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K **Community Pride**
KIRKSVILLE AREA CHAMBER OF COMMERCE

A Publication of the Kirksville Area Chamber of Commerce • 304 S. Franklin • P.O. Box 251 • Kirksville, MO 63501
(660) 665-3766 • Fax (660) 665-3767 • e-mail execdirector@cableone.net • www.kirksvillechamber.com

Kirksville Area Chamber of Commerce
P.O. Box 251 • 304 South Franklin
Kirksville, Missouri 63501
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Executive Director: Sandra Williams

March 2010

Business Spotlight

The Chamber has a business card drawing at the Business After Hours event most months. If your card is drawn, you will be invited to submit an article to this newsletter profiling your business. This is an excellent opportunity to get your message out to more than 675 people who receive this publication.

Hidden Treasures

Sherry Stacy considers it a pleasure to be a part of the community of Kirksville as the owner and operator of Hidden Treasures, an upscale consignment and resale shop. Located on The Square in downtown Kirksville, Hidden Treasures has been in operation for 14 years, and Sherry is looking forward to at least another 14 more due to "the awesome customers and consigners who make our success possible." With three floors that total nearly 8000 sq feet of space, Hidden Treasures is the place to find just about anything. We specialize in a number of things including gently used, in season clothing, teen apparel, baby necessities, collectibles, antiques, household items, new and pre-owned furniture. Besides shopping for treasures and bargains, Hidden Treasures is also where you can take items you no longer have a need for. If it's taking up space, why not make a little money instead? Sherry is very enthusiastic about serving the community, and feels, the best part of having a business in Kirksville is certainly the customers and consigners. "I also like the cooperation that's being established between the local businesses and the true desire to work together." The team mind set with the local businesses is always better for the community than just looking out for yourself." Hidden Treasures is located at 104 W. Harrison and is open 6 days a week for our convenience. Mon. -Thurs. 10-6 pm, Friday 10-7 pm and Sat. 10-5 pm. Ph. 660-665-0011

**Chamber Business After Hours
Friday, March 26, 2010**

Spring Expo at the NEMO Fairgrounds

Sponsored by
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**March 2010
Calendar of Events**



- Mar. 2 **Governmental Affairs Comm. Mtg.** 7:30 am; Chamber Office
- Mar. 3 **Tourism Advisory Brd.** 8 am; Chamber Office
- Mar. 4 **Rep. McClanahan Reception and Photo Contest** 5:30 pm; Kirksville Arts Association, 117 S. Franklin
- Mar. 4 **Truman State Univ. Orchestra Concert** 8 pm; Ophelia Parrish
- Mar. 4 **Census 2010 Kickoff Event** 6 pm; Truman State Univ. SUB-Alumni Rm
- Mar. 6 **Friends of the Library Book Sale** 12 n – 3 pm; Adair Co Public Library
- Mar. 8 **Executive Committee Meeting** 8 am; Chamber Office
- Mar. 8-12 **Spring Break** Kirksville Public Schools and Truman State University
- Mar. 13-14 **Vintage MX Race**, ThunderRidge
- Mar. 15 **Chamber Board of Directors** 12 n-1 pm; Chamber Conference Room
- Mar. 17 **Economic & Community Develop. Comm. Mtg.** 4 pm; Chamber Office
- Mar. 17 **St. Patrick's Day Parade & Festival** <http://www.kvstpats.com>
- Mar. 17 **26th Annual St. Patrick's Day 5k** 5:15 pm; DuKum Inn
- Mar. 18-20 **The Curtain Call Theater presents "Matchmaker"** 7 pm; Old Willard School
- Mar. 19 **TGIF-The Government in Focus, State of the District Address** 8 am; Adair County Annex, 300 N. Franklin, coffee & donuts 7:30 am
- Mar. 21 **The Curtain Call Theater presents "Matchmaker"** matinee, 2 pm; Old Willard School
- Mar. 25 **Candidate's Forum** 6:30 pm; El Kadir Shrine Club, Doors open at 5:30 pm to allow access to candidate information tables.
- Mar. 26 **Chamber Business After Hours** 5-7 pm; Spring Expo NEMO Fair grounds, sponsored by Peters Heating & Air Conditioning and Hy-Vee
- Mar. 27 **Chamber of Commerce Spring Expo** 8 am - 4 pm; NEMO Fair-grounds
- Mar. 29-Apr 2 **Easter Week Prayer Breakfasts** 7 am; First Christian Church
- Mar. 30 **"Celebrate the Artist in You" Reception and Show** 4:30-6:30 pm; Kirksville Regional Office

For more details visit our web calendar at www.kirksvillechamber.com

Welcome New Members

Orscheln Farm & Home
 2302 S. Baltimore
 Kirksville, MO 63501
 Joel Tatum
 660-627-2448

Shane's DJ & Photography Service
 16447 Blueberry Way
 Kirksville, MO 63501
 Shane Cassady, owner
HireShane@gmail.com
www.HireShane.com

Happy Anniversary!

The Chamber wishes to thank the following businesses for reaffirming their belief in their Chamber of Commerce

- AAA Insurance
- Adair County Public Library
- Amtrak
- Bank Midwest, N.A.
- C & I Home Service
- City of Kirksville
- Kirksville Housing Authority
- International Eyecare Center
- Missouri Career Center
- Rider Drug, Inc.
- Service Master by Lewellen
- Servpro of Kirksville
- Tailormade Events
- Truman State University
- US Bank
- Van's Nursery, Inc.
- Vic Cleaners
- Rita Williams

**Candidate's Forum
Thursday, March 25, 2010**

El Kadir Shrine Club
 Doors open at 5:30 pm to allow the public to visit the candidate tables. City Council and School Board candidates will be invited to participate. Formal questions begin at 6:30 pm.



**TOURISM
TIDBITS**

BY DEBI BOUGHTON

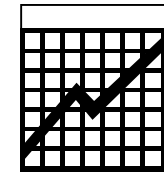
In February the tourism office gave its annual report to the Kirksville City Council. First we reported the lodging tax income for 2009 was \$152,311.68 (approx \$10,000 over last year) The accountant for the tourism office is Marcia Daniels. The tourism advisory board reviews the financial statements monthly.

We reported to city council that the visit-kirksville website has a sleek new look, includes video in addition to still pictures. When reviewed by Missouri Division of Tourism staff they responded, "Wow, you did a great job! Kirksville's tourism site is attractive with a clean and sharp look. Navigation through the site is both intuitive and well above the average Missouri destination site. The organization of information is also intuitive and visitor friendly with addresses and maps available for most listings. It contains nearly all of the information that is needed to meet visitors' needs. It was agreed by the reviewers that overall the site is an extremely good destination site. The website went from 8 pages to 25 pages. It now has Google analytics to measure use. Since we began using Google analytics in August we have had 5010 visits to the website, 29,933 pageviews, and 5.97 pages per visit. The Lodging page is the 2nd most popular after the home (index) page.

We also reported to city council information about the Cooperative Marketing Program of the Missouri Division of Tourism. We are the DMO (Destination Marketing Organization) for Adair County. We have been chosen for 2 cooperative marketing projects:

Bill board project. We applied and received matching funds of \$2100 in May of 2009 to pay for a bill board on I-80 in Iowa. We have received the first quarterly reimbursement of \$1200.

AAA magazine project. In Sept. of 2009 we applied and were awarded matching funds of \$2818 of cooperative marketing funds. Ads will appear in upcoming additions of AAA Living (Iowa and Illinois) and Midwest Traveler (Missouri). Ads generate leads and mailing labels.



**Local
Economic
Trend\$**



This year in the *Community Pride Newsletter*, the Chamber of Commerce will share with Chamber members information and trends from the local economy that may be of interest to you in business

March 2010

January New City Business Licenses	8
- January New County Business Licenses	1
- New Residential Building Permits	0
- New Commercial Building Permits	0

Source: City of Kirksville

January Births at NRMC	34
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Source: Northeast Regional Medical Center

December '09 most updated

- Missouri Unemployment Rate	9.2%
- Adair County Unemployment Rate	6.0%
- Adair County # of Unemployed	781

Source: MERIC
www.missourieconomy.org

Gasoline prices	Last month
\$ 2.39	\$ 2.49
Essential Air Service/Jan	130

(local commercial passengers)
 Source: Kirksville

**The Big Event
Saturday, March 20, 2010**

The **Big Event** gives Truman State University Students the opportunity to show appreciation for all the support the Kirksville community has offered to them by volunteering their time and energy to provide services within the community. Everyone is eligible to receive their help on March 20th.

Sign up online by March 5th.

<http://serve.truman.edu/bigevent/index.html>