



THE CHAMBER COURIER

August 2021

The monthly business publication of the Canton Area

**Your Chamber Ambassadors
are here for your business.
Contact them anytime.**

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Samantha Braden, Rhoades Real Estate
Bobby Brown, Flat Branch Home Loans
Rachel Bundy, Graham Health System
Joe Christian, MidAmerica National Bank
Stephen Clark, Town and Country Insurance
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Kiley Davis-Crouse, Davis Buick GMC
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Jace Fletcher, Shelter Insurance
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Seth Klinedinst, Crawford's Home Furnishings
Dave Lewis, Dave Lewis Studio, Ltd.
Taryn Mellert, Spoon River Electric
Amanda Reed, MidAmerica National Bank
Chase Shawgo, Ipava State Bank
Codi Swibold, Hy-Vee Food Stores
Eve Zimmerman, Spoon River College



What Kind of Town Are We?

*by: Becky McCray ~ Save Your Town
and US Census*

The US needs a secure food supply, ongoing conservation and restoration work in natural areas, reliable production of natural resources and controlled access to nature for recreation. That means we need people living in small towns and rural places, and those rural people rely on micropolitan, nanopolitan and picopolitan areas to provide services and support necessary for their everyday lives.



A Micropolitan area is a US term for smaller metropolitan areas between 10,000 and 50,000 people. These areas are key to rural America's prosperity.

They are regional centers of employment, higher education, retail shopping, health care and other essential services for tens of thousands of rural people in their trade areas.

Micropolitans gained attention in 2020 and 2021 as people relocated from dense urban areas to less crowded urban places, leading to the term Zoom Towns for attracting more rural remote workers.

Small towns between 1,000 and 10,000 people are called Nanopolitans, and towns under 1,000 are called Picopolitan areas.

These towns serve as regional trade centers with limited retail, employment and services. These smaller centers often rely on nearby micropolitans for a more expanded set of services, especially higher education and health care.

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**Thursday,
August 19th**

5:00 pm - 7:00 pm

Will be held at

BISTRO-101

Located at 101 E. Elm Street
Canton

Join us for food, doorprizes, and networking

Question:

Can I volunteer for a Canton Chamber event?

Answer:

YES! The only way Chamber events are successful is having enough volunteers to help out before, during and after an event.

To find out more information on how to get involved with the Chamber or other local organizations email the Canton Chamber at cantonareachamber@gmail.com.

EXECUTIVE BOARD

President - Jana Emmons, Ipava State Bank
Vice President - Lacey Neal, Rock Valley Physical Therapy
Treasurer - Jodi Wilcoxon, MidAmerica National Bank
Secretary - Lisa Gardner, Jim Maloof Realtor

BOARD OF DIRECTORS

Business and Community Development
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EX-OFFICIO MEMBERS

Jon Johnson, Canton Park District
Mayor Kent McDowell, City of Canton
Superintendent Tad Derenzy, CUSD #66
President Curt Oldfield, Spoon River College

STAFF

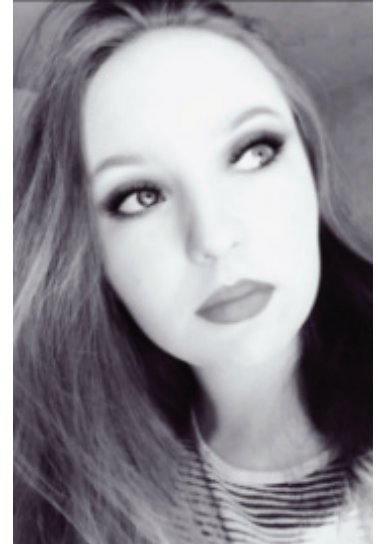
Executive Director - Carla Bobell
Assistant Director - Alli Ramsay

48 N. Main Street, Canton, IL 61520
(309) 647-2677
cantonareachamber@gmail.com

WELCOME NEW MEMBER SKYE ROSE BEAUTY LOUNGE

The Skye Rose Beauty team builds and develops relationships with their clients through expertise, technique, and passion for their craft. No single client experience is the same, and each individual will benefit from an entirely customized spa service built specifically for their needs. The experience doesn't stop with their clients either, owner, Christy Maurer consistently focuses on creating the perfect work environment for her team, because their employee efforts drive their success. Christy trains and develops her staff on the latest groundbreaking spa practices to not just enhance on the clients experience, but also highlights the capabilities and skillset of her employees.

Owner, Christy Maurer arrived in Los Angeles from Alaska. She attended Elegance International School of Professional Makeup in Hollywood California where she was trained in the makeup disciplines of film, television, print, fashion, and special effects by some of the industry's top makeup artists. After graduating from E.I as a master of makeup artistry, Christy immediately began working as a makeup artist on a series of short films and other media projects. Through a combination of amazing craftsmanship and word of mouth, Christy quickly became one of the most sought after up and coming makeup artist in Los Angeles. Christy continues to refine her craft and develop her own signature style. In an effort to continue growing as an artist and to better serve her clients on all levels, Christy enrolled at the Career Academy of Beauty and would go on to graduate as a State Licensed Esthetician. In 2016, Christy took a small break in her career and moved to Canton to help a family member that was diagnosed with cancer. Christy has a great desire, passion, and overabundance of knowledge and loves to teach her fellow team members, other skincare professionals and her clientele about the skincare and makeup industry. Christy now teaches the esthetics and cosmetology program at Innovations Design Academy in Canton and has just recently opened the Skye Rose Beauty Lounge with her amazing team of women, who all strive to inspire everyone to support and uplift all people.



Owner Christy Maurer

The Skye Rose Beauty Lounge offers many services like manicures, pedicures, facials, spray tanning, eyelashes & brows, waxing, make-up services, scalp massage, foot reflexology, and eye treatments. They also provide medical services like Botox, Kybella, vitamin infusions, and so much more. For more information go to their website at www.skyerosebeautylounge.com or call them at 309-998-2001.

Hours

Tuesday thru Friday
10am-6pm

Saturday 9am-2pm

Closed Sunday & Monday



Location

5 East Ash in Canton

Sherwin Williams building
Entrance door
faces Ash Street

CANTON MAIN STREET DOWNTOWN BUSINESS MICRO GRANT FUNDRAISER

Canton Main Street wants to help entrepreneurs take steps towards new businesses in our downtown and to help new owners improve or expand existing businesses they've purchased. To this end, Canton Main Street will provide as many \$1,500 grants as possible, based on when funding is available.



To help make funding available for 2021 Canton Main Street is holding a digital raffle fundraiser that will launch on July 12th and will run until August 30th. The digital raffle fundraiser is being held on a system called RallyUp and is accessible through a post on the Canton Main Street Facebook page, and on the Canton Main Street website at www.cantonillinois.org/main-street/

With this raffle fundraiser participants can digitally purchase chances to win the following Gift Cards: One of Two \$250 HyVee Gift Card, \$280 in Walmart Gift Cards, \$250 in BP/AMOCO Gift Cards, and \$250 Casey's Gift Card. All raffle chances are available for purchase online on the RallyUp Micro Grant Fundraiser page. Winners of the raffle Gift Cards will be drawn on August 31st and be notified that day of their winnings.

If you are interested in donating to the Canton Main Streets Business Micro Grant Fundraiser, but not entering in the raffle, there is also a link available on the fundraiser page to make a donation.

Canton Main Street would like to thank MidAmerica National Bank for their sponsorship to purchase \$500 in Gift Cards, HyVee for donating their two \$250 Gift Cards, and WalMart for donating \$240 in Gift Cards.

\$250 HyVee Gift Cards!	<i>Raffle</i> FUNDRAISER	\$250 Casey's Gift Card!
Canton MAIN STREET Downtown Business Micro Grant Fundraiser!		
\$280 in Walmart Gift Cards!	\$250 in BP/AMOCO Gift Cards!	

To learn more about Canton Main Streets Business Micro Grant Program visit:

<https://www.cantonillinois.org/main-street/business-micro-grant-program/>

For more information regarding the Downtown Business Micro Grant fundraiser contact Amanda Woodruff at awoodruff@cantonillinois.org, or call 647-2677 Ext: 3.

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The further people are spread apart in surrounding areas, the more these small population centers play a driving role in their regional economy.

The further communities are from major metropolitan or larger micropolitan areas, the more the people will rely on their small population centers for services. Economic developers are paying increased attention to the opportunities in nanopolitan and picopolitan towns.



According to Brookings.edu, on January 19, 2021, the Office of Management and Budget (OMB) announced in the Federal Register its intention to increase from 50,000 to 100,000 the population threshold for the core of a Metropolitan Statistical Area (MSA). The shift was recommended by the Metropolitan and Micropolitan Statistical Area Standards Review Committee, an interagency committee of statistical experts within the federal government, after a two-year reexamination that occurs regularly in conjunction with the decennial census.

The MSA designation is part of a framework developed by OMB based on the concept of “core-based statistical areas,” or CBSAs. The CBSA scheme enables OMB to classify “metropolitan” and “nonmetropolitan” at the county level based on each county’s proximity to a densely populated urban “core.”

This is the first time a change has been suggested to the minimum population that qualifies as a metropolitan core since standard metropolitan areas were first delineated in the 1950 decennial census. The review committee’s rationale for doubling the population threshold is that the total U.S. population has roughly doubled since 1950, but it provides scant additional detail. With the government focusing on COVID-19 relief, economic recovery, and potential new investments in infrastructure and jobs, the implications of the proposal, especially for rural and lagging areas, demand further analysis.

OMB makes clear that the MSA standards are to be used for statistical purposes only, and that “nonmetro” is not meant to define “rural.” However, contrary to OMB’s guidance, many federal programs and policies rely on the MSA when determining funding, financial incentives, and targeting, and “nonmetro” is often used as proxy for “rural” by media, policymakers, and practitioners.

We thank the Executive Chamber Board Members for leading the Canton Chamber



President - Jana Emmons
Ipava State Bank



Vice President - Lacey Neal
Rock Valley Physical Therapy



Treasurer - Jodi Wilcoxen
MidAmerica National Bank



Secretary - Lisa Gardner
Jim Maloof Realtor

A MESSAGE FROM THE SUPERINTENDENT OF CUSD #66

We would like to welcome new superintendent of schools, Mr. Tad DeRenzy who officially started July 1, 2021 to succeed Mr. Rolf Sivertsen, who retired on June 30, 2021.

Mr. DeRenzy is pursuing a doctoral degree in Educational Leadership at Western Illinois University. Prior to embarking on his doctoral program, Mr. DeRenzy earned a Master of Arts in Educational Administration from Western Illinois University, Bachelor of Science Degree from Illinois State University, Associates in Science from Spoon River College, and his high school diploma from Canton High School.




Mr. DeRenzy began his educational career as a teacher at PORTA High School in August, 2003. In July, 2008 he left PORTA to take a teaching position at Ingersoll Middle School. In 2011 he became the principal at Westview elementary. Then in 2015 Mr. DeRenzy became the assistant superintendent of the Canton Union School District #66.



A message from Superindendent, Tad Derenzy:

As August approaches schools start to come alive with preparations for the start of the school year. School district staff, teachers, and administrators put in countless hours organizing buildings, preparing classrooms, finalizing class lists, and organizing lesson plans and materials for the first days. Parents and students attend many events including registration, kindergarten open house, 5th grade orientation, and freshman orientation.



CANTON

Union School District #66

Every Canton student embraces individuality and is prepared, respectful, driven, and empowered to pursue their future.

COLLABORATION	PROBLEM SOLVING	CREATIVE THINKING	INNOVATION
<p>Working together to reach a goal. Putting reading, writing, speaking and listening to work.</p>	<p>Using a systematic process to work through the details of a problem to reach a solution.</p>	<p>Analyzing tasks in a new way. Linking learning to real world application.</p>	<p>Trying new approaches to get things done. Developing ideas and solutions.</p>

CONNECT - CREATE - COLLABORATE

The start of each school year always comes with much excitement and this year is no exception. Canton School District #66 looks forward to welcoming all students to the first day of school on August 16th. As you prepare for the start of the 2021-22 if you have questions please contact the school that your child is attending.

A HEALTHY DOWNTOWN IS KEY TO A STRONG COMMUNITY

A Message from Cole McDaniel Executive Director for the Spoon River Partnership for Economic Development

Thoughts about our downtowns and where they are headed has shifted over the last two decades. Today, cities of all sizes have implemented plans to revitalize, re-grow, and reinvent their downtowns. As we begin our journey of downtown revitalization here in Canton, it will take individuals, business leaders, and community leaders to help lead the way.

Why are downtowns important and why the need for all of these revitalization strategies? Because downtowns are the heart of a city and region — and having a healthy heart is essential to having a strong city and region.

Why Rebuild Downtown First?

Downtowns are iconic and powerful symbols for a city and often contain the most iconic landmarks, distinctive features, and unique neighborhoods. Given that most downtowns are one of the oldest neighborhoods citywide, they offer rare insights into their city's past, present and future.

Revitalization of downtowns and central city neighborhoods can be challenging at best. They can be gritty, cranky, often struggling, and contentious — but are always exciting. They are also often the hotbeds of business creativity, neighborhood activism, non-profit entrepreneurs, economic diversity, and an attraction for visitors, seniors, and young talent.

A city's downtown area has an important and unique role in economic and social development. Downtowns create a critical mass of activities where commercial, cultural, and civic activities are concentrated. This concentration facilitates business, learning, and cultural exchange.

Thank you to all of you who have dedicated your time, money and/or efforts into Canton. Stay tuned for many more great projects coming soon!



48 N. Main Street ~ Canton, IL 61520
(309) 647-2677



THANK YOU to our SPONSORS for the Canton Area Chamber Young Professionals

Kickoff Event



APEXSeeds

Giveaway Donations

- *Monical's Pizza
- *Black Maple
- *Edward Jones - Maggie Cecil
- *MidAmerica National Bank



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CACYP is a new group developed through the Canton Area Chamber of Commerce for Young Professionals between the ages of 21 and 40 who are interested in growing professionally, learning how to serve their community better and has an interest in networking with likeminded young professionals.



Young professionals from Canton and the surrounding areas are welcomed to be a part of this new group. Your business or the business you work for does not need to be a Chamber member to be involved.

Contact the Canton Chamber office for more details at cantonareachamber@gmail.com.



YARD PONG

www.facebook.com/CACC61520



NEW location -Downtown Canton
12:00 - 3:00 PM

This Community Event
brought to you by



Sunday
September 26, 2021

The Taste of Canton will offer a variety of food tastings from our local eateries, beer and wine area, and feature live entertainment. Food tastings and beverages will require the purchase of tokens - \$1 each.

**NEW
LOCATION**

**DOWNTOWN
CANTON**

**Live Entertainment
Local Band**

12:00 - 3:00 Monster lane



**Kid's Activity Area
FREE**

Games & Crafts
Inflatables



Beer & Wine Garden

White Oak's Sports Bar
Domestic Beers - Microbrews
Wine - Wine Coolers



Awards given:

Best of Show, Best Appetizer, Best Entrée and Best Dessert

Pie Eating Contest!

Sponsored by

Princess Creations...

Sign up to participate in the pie eating contest!
Competition age groups are Elementary School, Junior High/High School and Adults. Only 12 openings for each group! Sign up the day of the event.



150% CLUB

The 150% Club is an optional membership upgrade that provides added exposure for your business. By paying an additional 50% of regular membership dues at the time of your renewal or new membership, your business can join the Canton Area Chamber of Commerce's 150% Club.

Meet our

2021 MEMBERS

Advanced Rehab & Sports Medicine
 American Family Insurance
 American Legion Post #16
 APEX Seed Company
 Art Hossler Auto Plaza
 Associates in Dentistry
 Bank of Farmington
 Barnhart, Tinsman & Associates, Ltd.
 Big Brothers Big Sisters
 Camille's of Canton
 Canton Elks Lodge
 Canton Family YMCA
 CEFCU Canton Member Center
 Central Illinois Lighting & Signs, Inc.
 CFC Properties
 Comcast Business
 COOK Medical
 Crawford's Home Furnishing
 Dana Smith
 Dempster Insurance Agency
 Di's Boutique
 Digital Copy Systems
 Eagle Point Solar
 First Christian Church
 Froehling, Weber & Schell, LLP
 Fulton County Emergency Medical Assoc.
 Fulton County Housing Authority
 Fulton County Septic
 Giant Goose Ranch
 G-M Mechanical of Canton, Inc.
 Harold Jump
 Helping Hands Resale Shoppe
 Hocker, Fitzjarrald & Richardson, PC CPAs
 Houlthaus Companies, Inc.
 Hulvey Law
 Hy-Vee of Canton
 Ipava State Bank
 Jimmy Johns - Subwars, LLC

- John Clark
- John McCarthy - Attorney at Law
- Johnson & Johnson, P.C.
- Jones Surveying & Engineering Corp
- Kevin & Debbie Stephenson
- Kevin Meade
- Kiwanis Club of Canton
- Maurer-Stutz, Inc.
- McDonald's of Canton
- Mel's Sporting Goods
- MidAmerica National Bank
- Mid Century Fiber
- Monical's Pizza
- North Central Behavioral Health Systems
- Oak-Hines Funeral Homes
- Official Time Out
- Otto Stephenitch
- Pizza Hut
- Progressive Vision Center, LTD
- Pure Green, LLC
- Renaissance Care Center
- RK Dixon
- Rhoades Real Estate & Land Auction Services, Inc.
- RISE Canton
- Scott Miller
- Security Finance
- Sedgwick Funeral Homes & Crematory
- Sherwin-Williams
- Spoon River Animal Clinic
- State Farm Insurance - Chuck Taylor
- The CBD Store
- Timbuk Tech, Inc.
- Town & Country Insurance Agency
- Unity Point Clinic of Canton
- Walgreen's of Canton
- Walmart of Canton
- WBYS AM & WCDD FM Radio
- Wee-Ma-Tuk Hills Country Club