

May 2021



BUSINESS PLAN COMPETITION 2021

COMPETITION GUIDELINES

The Shelby County Chamber of Commerce and Industry is excited about the opportunity to provide additional growth for the local business community through the 2021 Business Plan Competition. We look forward to working with the participating entrepreneurs to bring continued economic growth to Shelby County.

Competition Regulations:

1. All competitors must submit a completed application by Friday, May 28th by 5 pm. Any applications received after this date/time will not be considered for the competition.
2. The proposed business start-up should be original, appropriate, and currently not in existence in Shelby County.
3. The timeline for launching the business must include opening before December 31, 2022.
4. Submitted business plans must be typed; no handwritten material of any sort will be accepted. The document should include a title page, specifying the name of the business and the individual(s) planning to operate the business. The following sections must be included in the business plan:
 - General description of the business
 - Competitive analysis
 - Target Customer Market
 - Marketing / Promotional Plan
 - Management Team / Human Resources Needs
 - Revenue Model / Financial Forecast
 - Contingency Plan

Continued on next page



BUSINESS PLAN COMPETITION 2021

Continued

The business plan document may also include a maximum of five (5) pages of appendices, the purpose of which is to provide support for the assertions and conclusions expressed in the body of the business plan. Examples of appendices may include:

1. Financial Statements
2. Diagrams / Illustrations
3. Itemization / Categorization of Key Information
4. Implementation Timeline
5. Completed application forms and businesses plans should be submitted through email – info@exploreshelbycounty.com or mailed to:

Shelby County Chamber of Commerce and Industry
1901 Hawkeye Avenue, Suite 101
Harlan, IA 51537
Attn: 2021 Business Plan Competition

Competition Schedule:

Friday, May 28th, 5 PM: Entry Deadline

Friday, June 11th: Entries notified if they have reached the final round

Thursday, June 17th: Finalists present their business plan to competition judges

Monday, June 21st: Winners notified and announced

First place winner will receive \$15,000 in reimbursement payments. Second place finalist will receive \$5,000 in reimbursement payments. Reimbursement: the business will submit paid invoices and the Chamber will issue a payment for that invoice until all funds are used.

Shelby County Chamber of Commerce & Industry 2021 Annual Golf Tournament Friday, June 18 - Harlan Golf & Country Club

Get excited Shelby County. The Shelby County Chamber of Commerce & Industry's annual golf tournament is Friday, June 18 at the Harlan Golf & Country Club. Everyone is welcome to this social networking event. Come enjoy a relaxing day to get out of the office, connect with other Chamber members and play a round of golf, while taking advantage of great opportunities to win flag and door prizes.

Not only does the golf tournament allow for loads of fun, but there are some great sponsorship opportunities available to promote your business. Tournament hole sponsors receive their name on a sign placed at one of the 9 holes. Your participation and support of our golf tournament promotes your business while helping the Chamber continue its programs and support Shelby County and our Chamber members.

This is a 4-person scramble. The cost is \$200 per team.

The tournament title sponsor is Harlan Municipal Utilities Telecommunications.

If you would like to participate or are interested in sponsor opportunities, please contact the Shelby County Chamber of Commerce & Industry office: 712-755-2114 or [email Carol](#).

Annual Membership Meeting Tuesday, July 20, 11:30 am

You are invited to the annual membership meeting of the Shelby County Chamber of Commerce & Industry on Tuesday, July 20, 11:30 am – 1 pm, at the C.G. Therikidsen Center, 706 Victoria Street, Harlan.

Our annual membership meeting will be an opportunity to network with other Chamber members.

At the meeting, Chamber staff will provide an update on the past year and what is planned for the year ahead.

Lunch will be provided, and the meeting will be kept to 90 minutes, so you are able to return to work.

Please RSVP to the Chamber office, 712-755-2114 or [email](#), by Tuesday, July 6. There is no cost for this event.



2021 TITLE SPONSOR:



**Shelby County Chamber of
Commerce and Industry
2021 Golf Outing
Friday, June 18th 2021
Harlan Golf and
Country Club**

4 Person Scramble - 9 Hole Tournament

Check-in: 4:30 - 5:15 PM, Putting Contest: 5:15 PM, Tee off: 5:30 PM

\$50 per person, \$200 per team - Cart Rental \$30 per cart

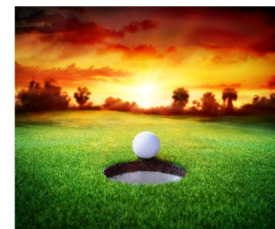
Entry Fee includes golf, flag/door prizes, light dinner

TEAM REGISTRATION FORM:

NAMES OF TEAM MEMBERS:

NUMBER OF CARTS NEEDED:

*include cart fee with your
registration fee*

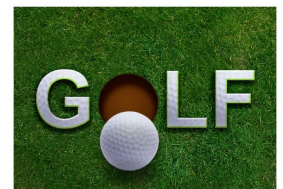


Team Contact: _____

Phone: _____



**MAIL FORM AND PAYMENT TO:
SHELBY COUNTY CHAMBER OF COMMERCE & INDUSTRY
1901 HAWKEYE AVENUE
HARLAN, IA 51537
(712) 755-2114**



2021 TITLE SPONSOR:



**Shelby County Chamber of
Commerce and Industry
2021 Golf Outing
Friday, June 18th 2021
Harlan Golf and
Country Club**

**4 Person Scramble - 9 Hole Tournament
Tournament will tee off at 5:30 PM**

Sponsorship Form

Hole Sponsor: \$50 Sidewalk Sign Sponsor: \$25

SPONSOR INFORMATION:

Contact Name: _____

Business Name: _____

Billing Address: _____

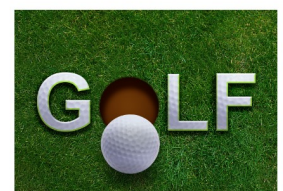
City/St/Zip: _____

PLEASE CIRCLE ONE: HOLE SPONSOR SIDEWALK SPONSOR BOTH

If you are sponsoring a hole, will you be at the course to handout information to the competitors or host a prize game for them? YES NO



**MAIL FORM AND PAYMENT TO:
SHELBY COUNTY CHAMBER OF COMMERCE & INDUSTRY
1901 HAWKEYE AVENUE
HARLAN, IA 51537
(712) 755-2114**





Upcoming Ribbon Cutting Ceremonies

Friday, May 21, 10 am. Thunder Guns West - Harlan, 1101 Chatburn Avenue, Harlan.

Sunday, June 6, 12 pm. Pioneer Park Fitness Equipment, hosted by Shelby County Wellness Alliance. Meet at the pavilion by Pine Street, Harlan.

Friday, June 18, 11 am. Living Well Home Care, 1814 Chatburn Plaza, Harlan.

Tuesday, July 6, 11 am. Shelby County Historical Museum, 1805 Morse Avenue, Harlan.

SCCCI Mission Statement: To create a climate of opportunity for business growth, economic development, and a high standard of living throughout Shelby County.

2020-2021 Board of Directors

Vice President
Steve Ineson
Four Seasons Travel

Treasurer
Gervas Mgonja
Town & Country Credit Union

Past President
Steve Kenkel
Shelby County Board of Supervisors

Board Member
Marie Bengford
H & R Block

Board Member
Tim Christopherson
Monogram Prepared Meats

Board Member
Jahde Osborn
Courtside Marketing

Board Member
Sheri Tyrrel
Molded Products

Chamber Team

Todd Valline
Executive Director

Carol McHugh
Administrative Assistant

Debbie Stendrup
Membership/Events Coordinator

SCCCI Membership Renewals

The Chamber wishes to thank the following members who renewed their membership in April and May 2021

due North, LLC * Oak Road Consulting * Randy Pash & Associates * Subway

All Chamber Membership Renewals Are Sent Electronically Through Our Website 30 - 60 Days Prior To Their Due Date. You Can Also Renew Your Membership Online Via Our Website.

Chamber Gift Certificates

The Shelby County Chamber of Commerce & Industry offers gift certificates that are accepted at many of our area's retailers, restaurants, and professional services. The program is designed to promote and have consumers patronize Shelby County businesses. They make perfect gifts for employees, teachers, coaches, friends, and family. Gift certificates can be purchased in any denomination. There is no minimum purchase required. All major credit cards, checks, and cash accepted.

Certificates are easy to purchase. On our [website](#), call the office 712-755-2114, or by [email](#).



**Keep Our Community Strong
Shop Local - Shop Shelby County**

Club Level Members

Platinum Plus Club Members

City of Harlan

Harlan Industrial Foundation

Harlan Municipal Utilities

Myrtue Medical Center

Shelby County

Shelby County State Bank

Platinum Club Members

Conductix-Wampfler

Monogram Prepared Meats, LLC

Gold Club Members

The Agency Insurance Essentia Protein Solutions FMCTC

Farmers Trust & Savings Bank

Midstates Bank

Silver Club Members

Elm Crest Senior Living Community Panama Transfer

Markham Family Dental Associates, Inc.

Bronze Club Members

All Purpose Contractors, LLC CDS Global Counsel Office & Document

Cyclone Lanes Fareway Stores, Inc. Harlan Golf & Country Club

The Harlan Tribune Hy-Vee Keast Motors

Terry Knapp Real Estate KNOD Radio Station

Molded Products Nishnabotna Valley REC

Pitts Family & Sports Chiropractic Center, PC

Smitty Bee Honey, Inc. Subway

Town & Country Credit Union Victoria Station

Event Info

June 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Iowa Community Kitchen, First Baptist Church, Harlan	2	3 Iowa Community Kitchen, St. Joseph's Parish Hall, Earling	4	5 Animal Signs, Prairie Rose State Park Harlan Black Light Tracking Prairie Rose State Park, Harlan
6 Art in the Park Pioneer Park, Harlan Ribbon Cutting Fitness Equipment Pioneer Park, Harlan	7 Seeds of Hope Support Group SCCO, Harlan Kayaking, Prairie Rose State Park Harlan	8 IWCC Golf Tournament, HGCC Shelby Co Golf Course Ladies 4 Person Best Ball Iowa Community Kitchen, First Baptist Church, Harlan	9	10 Iowa Community Kitchen, St. Joseph's Parish Hall, Earling	11	12 Fly Fishing Prairie Rose State Park, Harlan Roar into Harlan Fun Run, Goozman's Harlan Fossils, Prairie Rose State Park, Harlan
13	14 Flag Day Seeds of Hope Support Group SCCO, Harlan	15 SCCC Board of Directors Meeting Chamber Atrium Iowa Community Kitchen, First Baptist Church, Harlan	16	17 Roar into Harlan Iowa Community Kitchen, St. Joseph's Parish Hall, Earling	18 Ribbon Cutting Living Well Home Care, Harlan SCCCI Golf Tournament, HGCC	19 Harlan City Wide Garage Sale Day
20 Father's Day Summer Solstice 8 Ball Aviation Club Flight Breakfast Harlan Municipal Airport, Harlan	21 Morning Hike Prairie Rose State Park, Harlan Seeds of Hope Support Group SCCO, Harlan Canoeing, Prairie Rose State Park Harlan	22 Iowa Community Kitchen, First Baptist Church, Harlan	23	24 Iowa Community Kitchen, St. Joseph's Parish Hall, Earling Nike Hike, Prairie Rose State Park Harlan	25 Shelby's 150 th Celebration Insects & Spiders Prairie Rose State Park, Harlan	26 Shelby's 150 th Celebration NAMI Southwest Iowa Ride 4 Resilience & Recovery Bike Ride Insect Netting Prairie Rose State Park, Harlan Bald Eagle Watching Prairie Rose State Park, Harlan
27	28 Seeds of Hope Support Group SCCO, Harlan	29 Iowa Community Kitchen, First Baptist Church, Harlan	30			

July 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Iowa Community Kitchen, St. Joseph's Parish Hall, Earling	2	3
4 Independence Day	5 Chamber office closed in observance of Independence Day	6 Ribbon Cutting Shelby County Historical Museum Harlan Iowa Community Kitchen, First Baptist Church, Harlan	7	8 Iowa Community Kitchen, St. Joseph's Parish Hall, Earling	9 Kayaking, Prairie Rose State Park Harlan	10 Aquatic Critter Catch, Prairie Rose State Park, Harlan Owls, Prairie Rose State Park, Harlan
11	12	13 Iowa Community Kitchen, First Baptist Church, Harlan	14	15 Roar into Harlan Iowa Community Kitchen, St. Joseph's Parish Hall, Earling	16	17
18	19 Morning Hike Prairie Rose State Park, Harlan	20 SCCC Annual Member Meeting CG Therkildsen Center, Harlan Iowa Community Kitchen, First Baptist Church, Harlan	21	22 Iowa Community Kitchen, St. Joseph's Parish Hall, Earling Hike Night Prairie Rose State Park, Harlan	23 Sunset Paddle Prairie Rose State Park, Harlan	24 Morning Hike Prairie Rose State Park, Harlan Turtles, Prairie Rose State Park, Harlan
25 Monarch Caterpillar Hike Prairie Rose State Park, Harlan	26	27 Iowa Community Kitchen, First Baptist Church, Harlan	28	29 Iowa Community Kitchen, St. Joseph's Parish Hall, Earling	30	31 Kayaking, Prairie Rose State Park Harlan Mammals, Prairie Rose State Park Harlan