

WELCOME 2022

THE CHAMBER COURIER

JANUARY 2022

The monthly business publication of the Canton Area

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

Emylee Bitner, Bank of Farmington
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
Jason Coulter, Big Cat's Bowls
Kiley Davis-Crouse, Davis Buick GMC
Sherri Delost, Jim Maloof Realtor
Kim Fischer, Canton Harvester Inn
Jace Fletcher, Shelter Insurance
Jeromie Hale, Bistro 101
Seth Klinedinst, Crawford's Home Furnishings
John Lemon - Rise Canton
Dave Lewis, Dave Lewis Studio, Ltd.
Taryn Mellert, Spoon River Electric
JJ Montgomery - Mel's Sporting Goods
Amanda Reed, MidAmerica National Bank
Chase Shawgo, Ipava State Bank
Codi Swibold, Hy-Vee Food Stores
AJ Thum, Associates in Dentistry
Eve Zimmerman, Spoon River College



4 Ways Your Customers Win When Your Business is a Chamber Member

by: Christina R. Green

A Chamber membership is an investment in your business. As an investment, you undoubtedly expect a return. While it's easy to look at what you paid for your Chamber membership, and how many new customers were sent your way through the Chamber, and calculate your return that way, there is more to it than just that.

For instance, did you know that your customers receive multiple benefits from you being a Chamber member and those benefits can increase their loyalty? Here are four examples of how your customers win with your Chamber membership.

1. When you're a member of the Chamber you know what's going on in the business community. You can pass this information on to your customers and look like a hero! This shows that you are plugged into the community.
2. You have inside knowledge on what the Chamber is hosting. Chambers put on amazing events and by being a member, your customers may have questions about that event like times, place, or how to volunteer and you can share those details, or at least you know who to put them in touch with at the Chamber. Again, you and your business appear to be in the know.
3. You learn about legislative initiatives, local and state information through the Chamber. The Chamber is busy working behind the scenes at the local level but also at the State level. Great examples were all the informative emails that were shared with members when the pandemic began and as it continues.

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BUSINESS *After Hours*

Would your business like to host a Business After Hours in 2022?

Contact Carla Bobell at the Canton Area Chamber of Commerce for details.

309-647-2677 Ext. 2
or
cbobell@cantonillinois.org



We have enjoyed having **Anna O'Brien** as our Chamber Student Representative. This is a new position on our Chamber Board of Directors and Anna started her board term in August of 2021 and will continue until May of 2022. If you have a student interested in this type of opportunity, they can contact the Chamber office.

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

Business and Community Development
Jason Gumbart, Apex Seed Company

Government Affairs
Jay Valencia, Canton High School

Member & Public Relations
Diane Bell, Di's Boutique

Ashton Dare, MidAmerica National Bank
Jason Elwell, Peculiar Projects
Greg Glomb, Edward Jones
Larrilyn Hall, Wee-Ma-Tuk Hills Country Club
Renee Lewis, Jim Maloof Realtor
Lacey Neal, Rock Valley Physical Therapy
Anna O'Brien, CHS Student Representative
Whitney Parrish, Barnhart, Tinsman & Associates
Alesia Shaw, Graham Health System

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 - Caitlin Mason

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

WELCOME NEW MEMBER

Some businesses are just pipe dreams but others become a reality. That is what happened for Jenna Howard and her fiance and co-owner, Drake Crumb. They had a passion for their hobby and games and really wanted to create a local experience and store front location right here in Canton and that is when Kobolds and Kabinets was born.

Jenna and Drake started thinking seriously about the idea of opening up a game business in August of 2021. They filed the paperwork and were approved for business on October 15th and opened their doors on December 15th, 2021. They offer trading cards, board games, store credit for trade-ins, and much more. If you are an artist or are looking for unique art, they also offer consignment for local artisans to create a community for the Arts that's affordable and easy!



Kobolds and Kabinets offer a play area for board games and card games, and will be renting board games for in store play, as well. Jenna and Drake want to create events to keep the community involved like offering causal card game playing in the store location and rent out a private play areas for a small fee of \$5 per person for an hour of play. Before Kobolds and Kabinets opened the closest store similar to theirs was in Macomb or Peoria, and that commute is not available for everyone, which is a big reason they wanted to open in Canton. Both Jenna and Drake are Canton locals that love the hobby's and games and they really want to extend that to everyone! They want to see the Canton community grow and the love for games to expand, so they hope they can provide this for years to come!

As the business grows they plan to offer more events and begin some board game clubs working with local group or schools. Kobolds and Kabinets can be reached by calling 309-326-0355 or email koboldsandkabinetsgames@gmail.com. They are located at 15 E. Side Square in Downtown Canton. Check out their website at www.koboldsandkabinets.com.



Hours Available

Monday

11:00 AM - 9:00 PM

Tuesday

11:00 AM - 9:00 PM

Wednesday

11:00 AM - 9:00 PM

Thursday

11:00 AM - 9:00 PM

Friday

11:00 AM - 10:00 PM

Saturday

12:00 PM - 8:00 PM

309-326-0355

MEMBER IMPROVEMENT

This month in the Chamber Courier we wanted to highlight some of our Chamber Member businesses that have either moved into a new location, built on an expansion or improved the facade of their current business. Investing in your business overall look is a good investment for all!



Located at 51 N. 2nd Avenue in Canton

Big Cat's Bowls remodeled on the inside of their current location by adding an order area and fridges for grab and go items. They also added a new exterior door with a welcoming awning.

Big Cat's Bowls offers fresh, healthy, fully cooked meals for carryout or delivery and offers a meal prep service. Contact them today at 309-647-0744 or place orders online at www.bigcatsbowls.com or visit their Facebook page at Big Cats Bowls.

Billy's Tap had a very unique addition on to the back of their hometown bar which has been a family owned business for over 60 years. The building in the back was already there but was not connected to the bar in the front and needed a little facelift. Ashley Harper, owner, worked her magic to connect the two buildings and make it a stunning entertainment area. It also offers more room for outdoor leisure and gathering.

This new space is available for rent for your next party, celebration or family event. Find out more details by visiting their website at www.Billystap.com, Facebook page at Billy's Tap or give them a call at 309-647-9639.



Located at the corner of Elm and 2nd Avenue, Canton



Located at 1120 E. Linn Street in Canton

Black Maple Coffee moved out of their tiny building and moved into a much needed larger space in the back area of the Canton Heritage Inn. Outside of serving fresh great quality hot or iced coffee, Black Maple also serves a variety of savory and sweet food options. They will serve up seasonal drinks to go along with every holiday. Oh, and they expanded their business by moving the tiny building they had over to Farmington, which is located in the Moose parking lot on Fort Street. Check out daily specials on their Facebook page at [Black Maple Coffee](https://www.facebook.com/BlackMapleCoffee) or give them a call at 309-224-5929.

MEMBER IMPROVMENT CONTINUED

Holthaus Companies, Inc. has recently given their building a facelift. Many warehouse type businesses do not focus on the exterior look of their business but Nick and Angie Orwig, owners, take pride in their business inside and out. Holthaus Companies is your local source for roof replacement, roof repair and gutter installation in both residential and commercial properties. The staff at Holthaus Companies offers over 25 years of quality roofing experience. You can contact them at 309-647-9209 or check out their website at www.holthausroofing.com.



Located at 875 E. Linn Street in Canton



Located at 885 N. Main Street in Canton

Keefe Financial, Inc. moved their office from South Main Street to their new location on North Main Street. Many may have watched the progress take place and they took the former Casey's gas station located by Canton High school and made it into a new beautiful office space. Keefe Financial, Inc. offers all-encompassing services from growing your wealth to planning for your family's future. Give Sarah Keefe and her team a call at 309-998-2000 or check out their website at www.keefe-financial.com.

Official Time Out already had an outdoor area to sit in the summer months, but they decided to increase that space with a new building on the back side of their current location. This outdoor area can be used all year round with heat in the winter months and open air windows in the warmer months. Official Time Out is owned and operated by Billy Jump who continues to invest time and money into business. They are a great pre-game party place and offer great food in a sports bar atmosphere that is family friendly. Stop in for lunch or dinner or plan a party in one of their unique spaces. Contact them at 309-647-6553 or connect on their Facebook page at [Official Time Out](https://www.facebook.com/OfficialTimeOut).



**Located at the corner of Elm and 1st Avenue
Canton**

MEMBER IMPROVEMENT CONTINUED



Located at 762 E. Chestnut Street in Canton

Serenity Point Hospice, LLC moved into a new office location and now they have plenty of room. Serenity Point Hospice group strives to provide excellent care for individuals of all ages and in all stages of life. Their goal is to help maintain the highest quality of life in the comfort of your own home. There are many questions when it comes to hospice care so reach out to Serenity Point by calling 309-435-7050 or email at serenitypointhospicellc@gmail.com or check into their website or Facebook page at www.Serenity Point Hospice

The Spoon River Partnership for Economic Development (SRPED) purchased the newly remodeled building on the west side of the square in downtown Canton. They are focused on a Downtown Revitalization of Canton's downtown district so they joined in by renovating and committing to a building that is a beautiful addition to the business landscape. The Canton Area Chamber of Commerce (CACC) leases space from SRPED and both organizations are thrilled to be right in the heart of the city. This office houses both SRPED and CACC and you can reach both organizations by calling 309-647-2677 and listen for extensions for Cole McDaniel, Executive Director at SRPED, Amanda Woodruff, Director of Marketing and Tourism or Carla Bobell, Executive Director for CACC. Visit online at www.cantonillinois.org.



Located at 48 N. Main Street Downtown



Located at 201 E. Elm Street in Canton

Windshield Specialists gave their current location a much needed improvement with some new paint, windows (they do specialize in glass!) and fun lights. They have been in several locations in Canton through the years, but this location they were able to really invest in the look of their business. Windshield Specialists has been serving central Illinois communities for over 20 years. They offer windshield replacement and repairs and also specialize in glass services such as shower doors, store front windows, mirrors and more. Contact Windshield Specialists in Canton at 309-649-1550 or check out their website at www.windshieldspecialistsil.com.

DENIM &
Diamonds



You are invited to the

97th Annual Chamber Dinner & Awards
Lakeview Event Center
Thursday, Feb. 10th, 2022

Cocktails 5:30pm Tickets \$30 per person
Dinner & Awards 6:00pm Please R.S.V.P by Feb. 4th

Dress up with **diamonds** or dress down in your best **jeans**

Lakeview Event Center & Banquet Hall
Located at 1920 N. Main Street ~ Canton

To RSVP
[www.cantonillinois.org/Chamber/Calendar of Events/
February 10/Chamber Annual Dinner](http://www.cantonillinois.org/Chamber/Calendar of Events/February 10/Chamber Annual Dinner)
or call the Chamber office at 309-647-2677 Ext.2

We will be honoring the Excellence Awards
Business Person of the Year
Citizen of the Year
Educator of the Year

ECONOMIC DEVELOPMENT STRATEGY

A Message from Cole McDaniel

Executive Director for the Spoon River Partnership for Economic Development

Measuring the impacts of an economic development strategy is of increasing importance in order to more accurately link strategies and tactics to outcomes, and assess and recalibrate programs as needed. But given all the data points that could be used, how are local economic development strategies best measured and tracked? I would like to outline below some of the strategies that SRPED has, or is planning, to implement in our reporting moving forward:



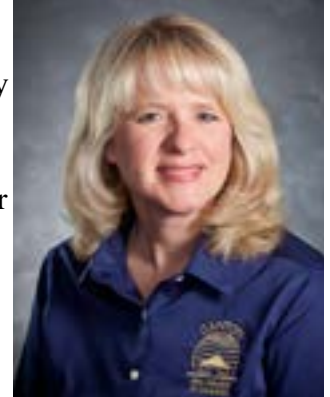
1. Connect metrics to program activity. Develop and document the logic model for each economic development program to articulate explicitly how inputs (investment or activity) are expected to translate into outcomes.
2. Consider adopting performance indicators that address job quality and business dynamics, where appropriate.
 - Incorporate and monitor job quality metrics such as wage levels, benefits provided, occupations, and/or skill development and career pathways.
 - Address business dynamics (churn) indicators in addition to basic year-over-year summary business trends.
 - Include next generation business dynamic indicators related to innovation, productivity or global business activity among assisted businesses.
3. Report program-related outcomes as distinct from broader economic benchmark indicators.
4. Evaluate data source options, including the feasibility, quality, and availability of data when selecting indicators.
5. Determine which indicators can be used to understand economic inclusivity within the state's overall economic development portfolio.
 - Develop collection methods that capture relevant information about program impacts related to racial ethnic or gender diversity and related to the distress of the places where investments are made.
 - Report the data internally (even if not required for external reporting) to allow agency leaders to monitor how well it is doing in addressing inclusivity issues across programs.
6. Create a communication plan to drive productive use (and accurate dissemination) of economic development program outcome data.

By collecting and analyzing economic development specific data, we will be better informed on what programs, initiatives, and focus we should have within our organization for both the short and long terms. I hope everyone had a wonderful Holiday season. I look forward to what 2022 has in store for Canton and Fulton County!

Continued from pg. 1

If you use your Chamber membership to become a resource for your customers and share that information, you become very important to them. Not only does this make them like and trust you, but it also makes you invaluable as they begin to know you as someone who is plugged in. You become a connector in the community and someone they patronize to get the inside scoop. This type of standing is much harder for your competitors to replicate and will make your customers more loyal. Loyal customers are long-time customers which means more sales.

Yes, a Chamber membership costs money but an investment in your business. Your local Chamber offers many benefits to your business so do yourself a favor if your business is not currently a Chamber member, contact your local Chamber, become a member and get involved. If you are currently a member and have not been involved (or look through the information sent to you on behalf of the Chamber), your business will grow with your involvement. The Chamber can get you connected when you need new customers, a new employee or need information for your business just to name a few perks.



Carla Bobell

Contact Carla Bobell, Executive Director for the Canton Area Chamber of Commerce to find out more details on what a Chamber membership can do for you and your business in this new year and future growth for your business. Call 309-647-2677 Ext 2 or email cbobell@cantonillinois.org or message her on Facebook at [CACC61520](https://www.facebook.com/CACC61520) or stop by the new Canton Chamber office at 48 N. Main Street. Become invaluable to your customers!

CANTON AREA CAREER EXPO

**FRIDAY, MARCH 18
2022**

**CANTON HIGH SCHOOL
FOR JUNIORS AND SENIORS**



**150%
CLUB**

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's 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
 Bank of Farmington
 Barnhart, Tinsman & Associates, Ltd.
 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
 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

- 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.
- MidAmerica National Bank
- Mid Century Fiber
- Monica's Pizza
- North Central Behavioral Health Systems
- Oak-Hines Funeral Homes
- Official Time Out
- OSF Healthcare
- 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
- Sedgwick Funeral Homes & Crematory
- Sherwin-Williams
- 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