



DUNLAP COMMUNITY DEVELOPMENT CORPORATION

OCTOBER 2022

Executive Director

Jill Schaben
(712) 592-0801
jillschaben@gmail.com

Board Members

Sam Cogdill, President
Jay Randall, Vice President
Jake Schaben, Treasurer
Julie Elder, Secretary
Ben Schauer, City Council Rep.
Lisa Gross
Jeni Martens
Austin McDonald
Steve Puck
Dana Sturgill

Meetings

DCDC meets monthly in the DCDC office on Main Street the first and third Monday of each month from Noon to 1:00 p.m.

About DCDC

DCDC stands for Dunlap Community Development Corporation. It was formed in 1991, replacing the Dunlap Booster Club, as a 501(c)(6) organization with the purpose of enhancing the economic environment of Dunlap and improving the quality of life for its citizens. DCDC also works with local government and other institutions in Dunlap to support the development of the Dunlap community in order to sustain and expand business endeavors.

STRATEGIC PLANNING RESULTS

Strategic Planning was a collaborative effort initiated by:

- City of Dunlap
- Dunlap Community Development Corporation
- Boyer Valley Schools

and advanced by community members representing each of those entities.

Additionally, ideas from a visioning committee commissioned under the City of Dunlap by Iowa State University were considered when creating this "roadmap" plan.

After a series of both segmented and collective meetings of people representing various businesses and organizations within town, all Dunlap residents were invited to a community meeting to discuss the focus areas that were determined as highest priority.

The strategic plan focuses on six key initiatives:

1. Housing solutions to grow our community
2. Attraction of businesses and people
3. Building on our strong agricultural heritage
4. Maintaining a vibrant business district
5. Creating fun, interactive events for our families and neighbors
6. Developing a community-wide trails system

View the complete summary at dunlapia.com > City of Dunlap > Resources.

If you have interest in serving on any specific task force or questions on any of the information, please contact one of the following individuals:

Jill Schaben, Dunlap Community Development Corporation (712) 592-0801
Ben Schauer, Dunlap City Council (319) 530-4317
Steve Puck, Boyer Valley School Board (712) 210-1604



WAYFINDING SIGNS

Wayfinding signs have been installed in town. This project was made possible by the efforts of many people. Funding for these signs was raised during Dunlap's 150th celebration. The City of Dunlap and DCDC worked with the DOT to determine what destinations could be incorporated on the signs, within their regulations, and where the signs could be placed.

IMPORTANT COMMUNITY DATES

October 15

Dunlap BINGO and Carnival Night
@ 4-Co Fairgrounds
4:00 - 7:00 p.m.

October 14 & 15

Funlap Comedy Fest
Get tickets at funlapcomedyfestival.com
7:00 p.m. and 9:30 p.m. shows

November 18

Dunlap Shop Hop
More info. coming

November 19

Boyer Valley Youth Organization
Chili Contest/Soup Cook-Off and
Fundraising Auction
@ 4-Co. Fairgrounds
Hors d'oeuvres and happy hour at 5:30
Meal begins at 6:30
Auction to follow meal

The Dunlap Community Calendar can be
accessed online at dunlapia.com >
Calendar

Have important dates and events to add?
Send information to
DunlapDCDC@gmail.com.

RECENT WINS FOR THE BETTERMENT OF DUNLAP

- Carnival games were repaired by Myrlen Hein and painted by volunteers.
- Boyer Valley FFA cleaned up two flights of stairs near the railroad tracks and planted flowers at the FFA mural.
- Wayfinding signs were installed by the City of Dunlap.
- Dunlap Parks and Wellness Boards were reinstated.
- Seasonal stakes were built by Myrlen Hein, painted by Gross and Co., and installed in the Main Street planters by the Dunlap Flower Club.
- The Dunlap Flower Club met to discuss best practices for projects going forward.
- The DCDC office was relocated to the building previously used by Burgess. DCDC is still working on behalf of the community to bring pharmacy and wellness services back to town.

NEW DUNLAP BUSINESS!

Massage by Ella Malone is open for business in Dunlap and booking appointments. Located at 606 ½ Iowa Ave., between Total Look Salon and the Dog House Bar, Ella Malone has set up a relaxing, therapeutic space for clients.



DCDC IS BRINGING BACK DUNLAP'S CARNIVAL GAMES

DCDC, with the help of community members, has been working to create a new community event with a focus on returning nostalgic games. The intent is that this will be a revolving fundraiser for area organizations.

"We got the impression from many community members that they were missing the carnival games and BINGO from past Fourth of July celebrations," explains Jill Schaben, DCDC Executive Director. "With fewer and fewer volunteers available during the 4th and the fact that July is typically very hot, we decided to attempt a new variation of a Dunlap carnival during a time of year where we can potentially find more help and offer it in a climate-controlled setting."

Myrten Hein worked to repair and rebuild some of the games and volunteers came together to touch up the paint on many of them.

"Bringing back the carnival will require a lot of volunteers. The likelihood of this event continuing annually will be contingent upon how many community members volunteer to help. That will give us an idea of how important it is to our town that this tradition carries on."

Visit the link below to see the time slots that are available and sign today to help:
<https://www.signupgenius.com/go/10c0e48afa72eaaf4ce9-dunlap1>

DCDC PRESENTS the FIRST ANNUAL OLD-FASHIONED
DUNLAP
CARNIVAL
SAT. OCT. 15, 2022 • 4:00 - 7:00 P.M.
4-COUNTY FAIRGROUNDS
PROCEEDS GO TO THE BOYER VALLEY DRILL TEAM.
This event is designed to serve as an annual revolving fundraiser for various organizations.



Pictured left to right: Bailey Schaben, Fonley Allen, Parker and Melissa Groves and Sarah Stessman

HISTORIC STEPS SERVICE PROJECT HAS POTENTIAL TO LEAD TO MUCH MORE

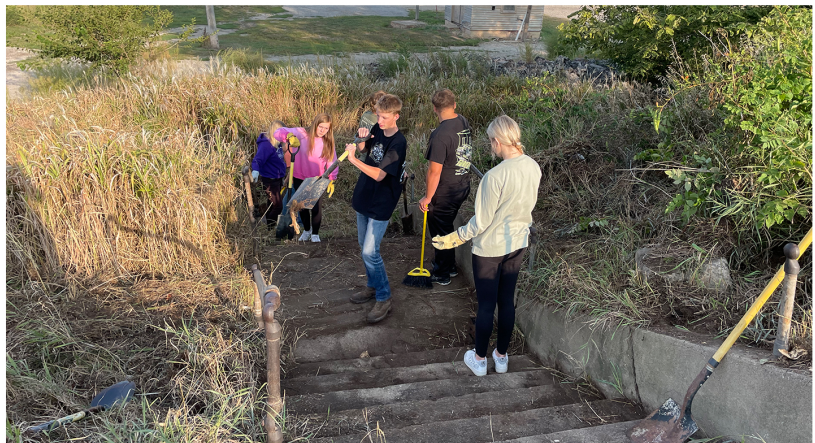
Boyer Valley Ag class students recently worked to dig out two flights of historic steps near the bottom of Main Street.

"These stairs were an integral part of our town's history as they were the entrance to our town and the first thing that people saw when they arrived by train," said Jill Schaben, DCDC Executive Director.

DCDC has worked closely with the City of Dunlap and Boyer Valley Schools on this project. Once Dunlap native Mike Bonsall saw the progress made on the upper flight of stairs, he willingly volunteered his time and labor to begin to unbury the lower section. Bonsall's family once owned a hotel that was located near these stairs and Bonsall had many childhood memories to share.

"I have had some people question the reasoning for this project," Schaben shared. "As a community, it's important that we keep our eyes open for opportunity. These stairs and the surrounding area have great potential as a beautified historical tourist destination."

Schaben is working with local railway and Dunlap history buffs to research grants and opportunities for this area. If you have any information or photographs to share, or an interest in helping to forward this project, contact Jill at 712-592-0801 or DunlapDCDC@gmail.com.



Pictured left to right: Mike Bonsall, Boyer Valley FFA Students



DCDC RELOCATES

DCDC has moved their main office and board room from lower Main to the Burgess building. With DCDC's purchase of the Burgess building, the DCDC Board of Directors felt it would make sense to occupy the building as we continue our efforts to bring pharmacy services back to town.

The new DCDC address is 612 Iowa Ave.
Office hours are typically 8:00 a.m. - 12:00 p.m. M/W/F

Jill Schaben can be reached at (712) 592-0801 during regular business hours to discuss items pertaining to Dunlap development and betterment.

DCDC AND CITY OF DUNLAP TEAM UP FOR THE BV HOMECOMING PARADE

DCDC and the City of Dunlap joined forces to support Boyer Valley schools. The trio converted Jason Knickman's tractor into a train engine for the "Boyer Valley Express." Jason Knickman, Mayor of Dunlap; Meredith Van Houten, City Administrator and Jill Schaben, DCDC Executive Director were in support of "derailing the tigers," as the train made it's way down Main Street for Boyer Valley's Homecoming Parade.

The parade was well-attended and the support of the community towards the school and team was obvious.



Pictured left to right: Jason Knickman, Mayor of Dunlap; Meredith Van Houten, City Administrator; and Jill Schaben, DCDC Executive Director.

DUNLAP

living done right.

To all past and future stakeholders of the Dunlap Community Development Corporation:

The DCDC Board would like to thank you for your support over the years. Our community has seen some tremendous growth which could not have happened without the assistance of the City of Dunlap, and the support of community organizations and individuals. On the reverse side of this mailer, you will see some of the DCDC-related community highlights from the past six months alone.

DCDC is currently prioritizing returning pharmacy services to town, increasing housing opportunities and creating task forces to focus on community priorities as determined by our town's recent strategic planning process.

(View the strategic planning summary at dunlapia.com.)

We look forward to seeing our community continue to grow, and we seek support to continue the positive momentum. In the past, DCDC sought funding in the form of membership dues, most recently in 2016. We have made the decision to move away from a dues collection process and instead are asking you to consider investing in DCDC as a stakeholder. Whether it's by volunteering time, becoming a committee or Board member, or through a monetary contribution, we thank you in advance for your help.

Thank you,



Jill Schaben, DCDC Executive Director



venmo

Please pay online using the QR code or return the portion below by mailing it to DCDC, PO Box 33, Dunlap, IA 51529

Make your membership contribution payable to the Dunlap Community Development Corporation.

DCDC is tax exempt under Section 501 (c) (6).

Your stakeholder contribution payable to DCDC, though given to a worthy cause is NOT tax deductible as a charitable contribution. It MAY be deductible as a business expense. Please consult your tax advisor.

NAME: _____

ADDRESS: _____

PHONE: _____

I HAVE ENCLOSED A CHECK FOR (circle one)

Individual stakeholder: \$50.00 \$75.00 \$100.00 \$150.00 Other amount: _____

Business stakeholder: \$100.00 \$250.00 \$500.00 \$1,000.00 Other amount: _____

I HAVE INTEREST IN SERVING ON COMMITTEES/TASK FORCES THAT RELATE TO: _____

(e.g. housing, events, Main Street, beautification, parks, etc.)

6 months of momentum

Here are some DCDC highlights from April - September 2022.



Community Marketing

- Established Dunlap Branding
- Redesigned and reconstructed Dunlap's web site
- Loaded a new online Dunlap community calendar
- Dunlap, Iowa Social Media Growth:
 - Increased page reach by 160.3%
 - Increase page visits by 110.5%
 - Increased new page likes by 387.7%
- Produced a quarterly DCDC Newsletter
- Dunlap was featured in the Omaha World Herald
- Designed and sold Dunlap Merchandise

Community Service

- Established the "That's How It's Dun" community service recognition program
- Grew DCDC Events Committee by 600%
- Initiated the Dunlap Flower Club
 - Revitalized and unified Main Street/Park Planters
- Established a community Grants Committee
- Revitalized Dunlap Parks and Wellness Boards
- Developed a community service project recommendation list for BV schools and others
- Began utilizing an online volunteer signup program to gain volunteers for community events

Community Events

- Co-Hosted Community Strategic Planning
- Hosted community Easter Egg Hunt
- Hosted 4th of July Celebration
 - Funded 50% of fireworks
 - Funded 100% of inflatable kids' activities
- Revitalized a Dunlap Bingo and Carnival event
- Surveyed community for event feedback with plans to continue to improve all events

Business Support

- Promoted and sold Dunlap Script money
- Wrote press releases for 3 new businesses and hosted ribbon cutting ceremonies for each
- Spotlitged business beautification projects on social media and wrote a press release for a Main Street business overhaul
- Held a small business roundtable discussion
- Purchased the Burgess building and have been actively pursuing returning pharmacy services to the community

Beautification and Tourism

- Designed and ordered wayfinding signs
- Arranged for improvements at the City Pool:
 - Removed the derelict pool sign
 - Fundraised for new pool speaker
 - Arranged for Wesco Ind. to repaint benches
- Arranged for sun protection programs for kids - a requirement for a sun shade structure grant
- Designed and organized the painting of 3 more community murals bringing the total to 9
- Relandscaped at the north welcome sign

Assisted Other Community Entities

- Developed a mailer for the Avenue of Flags subscription program for the fire department
- Designed a flier for the American Legion's 4th of July parade program
- Created a help wanted ad and a digital job application for the City of Dunlap police officer position
- Helped Boyer Valley Schools develop a consistent branding direction