

WELCOME NEW MEMBERS

Buckheart Solar
Line-X of Canton
Spoon River Junction
Winery

THE CHAMBER COURIER

August 2022

The monthly business publication of the Canton Area

Your Chamber Ambassadors are here for your business.

Scott Anderson, SR Preasure Washing
Emylee Bitner, Bank of Farmington
Samantha Braden, Rhoades Real Estate
Bobby Brown, Flat Branch Home Loans
Rachel Bundy, Graham Health System
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Stephen Clark, Town and Country Insurance
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Nick Wright, Country Financial



IT'S THAT TIME OF YEAR

by: *Carla Bobell, Executive Director*

It is that time of year, no, not Christmas, but back to school! Some kids are excited to head back, the parents are ecstatic but they are also overwhelmed with the preparations.

If you are a local business you may get stressed and feel sales will be down because your business does not offer "back to school" items. Well, would if you thought outside of the box this year. Every business can boost sales during the back to school frenzy by doing some simple things. And there is plenty of time before that first day of school.



Carla Bobell

According to an article in Fivestars blog, author Lisa Furgison states that "The average family spends an average of \$674 in preparation of a new school year according to the National Retail Federation". But with the right marketing strategies you can attract parents, guardians, grandparents, college students, HS students and teachers to your business. Here are three back to school promotions that Lisa suggests your business can try:

The Celebratory Parents Promotion

While parents enjoyed making memories with their kids this summer, they are ready to send those children back to school! If you are a restaurant or coffee shop, you could offer a deal on supper for the parents one night or an "I'm not bored, hear no more" coffee on the first day of school. If you are a clothing store, you could offer a "Kids are Gone" sale or if you have a hair salon, offer a free kids cut with one adult cut and don't

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COME AND JOIN US!
CANTON AREA CHAMBER OF COMMERCE
BUSINESS
after hours
NETWORK NIGHT

HOSTED THIS MONTH BY:

THE LOFT
OF CANTON
REHABILITATION & NURSING

LOCATION
46 White Court

White Oak's
SPORTS BAR

Thursday, August 18
5:00 pm - 7:00 pm

Food, beverages, fun, giveaways and networking!

Q: Can anyone purchase Chamber Checks? Who do I buy them for and where can I buy them?

A: Yes, anyone can purchase Chamber Checks. You can buy them for someone who lives local for a retirement, birthday, baby shower, teachers, pastor, wedding gift, or that hard to buy for person. They come in \$20, \$10 and \$5 increments. You can purchase Chamber Checks at the Canton Chamber office at 48 N. Main Street or at MidAmerica National Bank Canton location. When you purchase Chamber Checks, you will receive a list of all the local participating businesses. And you are helping to support the Shop Local initiative.

EXECUTIVE BOARD

President - Jana Emmons, Ipava State Bank
Vice President - Chad Holloway, OSF HealthCare
Treasurer - Chad Murphy, Spoon River College
Secretary - Erin Watson, Watson Center for Wellness

BOARD OF DIRECTORS

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

STAFF

Executive Director - Carla Bobell
Assistant Director - Caitlin Mason

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

WELCOME NEW MEMBER

You may have heard recent rumors that a new solar project is being planned for Fulton County. The Canton Area Chamber of Commerce welcomes Buckheart Solar to our community!

Solar projects are popping up across the country and are a new modality of economic and energy growth and expansion. Buckheart Solar is a solar photovoltaic project that will generate clean, emissions free energy and substantial local revenues for up to 30 years in Fulton County.



Solar power is one of the most cost-effective sources of electricity today, and its ability to generate power during high-demand times reduces the cost of electricity for all consumers. The project will support local businesses through purchases at area businesses, shops, restaurants, and hotels.

Other economic benefits of this project will include generating new tax payments for local governments, by providing millions of new dollars annually without requiring any additional services from the county. The project will bring more than 300 jobs to Fulton County during the construction phase; more than 10 new long term jobs for project operations; and additional work to local subcontractors for site maintenance. If built to its full size, the total project capital investment is estimated to be around \$800 million dollars.

The Buckheart Solar Project will not only support the local economy, but it will additionally help local farmers and landowners diversify their income through long term, guaranteed solar lease payments at rates that exceed the profits from farming. A proposed 8,000 acres of privately owned land will be needed for the project, and considerations of panel height and vegetative screening will limit project visibility to neighbors and nearby roads. Buckheart Solar values environmental sustainability taking into account the long-term effects of the overall project with the foresight to consider how equipment in the project will be recycled or reused at end of use. Solar power also benefits soil health due to the long resting period of the land, elimination of fertilizer and chemical inputs under panels, and use of native vegetation under the panels. When the project is complete, a decommissioning plan will be in place which protects the taxpayers from decommissioning costs, allowing the landowner to resume farming after the lease agreement expires.

The project will work closely with the Fulton County community to understand local concerns to help shape the project design. If all goes well the project could be operational as early as 2025. Blake Murphy from Canton, IL was recently hired by Buckheart Solar to act as a community liaison to answer questions



His office is located in the Spoon River Economic Development/ Canton Area Chamber of Commerce office building at 48 N. Main Street.

Blake can be reached via email at info@buckheartsolar.com or by phone: 309-326-3057.

RIBBON CUTTINGS THIS YEAR



Ribbon Cutting at Georgia Rae's in March. They are located at 54 N. Main Street in Downtown Canton.

A family owned business that is a wonderful women's clothing store with accessories and the newest styles and trends.

Facebook page: Georgia-Raes

Ribbon Cutting for Spoon River Pressure Washing in April. Owner is Scott Anderson.

Pressure washing available for houses, decks, patios, sidewalks, driveways and more. Scott also hangs Christmas Lights.

Facebook page: Spoon River



Ribbon Cutting at Cup of Canton in May. They are located at 52 E. Elm Street in Downtown Canton.

A family owned business offering a variety of specialty drinks, including bubble tea, snacks and free Wi-Fi.

Facebook page: Cup of Canton



Ribbon Cutting at Ben Hendricks Trucking, Inc. and BH Materials, Inc. in June. Located 47 Enterprise Lane in Canton.

Family owned businesses that provide professional CDL licensed drivers and offers bulk materials for all your landscaping needs.

Facebook page: BH Materials, Inc.



RIBBON CUTTINGS CONTINUED



Ribbon Cutting at Harvester Meat Company for their new expanded processing area in June. Located at 200 E. Alder Road in Canton.

They are a family owned butcher offering a full meat market with locally sourced products.

Facebook page: Harvester Meat Co.

Ribbon cutting for Renaissance Care Center Training Center in June and is located at 25 East Side Square in Downton Canton.

They are a certified Nurse Aid Training facility. They are certified by the IL Department of Public Health to conduct CNA training classes.

For more information call 647-5631.



Ribbon cutting for Buckheart Solar in July with a local office located at 48 N. Main Street in Downtown Canton.

They are a proposed 820-megawatt solar energy farm for Fulton County and will have a local representative in Canton.

Facebook Page: Buckheart Solar



Ribbon cutting for Axline Pharmacy in July located inside the Graham Clinic at 180 S. Main Street in Canton

They are a family owned business built on personal service, knowledgeable and accessible pharmacists, fair pricing and excellent customer service.

Facebook Page: Axline Pharmacy-Canton



HOLIDAY LIGHT SHOW DONATION LEVELS

HOLIDAY LIGHT SHOW DONATION LEVELS OF GIVING 2022



Chippy says Thank You!

\$1000
and above

Recognition in all marketing & brochure, recognition during every show with logo displayed and business name mentioned between songs, plus large signage as approaching show. 10 free passes.

\$250
and above

Logo of business or name on signage while cars are waiting for the show. Business name or name listed in brochure. 2 free passes

\$500
and above

Business logo in brochure, recognition during half of the shows with logo displayed and business name mentioned between songs, plus signage as approaching show (little smaller than next level up). 5 free passes

\$100
and above

Logo of business or name on signage while cars are waiting for the show (little smaller than next level up). Business name or name listed in brochure

\$99
and under

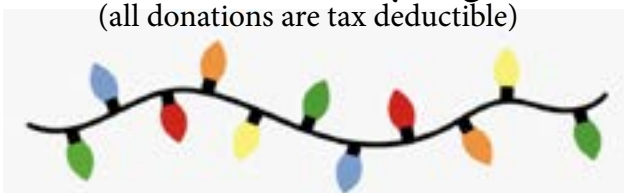
Business name or name listed in brochure handed to everyone who pays to get into the show

To Send in Donations
Contact Carla Bobell 309-647-2677 Ext. 2

The Canton Area Chamber of Commerce has teamed up with the Lindsey Light Show family and will be creating an all new show for everyone to enjoy in Big Creek Park at the Gary Baker Center beginning November 26 through December 31, 2022.

We are very excited to start this new tradition in our community but we need some help. Everyone will be charged a small fee to come and see the Holiday Light Show and then those funds will be used to purchase new lights, supplies and help with continued maintenance for years to come. However, this year, we are depending on donations from local businesses and people from our community to help us get this show off the ground. We need to expand the show from the size of a front yard to the much larger Baker Center building and fencing around the pool area. We want to help create a quality show that is worthy of coming to see over and over again.

Will you consider making a donation toward the new Holiday Light Show?
(all donations are tax deductible)



Contact Carla Bobell at the Canton Chamber
309-647-2677 Ext. 2
cbobell@cantonillinois.org



The Holiday Light Show crew is still needing volunteers.

If you know how to count and can put a light bulb in a hole, you qualify to come and help!

CANTON AREA CHAMBER YOUNG PROFESSIONALS

CANTON AREA
CHAMBER

YOUNG
PROFESSIONALS

Scan Me!

- Networking
- Professional Development
- Volunteer Opportunities
- Leadership
- Connection with other young professionals

For more information visit
cantonillinois.org/chamber

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A MESSAGE FROM THE SUPERINTENDENT OF CUSD #66 TAD DERENZY

This summer the Canton Union School District #66 has worked diligently in preparing for the 2022-23 school year. Several projects have been completed in the district to improve the schools. Eastview Elementary School, Lincoln Elementary School, Westview Elementary School, and Ingersoll Middle School all had new windows installed. Lincoln School also now has a new heating and cooling system. At Canton High School two science rooms and the foods lab were renovated. The foods lab is now a much improved area that makes it possible for students to work in a true culinary grade work space. At Memorial Stadium the deteriorating blacktop in front of the bleachers was replaced with concrete and the fence around the track was also upgraded. Both the track at the Memorial Stadium and the track at Ingersoll Middle School were resurfaced. These projects were mostly funded through federal grant funding as well as some revenue that is received through the one cent sales tax.



Tad DeRenzy



On August 11th all schools will host an open house for students and their families. Open house at each school will be at the following times:
Canton High School: 6:00 p.m.- 7:30 p.m.
Ingersoll Middle School: 5:00 p.m.- 6:30 p.m.
Eastview, Lincoln, and Westview Elementary Schools: 5:30 pm -7:30 pm

The start of the school year is a busy and exciting time for students and staff.
We look forward to welcoming students back on August 15!

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The Bundle Promotion

You may be a business that does offer some school supplies, traditional or non-traditional. Create bundles that are easy for parents to pick up and go. Add something fun to make it even more attractive, and maybe even something for the adult.

The De-Stress Promotion

Back to school shopping can be stressful. Have you seen how long supply lists are these days? And what if you're shopping for more than one child? Shoppers can get overwhelmed, so businesses should create promotions that alleviate some of this stress.

A restaurant, for example, could offer a special back to school lunch deal. The promotion could be something like, "Back to school shopping is stressful – lunch shouldn't be. Kids eat free with the purchase of two adult entrees." You can also promote stress-free services like, shorter lines, free refreshments or activity centers to occupy young kids.

Think of ways that you can make the back to school shopping experience easier for consumers, and use it in your promotion. Guaranteed those shoppers will be back again next year.



12:00 pm - 3:00 pm
Downtown Canton

September 25, 2022

The Taste of Canton features many local good eats, a wine and beer, live music, kid's activities, pie eating contest and much more!

Join us in downtown Canton and enjoy the day!

Save the Date!



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

Meet our

2022 MEMBERS

A&M Storage Company
 Advanced Rehab & Sports Medicine
 American Family Insurance
 American Legion Post #16
 APEX Seed Company
 Art Hossler Auto Plaza
 Associates in Dentistry
 Axline Pharmacy
 Barnhart, Tinsman & Associates, LTD.
 Ben Hendricks Trucking, Inc.
 Buckheart Solar
 Camille's of Canton
 Canton Church of the Brethren
 Canton Elks Lodge
 Canton Family YMCA
 Canton Harvester Inn
 CEFCU Canton Member Center
 Central Illinois Lighting & Signs, Inc.
 CFC Properties
 COOK Medical
 Crawford's Home Furnishings
 Dana Smith
 Dempster Insurance Agency
 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
 Harold Jump
 Helping Hands Resale Shoppe
 Hocker, Fitzjarrald & Richardson, PC CPAs
 Holthaus Companies
 Hulvey Law
 Ipava State Bank

John Clark
 Johnson & Johnson, P. C.
 Jones Surveying & Engineering Corp
 Kevin & Debbie Stephenson
 Kevin Meade
 Kiwanis Club of Canton
 Maurer-Stutz, Inc.
 Meade Law Office, P. C.
 MidAmerica National Bank
 Mid Century Fiber
 Midwest Dental
 Monical's Pizza
 North Central Behavioral Health Systems
 Oak-Hines Funeral Homes
 Official Time Out
 OSF Healthcare
 Otto Stephenitch
 Phil Miller
 Pizza Hut
 Progressive Vision Center, LTD
 Pure Green, LLC
 RK Dixon
 Rhoades Real Estate & Land Auction
 RISE Canton
 Scott Miller
 Sedgwick Funeral Homes & Crematory
 Sherwin-Williams of Canton
 Spoon River Media, LLC
 State Farm Insurance - Chuck Taylor
 Stinauer Family Dentistry
 Timbuk Tech, Inc.
 Town & Country Insurance Agency
 Unity Point Clinic of Canton
 Walgreen's of Canton
 Walmart of Canton
 West Central Powersports