Peter Wagner, April Schaeffer, and Debbie Den Hartog.

Promotions Committee:

Amy Van Marel, Amy Vos, Amy Strouth, Rhonda Oolman, Peter Wagner, Tricia Meendering, Brent Kraft, Walt Pruiksma, Denise Rust, Phil Warnke, Keith Van Gent, Mark Kleinwolterink, Vicki Koele, Jeri Postma and Shanelle Matus.

RLF Board:

Sheldon's \$1,800,000 revolving loan fund portfolio is administered by these 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. Darrell Burns (Chairperson), Tom Whorley, Lary Rosenboom, Dennis Gorter, Lyle Kuiper, Phil Warnke, Ken Hengeveld, and Tom Brown.

RIF Storefront:

Our Redevelopment Incentive Fund committee, better known as "Storefront Committee" accepts and evaluates applications from property owners wishing to improve the exterior of their buildings. Forgivable loan amounts depend on project cost or linear store footage. Frank Luepke (Chairperson), Greg Weppler, Skip Tanner, Debbie Den Hartog, and Kathy Kruger.

Tourism:

Bonnie Dixon, Carol Pomerence, Diane Wolthuizen, Loretta Vander Linden, Jane Lode, Trish Shea, and Shanelle Matus.



SCDC 2011 HIGHLIGHTS

January

- 7 - Holiday Inn Express hosted coffee
- 14 - Pizza Ranch hosted coffee
- 20 - SCDC Annual Meeting (Luncheon)
- 21 - **SP Heating & Cooling**
(Coffee & Ribbon Cutting)
- 28 - Just Cuts for Men hosted coffee (1st Anniversary)

February

- 2 - Hero's Behind the Badges, Community Blood Drive
- 4 - **Ye Ohl Café & Coffee Shoppe**
(Coffee & Ribbon Cutting)
- 11 - Vogel Paint & Glass hosted coffee
- 18 - Legislative (Chambers & Johnson) hosted coffee
- 25 - Pizza Ranch hosted coffee

March

- 4 - Langer's Bar & Grill/Cook's Café hosted coffee
- 5 - Home Show
- 11 - Citizens State Bank hosted coffee
- 18 - Ultimate Nursing hosted coffee
- 25 - Prins Insurance hosted coffee

April

- 1 - **Eagles Club #2297**
(Coffee & Ribbon Cutting)
- 7 - Ladies Day Out Tourism Event
- 8 - **O'Brien County Implement**
(Coffee & Ribbon Cutting)
- 11 - Hy-Vee Ground Breaking
- 15 - The Dental Office hosted coffee
- 15 - First Clue Golden Egg Hunt
- 22 - Citizens State Bank hosted coffee
- 23 - Children's Easter Egg Hunt
- 29 - Pizza Ranch hosted coffee

May

- 5 - Mayor's Breakfast
- 6 - Wolff, Whorley, De Hoogh & Schreurs hosted coffee
- 7 - Plant & Adopt a Tree
- 13 - A County Florist hosted coffee
- 14 - 6th Annual Community Clean -Up
- 20 - Pizza Ranch hosted coffee
- 27 - Security Realty hosted coffee (10 Year Anniversary)

June

- 3 - Citizens State Bank hosted coffee
(Marilyn Menning's 45th Anniversary)
- 13 - Community Blood Drive
- 24 - Relay For Life
- 27 - Safety Day

July

- 1 - Village Northwest Unlimited Independence Day Celebration
- 22 - Crazy Day

August

- 8 - Hot Dog Day
- 8 - Celebration Days' Pageant
- 19 - **Encore Kids**
(Coffee & Ribbon Cutting)

September

- 1 - 5 Celebration Days
- 2 - **Northwest Iowa Community College Lifelong Learning Center** (Coffee & Ribbon Cutting)
- 9 - United Fund hosted coffee
- 15 - **Pro Active Physical Therapy & Sports Rehab**
(Coffee & Ribbon Cutting)
- 16 - **Revolution Consignment**
(Coffee & Ribbon Cutting)
- 17 - Prairie Queen Bakery & Restaurant hosted coffee
- 24 - Iowa State Bank hosted coffee

October

- 7 - SCDC hosted coffee
- 15 - What A Stitch hosted coffee
- 21 - Pizza Ranch hosted coffee
- 27 - **Glenn's Copier**
(Coffee & Ribbon Cutting)
- 31 - Trick or Treating Downtown
- 31 - Fear & Fun All in One

November

- 4 - Hamill Motor hosted coffee (30th Anniversary)
- 11 - Touch of Hope hosted coffee
- 11 - Merry Money Sales & Festival of Trees
- 12 - Merry Money Sales & Festival of Trees
- 14 - Merry Money Sales & Festival of Trees
- 18 - Iowa State Bank hosted coffee

December

- 2 - Prairie Moon Books hosted coffee
- 5 - Christmas Kick off
- 9 - Peoples Bank hosted coffee
- 16 - Northwestern Bank hosted coffee
- 23 - Citizens State Bank hosted coffee



SHELDON

2011 COMMUNITY EVENTS

Annual Meeting

This is an opportunity for the SCDC Membership to come together to review the activities from the past year and to preview the goals for the up coming year. The annual meeting was held on January 20, from 11:30 a.m. to 1:00 p.m. Lunch was catered by *Prairie Queen Bakery* which consisted of a variety of soups and sandwiches. There were over 100 members present for the meeting.

Home Show

On Saturday, March 5, 2011, the Home Show was held in the Sheldon High School gym. There were a total of forty seven vendors that participated and approximately 880 in attendance. Project Prom had concessions on hand. A scavenger hunt was put into play to assist with traffic flow. Once the participant visited the participating vendors they then were able to register for the grand prizes.

Grand prizes were given away totaling over \$1700. Those that donated to the Grand Prizes were: *Chinese Chef, Fareway, Godfather's Pizza, Holiday Inn Express, Langer's Bar & Grill/Cook's Café, Neal Chase Lumber, Pizza Ranch, Prairie Moon Books, & Prairie Queen Bakery & Restaurant.*

- 1st Place (Outdoor Home Entertainment) Valued over \$800: Patio Furniture, Fire Pit, Grill, Fareway gift card, and other outdoor fun items
Winner was **Evelyn Bruns**, Primghar, Iowa.
- 2nd Place (Outdoor Fun In Sheldon) Valued over \$600: Outdoor aquatic pass for family, Indoor Pool Pass for family for year, Bikes, Chinese Chef gift certificate, & Pizza Ranch coffee mugs.
Winner was **Jessica Broesder**, Sheldon, Iowa.
- 3rd Place (Home entertainment) Valued over \$300: Home theatre entertainment system, Godfathers Pizza certificate, Prairie Queen Bakery-goody basket, Prairie Moon Books basket of items, Bowling passes, Langer's Bar & Grill or Cook's Café certificates, Basket of Home entertainment items.
Winner was **Jim Short**, Sheldon, Iowa.

Ladies Day Out

The fourth annual Ladies Day Out was held on Thursday, April 7. Over 211 guests and 11 volunteers enjoyed a day of food, fun, fashion, and entertainment of a Comedian, Scott Novonty ~ The ladies had an opportunity to win a door prize and received coupons to shop in Sheldon. Emcee for the event was Mayor, Tricia Meendering. Those participating in the style show were *Mastbergen Jewelry, Mr. B's, Lady B's, Baby B's, and Rockman Clothing.* The luncheon consisted of a variety of salads and desserts catered by *Prairie Queen Bakery.* What a successful event being sold out for the fourth year in a row.

Golden Easter Egg Hunt

The Golden Easter Egg, worth up to \$500, took place in April. Those looking for the Golden Egg had to visit the participating businesses to get the daily clues. The following found the egg, and the \$500 prize money was split evenly amongst: *Katie Jongewaard, Crystal Rodgers, Jessica Albers, Paige Van Wyk, & Callie Nordahl,* all of Sheldon, Iowa. The egg was found at Sunrise Park under some concrete rubble. Our sponsors were: *Ben Franklin Variety & Crafts/ Framing & Gift Gallery, bubbles/bee kleen, Chinese Chef, Citizens State Bank, Edward Jones - Darrell Burns, Hy-Vee Food Store, Iowa State Bank, KIWA Radio, Larry's Repair, Morgan Collision & Tire, Neal Chase Lumber, Northwest Iowa Community College, Perspective Insurance, Pizza Ranch, POET Biorefining - Ashton, and Vogel Paint & Glass, Inc.*

Eighth Annual Children's Easter Egg Hunt

The Easter Bunny along with the Spring Duck, were in attendance for the 8th annual children's Easter Egg Hunt at the City Park. Hundreds of children showed up to gather eggs on a very chilly April morning. Yes, over fifteen thousand eggs were hidden in the City Park filled with candy and prizes that were stuffed by wonderful volunteers. Our sponsors were: *Ben Franklin Variety & Crafts/Framing & Gift Gallery, Chinese Chef, Edward Jones - Darrell Burns, Market Group Research Inc., Morgan Collision & Tire, Neal Chase Lumber, Northwest Iowa Community College, Pizza Ranch, POET Biorefining - Ashton, Prairie Queen Bakery & Restaurant, & Schwarz Sanitary Service.* There were a total of eight bikes, to be given away, that were donated by: *Citizens State Bank & The Citizens Investment Center, Eagle Riders, Hy Vee, Northwestern Bank, Subway, & The Dance Studio.* Bikes were given away to a boy or girl in four different age categories. What a great day for all!

Community Clean-Up Day

Community Clean up Day was held Saturday, May 14. Several organizations and businesses along with many volunteers put on their gloves to help with the many "adopt a projects" around the community of Sheldon.

Farmers Market

June 3rd, kicked off the Sheldon Farmers Market. The Farmers Market located on the south end of the community parking lot for market vendors to show off their goods, such as fresh fruits, vegetable and homemade jams. The Farmers Market was open on Mondays from 4:30- 6:30 p.m. and Fridays from 11:00 a.m. to 1:00 p.m., until closing date on September 26th.

Hot Dog Days

How many can you eat? Our judges tried twelve different combinations on Monday, August 8, to see who would receive the Top Dog award. Hot Dog Day was an awesome attraction again this year. Thousands of hot dogs hit the grill to feed all the people looking for free snacks. The **winner** of the "**Top Dog**" award went to *Citizens State Bank, 2nd place - The Dental Office, 3rd place - Sheldon Christian School.* Our participants were: *Ben Franklin, Citizens State Bank, Godfather's Pizza, Fieldcrest Assisted Living, Iowa Information, Iowa State Bank, Just Cuts For Men, Larry's Repair, Prairie Queen Bakery, Prins Insurance, Sheldon Christian School (@Evie's Hallmark), & The Dental Office.* The Celebration Days pageant was also held in the Community Services Building with over 100 in attendance.

Celebration Days

Celebration Days was held September 1-5. Monday, September 5, record crowds attended Celebration Days this year with cloud overcast. Local businesses and individuals helped raise approximately \$18,050 to host the celebration. Celebration Days has gone from a one day event to a four day Celebration that brings over 10,000 individuals to town and all of this is organized with a committee of nine committee members and many volunteers. Activities during Celebration Days: *, Water Fights, Mini Rod Tractor Pulls, Street Dance, Classic Car Cruise, Community Worship Service, Fly-In-Pancake Breakfast, 5K Walk/Run and 10K Run, Union Depot Open House, Farmers Market, Arts and Crafts in the Park, Sheldon Prairie Queen Museum, Classic Car Show, Baby Races, 8th Annual Tractor and Equipment Display, Veterans Opening Ceremony, Inflatables, Mini Ferris Wheel, and Mini Train, Food Booths, Stephanie Fisher Heiberg, Mr. Twister, Parade, Raffle-Weekend Getaway Giveaway, Free Entertainment in the Park, and Free Shuttle Service.*

Fear and Fun All in One

On October 31st, Children's Trick or Treating was held downtown Sheldon, with over 800 trick or treaters and lots of candy was given away. After trick or treating the children enjoyed exciting games ~ children walked the plank of the pirate's ship, visited the fairy in the palace, had their fortunes read and so much more. Fear and Fun All in One was held at the Community Service Center with approximately 250 participants and thirty plus volunteers assisting. Our sponsors were: *Ben Franklin, Edward Jones, J&B Bar, Morgan Collision & Tire, Northwestern Bank, Northwest Décor, Prairie Queen Bakery & Restaurant, Schwarz Sanitary Service, Subway, The Dental Office & Travel World.*

Festival of Trees

Fifteen trees were on display from various businesses and organizations at the Community Services Building, for the fourth Annual Festival of Trees which was held November 11, 12 and 14th. Over 216 individuals enjoyed the dazzling array of trees. Those that viewed the Festival of Trees voted for the following categories: **Best Overall:** *Citizens State Bank*, **Most Festive:** *Citizens State Bank*, and **Most Creative:** *Glenn's Copier*. Participants were: *Allegro, Ben Franklin, Citizens State Bank, Children's World, Children's World Preschool, Children's World Nursery School, Country Delights, Girl Scout Brownie Troop #10351, Glenn's Copier, O'Brien County Tourism, Pizza Ranch, Prairie Queen Bakery, The Dental Office, SCDC, & Sheldon Tourism Committee.*

Merry Money Sales

Sheldon Merry Money was sold at a 10% discount and only for three days, November 11, 12 and 14th. A limit of \$100,000 was to be sold and a limit for the consumer was \$2,000 per household or business. The total amount of \$84,000 worth of Sheldon Merry Money was sold. The money had to be spent by December 24. What a great success the Merry Money Program was. The Sheldon Marketing committee funded five percent for a discount and the retailers funded the other five percent to allow consumers to buy Sheldon Merry Money at a ten percent discount. A total of forty-seven businesses accepted Merry Money: *A County Florist, Auto-grafx, Ben Franklin, bubbles bee kleen, Carl's Footwear, Digital Plus, Downtown Hardware, Evie's Hallmark, Eye Care Center Drs. Spronk, Vander Griend & Radke, Fantasia, Fareway, Glenns Copier Inc., Godfather's Pizza, Gordon's Shoes n Shirt, Hair Headquarters, Hamill Motor Company, HyVee, Iowa Information, Lewis Drug, Mastbergen Jewelry, Morgan Collision & Tire, Mr. B's, Lady B's & Baby B's, NAPA, Neal Chase Lumber, Northwest Décor & Furniture, Old 60 Steaks & Chops, Pizza Ranch, Prairie Moon Books, Prairie Queen Bakery, R&J's New & Used, Revolution Consignment, Rockman Clothing, RV Central, Inc., S2 Computer Solutions, Sanford Clinic Sheldon, Sanford Sheldon Medical Center, Sanford Wellness Center Sheldon, Sheldon Drapery & Interiors, Sheldon Family Dental, Sheldon Vision Care, Subway, The Dental Office, Tooties, Touch of Hope, Village Treasure Chest, Vogel Paint & Glass, & What a Stitch.*

Christmas Activities

The theme for 2011 was "25 Days of Christmas". The season kicked off in November and went until the end of December. Light poles were decorated with garland, red ribbon and white lights with the help of NCC power linemen class.

Friday, November 4

School Musical - "Rodgers and Hammerstein's Cinderella" - 7:00 p.m., Sheldon High School

Saturday, November 5

School Musical - "Rodgers and Hammerstein's Cinderella" - 7:00 p.m., Sheldon High School

Monday, November 7

Peddlers Market, 5:30-7:30 p.m., St. Pat's Church basement Admission, \$2. Drawings for door prizes.

Tuesday, November 8

Methodist Church Soup & Pie Supper, Free will offering

Friday, November 11

Merry Money Sales & Festival of Trees, 4:00-8:00 p.m. Community Building - Upper Level

Saturday, November 12

Merry Money Sales & Festival of Trees, 9:00 a.m. to 1:00 p.m. Community Building - Upper Level

Saturday, November 13

Swimming at Holiday Inn Indoor Pool, ½ price all day.

Monday, November 14

Merry Money Sales & Festival of Trees, 9:00 a.m. 8:00 p.m. unless we sell out before then!

Lions Omelet Supper, 5:30 to 7:00 p.m., Sheldon Community Services Building, Lower Level

Monday, November 21

St. Paul Spaghetti Supper, 6:30 p.m.

Thursday, November 24

Happy Thanksgiving

Monday, November 28

St. Pats Soup and Pie Supper, 4:30-7:30 p.m., Church basement suggested donation \$5

Saturday, December 3

United Methodist Church Cookie Walk, 8:30-10:00 a.m.

Monday, December 5

Belgian Waffle Supper, 5:00-7:00 p.m. Community Services Building: **Horse Drawn Rides**, 6:00-7:30 p.m. Parking Lot of Sheldon Public Library

Santa arrives, 6:00-7:30 p.m., Sheldon Public Library

Thursday, December 8

Sheldon Tour of Lights - turn your dial to KIWA 1550 AM

Saturday, December 10

Dash In The Snow (with *Cookies On The Go!*) 2 mile Family Fun Run ~ Start Time 10:00 a.m. Community Building

Santa, cookies and milk 10:30 a.m. to Noon, at Sheldon Public Library: **Horse drawn rides**, 10:30 a.m. to noon, Library parking lot

Swim with Santa, Holiday Inn Pool, ½ price admission ALL day:

ORAB Music Booster, Tour of Homes, 3:00-7:00 p.m.

Monday, December 12

Tooties Christmas "Tea" at Tooties: Santa 6:00-7:30 p.m., Special Book Readings at Sheldon Public Library

Saturday, December 17

Breakfast with Mrs. Claus at the Bakery, reading of **Christmas stories with Mrs. Claus** at Prairie Moon Books, 10:30 to Noon

Horse Drawn Rides, 10:30 a.m. to Noon

Free Movie: **RIO** at Main Street Theatres, Sheldon Showtimes: 10:30 a.m. & 12:30 p.m. *Sponsored by Iowa State Bank & Pizza Ranch*

Christmas skating at Roller Roulette, 1:00-3:00 p.m., 2 for 1 admission

Monday, December 19

FINAL day to see Santa. Santa and crafts from 6:00-7:30 p.m., Sheldon Public Library

Saturday, December 24

Last Day to Spend Merry Money

Sunday, December 25

Merry Christmas

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

1. We will approach the future with a spirit of regional partnership and cooperation to cause an improved quality of life for all.
2. We will grow our population.
3. We will develop and maintain a strong retail community, including an attractive and vibrant downtown area.
4. We will capitalize on the Highway 60 expressway and interchanges to promote the community and attract people and commerce.
5. We will continue to maintain strong and diverse educational opportunities. This is a premier strength of the community and region.
6. We will promote the development and availability of adequate housing that meets the varying needs of our citizen's.
7. We will develop access to state-of-art communications capabilities that will meet the needs of business and individuals.
8. We will maintain and further develop our strong base of medical services available within the community.
9. 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.



2011 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. Attached to this summary are the statistics for 2011. Here is a brief summary of the statistics provided with this report.

- The Sheldon Redevelopment Incentive Fund or “Storefront Program” saw one of our most active years. There were a total of 8 projects approved this year. This program has approved a total of 71 forgivable loans since the inception of the program with a total capital investment of \$1,379,279 in existing building improvements.
- Local Option Sales Tax Revenue rebounded nicely in FY 2010-2011 to \$485,472. This is an increase of \$133,593 over the previous fiscal year or an increase of nearly 38%. These are sales tax dollars produced as consumers purchase goods and services from the local businesses in our community.
- Hotel / Motel Tax Revenue continue to increase with 2011 being the best year since Hotel / Motel tax has been collected. In 2011, there was \$76,718 in revenue compared to \$70,766 in 2010. This is an increase of \$5,952 over 2010 or 8.4%. These funds are generated by guests to our community staying at our local hotels. These funds are used by the Sheldon Marketing Committee for community betterment projects and to market the community.
- Sheldon T.I.F. Revenue generated during 10/11 fiscal year was \$1,956,856 compared to \$1,794,691 on the 09/10 fiscal year. This is an increase of \$162,165 or 9%. This is significant because the City of Sheldon released 2 areas of our community (Schemper & Sunshine additions) as of July, 1, 2010 which have \$5,937,806 million dollars in valuation. T.I.F. Revenue is generated by new property taxes produced by new construction in our community.
- The Sheldon RLF issued 3 loans in 2011. The Sheldon Revolving Loan Fund has in excess of \$1.8 million dollars to loan to local businesses for start-ups, expansions, etc. The Sheldon Revolving Loan Fund has provided financing for 16 businesses in the last five years which represent 190 jobs created and over \$15 million dollars in capital investment in our community.
- In 2011, the City of Sheldon issued numerous building permits with 8 larger projects which represent an estimated \$1.5 million dollars in capital investment in our community. Residential home construction is on the increase and since 2003 there has been over \$69 million dollars in Capital Investment in Sheldon!

2010 Census – In 2011, the 2010 census results were released. I have included the 2010 Census Demographic Profile to this report. There is a lot of information about the last ten years in Sheldon and where our growth occurred. In 2010, the population of Sheldon was 5,188 which was an increase of 274 over the 2000 census or 5.6%. Sheldon outpaced the State of Iowa increase of 4.1% over the same period.

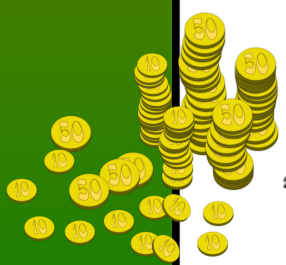
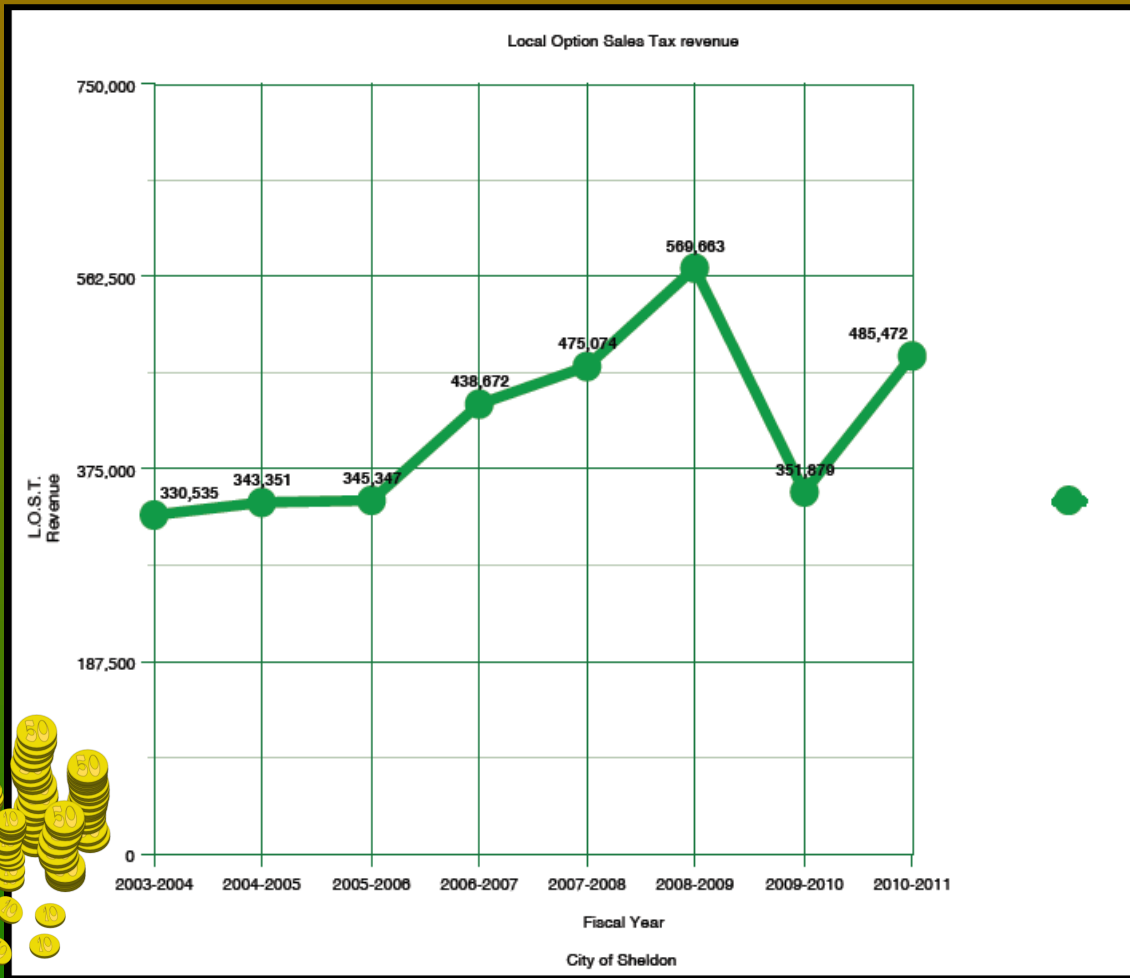
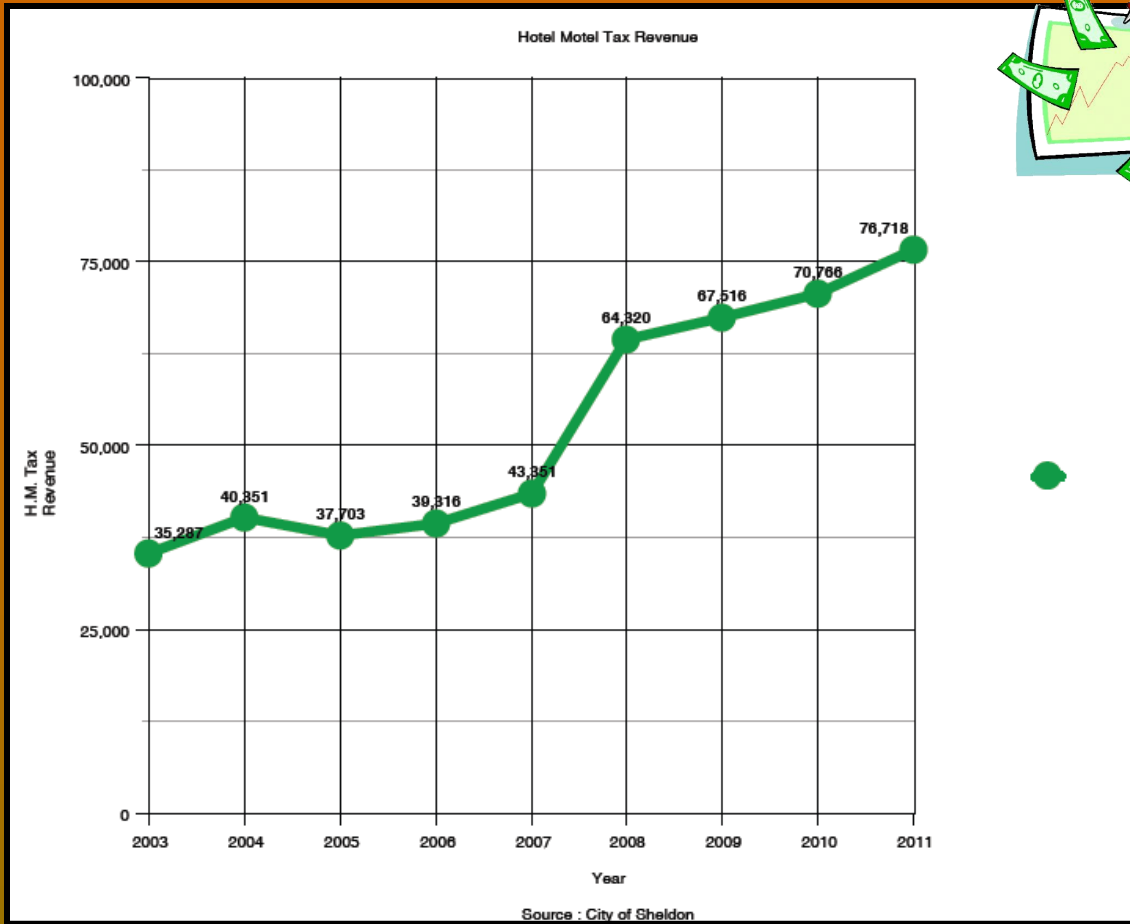
Capital Investment 2003–Present

<i>Sheldon Building Permits:</i>	<i>Number issued</i>	<i>Capital Investment</i>
<i>Year 2003:</i>		
Residential	10	\$2,022,000
Commercial	2	\$730,000
Industrial	3	\$358,000
NCC	1	\$1,046,000
Total		\$4,156,000
<i>Year 2004:</i>		
Residential	12	\$2,052,000
Commercial	10	\$1,956,000
Industrial	2	\$600,000
Total		\$4,608,000
<i>Year 2005:</i>		
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
<i>Year 2006:</i>		
Residential	9	\$1,768,000
Commercial	4	\$1,211,000
Industrial	3	\$1,220,000
NIHC	1	\$7,500,000
Childrens World	1	\$1,094,000
Total		\$12,793,000

<i>Sheldon Building Permits:</i>	<i>Number issued</i>	<i>Capital Investment</i>
<i>Year 2007:</i>		
Residential	9	\$2,172,000
Commercial	5	\$8,830,000
NCC	2	\$2,787,800
Total		\$13,789,800
<i>Year 2008:</i>		
Residential	5	\$955,000
Commercial	5	\$410,000
NCC	1	\$1,600,000
Total		\$2,965,000
<i>Year 2009:</i>		
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
<i>Year 2010:</i>		
Residential	3	\$725,000
Commercial	5	\$2,344,000
Industrial	5	\$1,780,000
Total		\$4,849,000
<i>Year 2011:</i>		
Residential	5	\$1,400,000
Commercial	2	\$75,000
Industrial	1	\$80,000
Total		\$1,555,000
Total Capital Investment 2003-Present		\$69,603,690



Information provided by City of Sheldon from Building Permits



Sheldon Chamber and Development Corporation

Revolving Loan Fund Program Recap

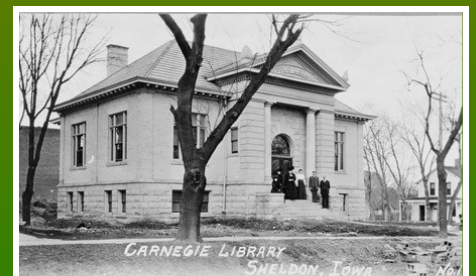
The Sheldon Revolving Loan fund Program has approximately \$1.8 million dollars to loan to businesses for start-up or expansion.

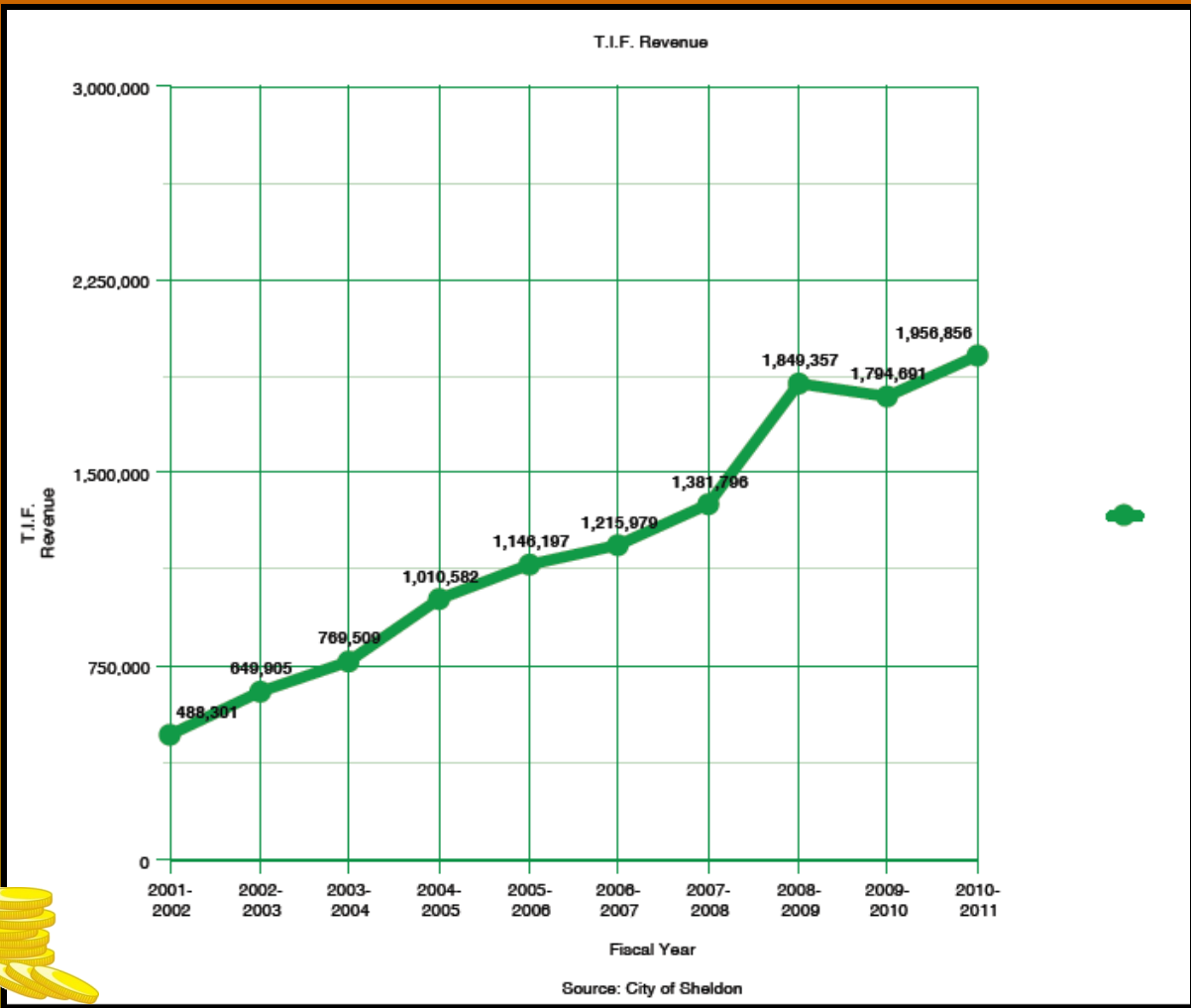
The Revolving Loan Fund Program currently has 13 loans outstanding.

The activity for the Revolving Loan Fund Program is as follows:

<u>Year</u>	<u># of Loans</u>	<u>RLF Loan Amount</u>	<u>Total Investment</u>	<u># of Jobs Saved</u>	<u># of Jobs Created (fte)</u>
1996	2	\$255,500	\$828,700	0	11
1997	3	\$119,000	\$794,500	35	38
1998	3	\$70,500	\$415,000	6	5
1999	4	\$215,183	\$1,157,310	6	23
2000	1	\$36,000	\$110,000	3	3
2001	1	\$30,000	\$102,500	6	7
2002	1	\$200,000	\$2,602,272	0	10
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
Total	39	\$3,510,160	\$26,935,028	270	348

Source: Sheldon Chamber & Development Corporation Revolving Loan Fund Applications





Redevelopment Incentive Fund (Storefront program)

- Since the inception of the program, the City of Sheldon has invested \$280,000, which has been leveraged to create \$1,379,297 in building improvements to existing businesses in Sheldon.
- There have been a total of 71 Storefront forgivable loans granted since its inception in 1996.
- The distribution of storefront loans by year are as follows:

<u>1996</u> – 2 projects	<u>1997</u> – 4 projects	<u>1998</u> – 4 projects
<u>1999</u> – 4 projects	<u>2000</u> – 3 projects	<u>2001</u> – 1 project
<u>2002</u> – 4 projects	<u>2003</u> – 4 projects	<u>2004</u> – 4 projects
<u>2005</u> – 4 projects	<u>2006</u> – 7 projects	<u>2007</u> – 4 projects
<u>2008</u> – 10 projects	<u>2009</u> – 4 projects	<u>2010</u> – 4 projects
<u>2011</u> – 8 projects		

*Source; Sheldon Chamber and Development Corporation R.I.F. Committee

Why be a member of the SCDC?? What's in it for my business??

The Purpose of the Sheldon Chamber and Development Corporation is to promote Sheldon by developing an atmosphere where all people want to come to visit, live and conduct business.

In addition there are some concrete benefits to your business. Working together will help each of the member businesses achieve more. Here is a listing of the benefits of being a member of the Sheldon Chamber and Development Corporation;

- Business referral services. When the SCDC get phone calls asking for a particular type of business in town, we refer those inquiries to Chamber Members!
- Access to Redevelopment Incentive Fund "Storefront Program" and Revolving Loan Fund Program.
- Participation in Welcome Bags program at no cost. These are distributed to all new residents to the community and it is a great way to introduce them to your business through a coupon, promotional item, etc.
- Participation in ALL SCDC promotions/events (discounted member rates): The SCDC advertises the event through print, radio, posters, community calendar and website advertising.

Home Show	I Love Sheldon Card	Hot Dog Appreciation Day
Golden Easter Egg Hunt	Christmas promotions/events	Ladies Day Out
- Bulk rate-mailing service available at minimal cost.
- Business labels available at minimal cost.
- Free business listing on Sheldon's website. The www.sheldoniowa.com website gets in excess of 15,000 hits per month!
- FREE business page (link) on Sheldon's website: Many times people go to the Sheldon website first when looking for a business. Having your business link on the SCDC website will give your business more exposure!
- Public recognition of investment and volunteer participation.
- Community packets available (FREE) to use as a marketing tool for recruitment. We can customize an information packet for you to assist employees relocating, try to inform potential employees, information for clients, etc. Tell us who your audience is and we will prepare customized packets for you.
- Receive the weekly Chamber report—the "Friday Fax".
- Bad Check / Scam Alerts.
- Participation in Sheldon Dollars program. These can only be spent in Sheldon and at SCDC member / participating businesses. We sell in excess of \$50,000 of Sheldon Dollars annually. Many local businesses purchase them to distribute to employees as an incentive.
- Participation in Merry Money program. \$100,000 of Merry Money is sold at a 10% discount to shoppers and can only be spent locally at participating businesses during the busy Christmas shopping season. The Sheldon Marketing Committee provides \$5,000 annually to assist this program.
- SCDC Membership Card to display in your business.
- Invitations to Friday Coffees, Annual meeting, ribbon cuttings, groundbreaking ceremonies, etc..

The SCDC serves as your ADVOCATE on the local, regional, and state levels..... *Legislative Issues

****Community Marketing *Partnerships with Development Groups *Sheldon Website *Long range planning to help "grow" Sheldon *Partnerships with SBA, ABA, IDED, PDI, & more***

Remember: The SCDC also coordinates community events such as Celebration Days, maintains the community calendar, coordinates marketing programs, community betterment programs, facilitates grant writing, AND MORE!

THANK YOU TO THE 2011 SCDC MEMBERSHIP

ASSOCIATE MEMBER: \$100

*Bernie Van'T Hul
Bethel Reformed Church
Chip Miller
Dr. K.O. & Jan Fertig
Dr. Ron Zoutendam
First Reformed Church
Keith & Jan Rolston
Noah's Ark Preschool
Our Savior Lutheran Church
Parkview Assembly Church
Prairie Arts Council
Prairie Queen Kiwanis
Rich Haack
Senator David Johnson
Sheldon Christian School
Sheldon Church of the Brethren
Sheldon United Methodist Church
Spalding Catholic Schools
St. Patrick's School
St. Paul Lutheran Church
Stan & Jan Ten Kley
State Representative Royd Chambers
VFW Post 7354*

INVESTOR: \$500-\$999

*Autografx
Aventure Staffing & Professional Services
Ben Franklin Variety & Crafts/Gift Gallery
bubbles Dry Cleaning & Laundry
Dan Engelsman Acct. PC
Dr. Terry Boelter, D.D.S., P.C.
Fareway Stores
Fieldcrest Assisted Living Sheldon
Holiday Inn Express
HTC Communications
Langer's Bar & Grill/Cook's Café
Larry's Repair Inc.
Lewis Family Drug
Mr. B's, Lady B's & Baby B's
Northwest Decor' & Furniture
O'Brien County Implement
POET Biorefining-Ashton
Prins Insurance
Rosenboom Frame & Body Inc.
RV Central
Sheldon Drapery & Interiors
Sheldon Family Dental - Dr. Cory A. Borer
Sheldon Vision Care
Uittenbogaard Construction
Wheelchair Dynamics
Williams & Company
Wolff, Whorley, DeHoogh & Schreurs*

MASTER BUILDER: \$1000-\$2499

*1860 Building LLC
Ag Processing Inc. AGP
Edward Jones
Eyecare Center
Hamill Motor Inc./NAPA
Iowa Information
KIWA Radio
Maintainer Corp.
Mid American Energy
Neal Chase Lumber
Perspective Insurance
Poppema Sikma Construction
Ron Drenkow Motors Inc.
Sheldon Crossroads Court
Village Northwest Unlimited
Vogel Paint & Glass
White Wolf Web*

GROUND BREAKER: \$2500+

*Cain Ellsworth, & Co. LLP
Citizens State Bank
Deluxe Feeds Inc./Midwest ENERGI Flakes
Hy-Vee
Iowa State Bank
K.F. Murphy Company, P.C.
Northwest Iowa Community College
Northwestern Bank
Peoples Bank
Sanford Sheldon Medical Center
Sheldon Plaza (Schade Enterprises)
Sudbeck Trucking
Taco John's*



CONTRIBUTOR: \$250-\$499

- A Country Florist*
- Ameriprise Financial*
- Arnold Motor Supply*
- Bee Hive Homes*
- BF&S Lawn & Tree Service*
- Bill's Electric*
- Bob & Jo's Antiques and Collectibles*
- Bomgaars*
- Buddz's Bar & Grill*
- Carl Zeiss Vision Siouxland*
- Carl's Footwear*
- Casey's General Store*
- Children's World Daycare*
- Chinese Chef*
- Converged Technologies, LLC*
- Courtyard Fitness 24/7*
- Culligan Water Conditioning*
- Dairy Dandy*
- Dave DeKok, Inc (DK Plastics).*
- Dave's Appliance & Repair*
- DeKruif Disposal*
- Digital Plus*
- Downtown Hardware*
- Dr. Duane A. Seehusen*
- Drs. Geyer & Binzer, PC Orthodontist*
- Ed's Machine & Repair*
- Evies Hallmark*
- Fantasia*
- Farm Bureau Financial Services*
- Farm Credit Services of America*
- Farmers Coop Oil*
- Fraternal Order of Eagles #2297*
- G&E Cabinetry, Inc.*
- GCC Alliance Concrete, Inc.*
- Glenn's Copier, Inc.*
- Glen's Sport Center*
- Godfather's Pizza*
- Goedken Monument Co. & Goedken Granite*
- Gordon's Shoes N Shirts*
- H & S Masonry*
- Hahn Roofing*
- Hair Headquarters*
- Hardee's of Sheldon*
- Hi-Way Nursery*
- Impressions Salon*
- Jensen Liquor*
- John's Equipment Sales*
- JT Trucking*
- Just Cuts for Men*
- Klaassen Realty*
- Klein Agency*
- Land O'Lakes Purina Feed LLC*
- Larry G. Postma*
- Los Tulipanes*
- M & D Construction*
- Marigold's*
- Mastbergen Jewelry*
- McDonalds of Sheldon*
- Memory Lane Restorations*
- Miedema Chiropractic Clinic*
- Morgan Collision & Tire*
- Northwest Produce Greenhouse*
- Norwesco/Tanks LTD*
- Office Systems Co. (Sioux City)*
- Old 60 Steaks & Chops*
- Oldenkamp Detail*
- P & K Pest Control Inc.*
- Pamida*
- Pedersen's Excavating Company*
- Pizza Ranch*
- Prairie Moon Books*
- Prairie Queen Bakery & Restaurant*
- ProActive Physical Therapy & Sports Rehab*
- Quality Cabinet Shop & Construction*
- R&J's New & Used Furniture*
- Revolution Consignment*
- RIDES*
- Rockman Clothing Co.*
- Rosenboom Machine & Tool*
- Ruby Chiropractic Clinic P.C.*
- RVK Redemption Services*
- S 2 Computer Solutions*
- Sam's Barber Shop*
- Sanford Home Medical Equipment*
- Schnurr Construction Inc.*
- Schlotfeldt Engineering*
- Schwarz Sanitary Service*
- Sears (Ricky Dean Inc.)*
- Sheldon Christian Retirement Home*
- Sheldon Community Schools*
- Sheldon Family Chiropractic Clinic*
- Sheldon Farmers Market*
- Sheldon Golf & Country Club*
- Sheldon Implement*
- Skinny Construction & Skinny's Coatings*
- Southwest Wholesale RV*
- SP Heating & Cooling*
- Spark's Door & Locksmith*
- Standard Ready Mix*
- State Farm Insurance*
- Subway of Sheldon, Inc.*
- Super 8 Motel*
- Tastefully Simple - Amy Schmidt*
- The Dance Studio*
- The Dental Office*
- Time After Time*
- Touch of Hope*
- Travel World*
- Ultimate Nursing Services*
- Van Beek Electric Inc.*
- Van Dyke Construction*
- Van Maanen's Inc. Radio Shack*
- Vander Ploeg Funeral Home*
- Village Treasure Chest*
- What A Stitch*
- Ye Ohl Cafe & Coffee Shoppe*



Kindergarten Class of 1922-23
 Graduation Class of 1937
 Sheldon, Iowa

*Invest in your
 future NOW!*

Membership levels

- Contributor.....\$275 - \$499
- Investor.....\$500 - \$999
- Master Builder....\$1,000 - \$2,499
- Ground Breaker.....\$2,500+

**Contact us today to start
 your membership!**