

America A Zaragoza  
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Marshalltown, IA, 50158  
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641-354-8004  
1 November 2023

To Whom It May Concern,

I'm writing to give a big shout-out to the Marshalltown Central Business District (MCBD) for being our lifesaver! Their support has been a game-changer for my family and our business. They've been our cheerleaders, and we couldn't be more grateful. MCBD's help in promoting our business has been amazing as well. We're thankful for their help, our business is back on the map after the tornado knocked us down. Their support has not just saved us but helped us thrive in a competitive market.

The grants they've helped us secure to repair our building were extremely beneficial. They allowed us to get back on our feet and make our business even better. Deb is a star! Her dedication to local businesses is incredible, and we're lucky to have her in our corner. In short, MCBD and Deb have made a huge difference for us, and we can't wait to see where our future collaborations take us.

Warm regards,

America A Zaragoza

To whom it may concern,

My name is Rhetta Schmitt and I own State Street Trading Company in downtown Marshalltown. The Marshalltown Central Business District is an integral part of our community and especially our downtown. I serve as a volunteer on the promotions committee planning the Holiday Stroll parade, Bee Ridiculous Day, and various other community events. Aside from the multitude of community events that the MCBBD is solely responsible for, they also coordinate and fundraise for the beautiful flower baskets on Main Street. There's no doubt that those flower baskets keep our Main Street inviting and well decorated for the community and visitors as well. There are so many things that Deb and the MCBBD committees do behind the scenes to keep Marshalltown on the map and entice individuals and families to consider Marshalltown as a place to live. I have been extremely impressed with the opportunities that have been brought to me by the MCBBD. From grants, to education, to networking events, the MCBBD is always popping up with something to participate in to grow my business and/or help the community. With all the projects that the City of Marshalltown has chosen to invest in this year, I would be greatly disappointed to see the asset that is the Marshalltown Central Business District not invested in appropriately as well.

Sincerely,

Rhetta Schmitt

Owner, State Street Trading Company LLC

November 2, 2023

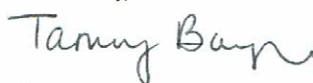
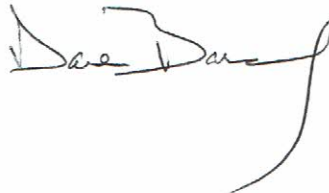
Having worked in/with Economic Development in Illinois and Iowa, we understand the importance of a vibrant downtown. A positive, thriving and inclusive downtown truly becomes the heart of a community to both residents and visitors. Thus, we are very much supportive of all the efforts that the Marshalltown Central Business District (MCBD) has made for downtown Marshalltown. We always look forward to attending and volunteering at all the events that go on downtown, such as the Storybook Walk, The Garden Party Fashion Show, Bee Ridiculous Days, Haunt the Block, and Holiday Stroll to name a few.

We love looking at the flower baskets and the beautiful alleyway in the summer and the wreaths all lit up during the Holidays.

We appreciate that the MCBD recognizes the importance of providing activities and events that can be enjoyed by all of our diverse community.

Thank you to the Marshalltown Central Business District for all they do!

Sincerely,

 & 

Tammy & Dave Barajas

October 17, 2023

To Whom It May Concern,

My name is Gabriela Vargas. I have lived in Marshalltown for 24 years. My family and I have owned a business in downtown Marshalltown for over 15 years. Through the years we have witnessed many challenging changes in the retail industry. I am very pleased to know that great organizations like the Marshalltown Central Business District (MCBD) exist to support downtown businesses like ours to overcome some of those challenges.

A few years ago, I was able to get a Façade Improvement Grant with the help of MCBD. Not only our business has benefited from this program, but several other buildings in the downtown square have been improved as well.

MCBD is currently supporting the downtown businesses through different programs like Ridiculous Day, Third Thursdays and Pink Friday. All of these programs have the ultimate goal of attracting customers to our downtown businesses which contributes with the success of our businesses.

I am very thankful to have the MCBD in our community. It has been great work with the Director, Deb Millizer. She has a great attitude and I can see her passion for helping everyone be part of a vibrant business district.

Sincerely,

A handwritten signature in black ink that reads "Gabriela Vargas". The signature is written in a cursive style with a large, sweeping initial "G".

Gabriela Vargas  
Abarrotes La Salud  
17 N 1<sup>st</sup> St, Marshalltown, IA 50158

11/8/2023

Mayor & Councilors,

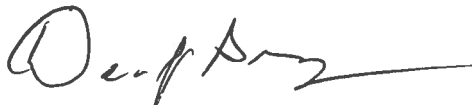
I'm submitting this letter of support for the MCBD. I've lived in this community all of my life, my family was raised here. I've made investments in this community through various businesses and providing affordable housing. After the tornado, I made a full effort to turn the shell of the second half of my building on Main Street into a courtyard. Dave & Sally's is using this space to bring entertainment to downtown Marshalltown.

While working on Dave & Sally's, Deb came along and offered design services for my building. The experience was nothing but positive. Due to Deb coming alongside me, I was able to create a storefront that is historic in nature and matches other buildings in downtown. Deb also helped with design services for the old Historical Society Building on Church Street. Together we came up with a complimentary color scheme to enhance the building. I have future plans for the Historical Society Building, and I've reached out to Deb to help me with this as well. I put trust in the work that Deb and the MCBD does.

The MCBD is an organization that is consistent and reliable. As a downtown business owner, I appreciate their coordination of volunteers to make our downtown inviting. The MCBD promotes pride for the downtown community. I've talked to other business owners too who have shared that they feel that the MCBD is accessible, and great to work with.

I'm proud to be an MCBD supporter.

Thank you,

A handwritten signature in black ink, appearing to read "Denny Gray", with a long horizontal flourish extending to the right.

Denny Gray  
Owner of REM Properties  
Owner of Dave & Sally's  
641-751-0075