

DECEMBER 2023 NEWSLETTER



Small businesses everywhere are enjoying the trend of shopping local. Many organizations, including the Chamber, understand the importance of helping the community realize the value of small businesses.

How to Craft an Effective Holiday Offer

1. Know Your Audience

Understand your target audience's preferences and buying behaviors during the holiday season. Tailor your offer to meet their needs and expectations. Consider demographics, in-

continued on [page 6](#)



President's Message

Shelly Coslow

Merry Christmas everyone.

This is a very special and magical month. 2023 has gone by so fast. We have had an awesome year in our community. We appreciate all of the continued support of the chamber members and are so thankful for you all.

Last month, we had an awesome turnout for the Mt. Zion Chamber Veterans Breakfast. It was a great day and an a great way to show support to the veterans in our community. Thanks to all our sponsors and everyone that came out and supported the event.

As we look forward to Christmas and the New Year, please keep the local small businesses in mind when doing your Christmas shopping. Shop local, keeps dollars local. Win Win for everyone.

continued on [page 4](#)

UPCOMING

DECEMBER 13th CHRISTMAS LUNCHEON

12:00-1:00

LOCATION

Mt. Zion Convention Center

Member cost \$15

RSVP by Tuesday, Dec. 12th

DECEMBER 7th TSA Bell Ringing

3-8 p.m.

Inside Kroger by Airport

DECEMBER 13th MZCC \$300 Shop Local Contest Drawing

JANUARY 10th LUNCHEON

Bruce Nims

Fletcher Park Recreation Center
12 noon

JANUARY 10th Ribbon Cutting & Business After Hours

Mt. Zion Peridontics
5-7 p.m.



Our Christmas Luncheon is Wednesday, December 13, 2023 at the Mt. Zion Convention Center. Our luncheon cost is \$15 unless you have a prepaid lunch. Registration starts at 11:30 a.m.; please start going through the buffet line at 11:45 a.m. The luncheon will end at 1 p.m. We will have Christmas music from the Mt. Zion High School Mixed Quartet, the Christmas story, many prize drawings, and some Christmas party fun! Thank you to everyone who is donating prizes. We will have a very nice buffet luncheon. Please send your RSVP to mtzionchamber@gmail.com by Tuesday, December 12th to submit your reservation at <https://www.mtzionchamber.org/events/meetings/>. If you are paying in advance on the website be sure to send me your RSVP information with all the names of those attending from your business or organization. Optionally, you can still be invoiced or pay at the door.

We have a Mt. Zion family in need. Their house burned down last week, and they lost everything. It was the home of Ryan Eggers. If you would like to donate a Christmas gift, clothing, or food for the Eggers family, bring them to the luncheon. Ryan is 2X, pant size 38 x 32, shoe size 10.5. Son age 14 – size 18 pants/adult small shirts/10 in shoe size. Daughter age 10 size 9 clothes, shoe size 3. Daughter age 4 size 4T clothes, 7.4 in shoe size.

We will have the Any Queen 50/50 raffle also; it is up to \$139.

2023-2024 BOARD OF DIRECTORS



Shelly Coslow, President –
Decatur Earthmover Credit Union



Kim Rhodes, Vice President –
Physicians Choice Wellness



Kayla Marsh, Treasurer – Hickory
Point Bank & Trust



Ashley Batchelder, Secretary – Mt.
Zion District Library



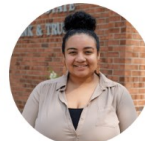
Allie Braden – Traditions Health



Danielle Diskey – Decatur Family
YMCA



Chad Hatayama – ApexNetwork
Physical Therapy



Ashley Hawkins – Prairie State
Bank & Trust



Doug Palmer – Synergy
HomeCare



Jay Woodrum – Peerless
Cleaning & Restoration



Linda Harper, Administrator – Mt.
Zion Chamber of Commerce



Dan McNeely, Outgoing Officer
Advisor – Dimond Bros.
Insurance, LLC



Member
Spotlight



The Mt. Zion Chamber of Commerce loves its member businesses and wants you to learn more about them by bringing you this month's Member Spotlight—TWM Engineering & Geospatial Services. TWM offers civil, structural, and geospatial services for various infrastructure challenges for both private and public clients for any of their engineering needs, from transportation and traffic, to land development, to water and wastewater, to pavement management, and more. Visit their website at www.twm-inc.com or call (217) 619-7382. TWM Engineering & Geospatial Services, the trusted partner for your engineering solutions.



President's Message continued from [page 1](#):

Are you ready for 2024? Do you have your business plan ready? Let the Mt. Zion Chamber help you grow your business. Schedule a Business After Hours, be an exhibitor at a monthly luncheon, be a member Spotlight. Lot's of ways to showcase your business.

If you know a local business who is not a member, please have them click on the Join Us on the Mt. Zion Chamber website to get them started. Members helping members. That's what we are all about.

Lastly, I wish you and your family a very Merry Christmas holiday season. May you all be blessed with the magic of Christmas.

Shelly Coslow
President

2024 Mt. Zion Chamber of Commerce Expo and Taste
March 16, 2024

Join or Renew Sponsorship Packages Due February 15, 2024
Early Bird Sponsorships & Booth Payment Due February 15, 2024

	Gold Sponsorship \$1000	Silver Sponsorship \$500	Bronze Sponsorship \$250	Booth Space \$100 per hour
Booth Space	10x10 booth, electricity included	10x10 booth, electricity included	10x10 booth, electricity included	10x10 booth, electricity included
Sponsor Presentation	1 presentation in front of audience	1 presentation in front of audience	1 presentation in front of audience	1 presentation in front of audience
Sponsor Luncheon	1 luncheon in front of audience	1 luncheon in front of audience	1 luncheon in front of audience	1 luncheon in front of audience
Sponsor Inclusion	1 sponsor name and logo on all event materials	1 sponsor name and logo on all event materials	1 sponsor name and logo on all event materials	1 sponsor name and logo on all event materials
Sponsor Inclusion to Pre-Expo event	1 sponsor name and logo on all event materials	1 sponsor name and logo on all event materials	1 sponsor name and logo on all event materials	1 sponsor name and logo on all event materials
Early Bird Pricing	\$1000	\$500	\$250	\$100

For more information, please contact: mtzionchamber@gmail.com

2024 Mt. Zion Expo & Taste

Our 2024 Expo & Taste Sponsorship Packages for the 2024 Expo & Taste on Saturday, March 16, 2024 from 9 a.m.-2 p.m. See [page 10](#). The due date to order and pay for an Early Bird Price is February 2, 2024. I can invoice you. The committee has been working on putting on a great Expo & Taste with interactions with attendees, stage shows, and food. It is the Saturday of St. Patrick's Day weekend and two weeks before Easter. You won't want to miss this fun 2024 Expo & Taste! Email mtzionchamber@gmail.com. The Expo contract and the Taste contract are included in this newsletter. See pages [11 & 12](#). Or download at www.mtzionchamber.org/events.

2024 Membership Dues

The 2024 membership dues for January 1, 2024-December 31, 2024 are due January 31, 2024. We continue to provide you with great Chamber benefits like:

- Monthly Luncheons
- Business Expo & Taste
- Member Spotlight
- Ribbon cuttings and Business After Hours — no Chamber charge
- Many more Member Benefits on [page 9](#)

Dues are \$175 per year. You can either print the generic invoice out that is on [page 8](#) or if you would like me to send you an email invoice, please let me know by emailing mtzionchamber@gmail.com. Our emailed invoices through our online QuickBooks can be paid with credit or debit card by clicking on the Review and pay link. Checks are made payable to: Mt. Zion Chamber of Commerce. If you joined the Mt. Zion Chamber of Commerce during 2023, your 2024 membership dues will be prorated and will be less than \$175 and will be due the month you joined; then your 2025 dues will be \$175 and will be due in January from then on.



Welcome New Members



JPG Midwest, Inc. bought the Green Valley Manufacturing facility in Mt. Zion on 100 Green Valley Drive. Eric Law is the Chief Financial Officer. JPG Midwest is a distributor of drainage water management pipes, fittings, and other materials vital to improve their overall drainage infrastructure. Eric can be contacted at 217-768-3040 or visit www.jcgmidwest.com.



Kelly Poole is a broker with Main Place Real Estate. They are located at 101 S. Main St., Suite 700, Decatur. They serve any qualified buyer or seller of residential or commercial real estate within their defined Central Illinois market. Go to www.mainplace.us for more information. Kelly can be contacted at 217-848-0210.



Mt. Zion Peridontics is owned by Dr. Michelle Hickey. They are located at 1465 E. Village Parkway in Mt. Zion. Her services include: dental implants, laser technology for the treatment of gum disease, periodontal surgery (gum grafting, pocket surgery, regenerative procedure), and tooth extractions. Call 217-281- 6555 or visit www.mountzionperiodontics.com.



Nicky Besser is the Director of the Good Samaritan Inn. They are located at 920 N. Union St. in Decatur. They provide a Noon Meal seven days a week from 11:30 a.m.-1 p.m. to those who need it. The Good Samaritan Inn has Do Good Donuts made fresh every Friday and Sunday. Do Good Donuts benefit the Noon Meal and Mercy Gardens. To order donuts, call 217-429-1455.

Some November Events

**11/3/2023 Network Solutions Unlimited
& Decatur Computers Inc. Ribbon Cutting
& Business After Hours.**



**11/10/2023 MZCC Veterans Day Breakfast
with keynote Representative Dan Caulkins
MTZ HS Quartet & Macon Co. Honor Guard.**



How to Craft an Irresistible Holiday Offer continued from [page 1](#):

terests, and past purchase data to create a more personalized and appealing promotion. If you know they're in a hurry, for instance, think of offers that will help ease those time tensions.

2. Set Clear Objectives

Clearly define your goals for the holiday offer. Whether it's increasing sales, attracting new customers, or retaining existing ones, having a clear objective will guide your offer creation. Sure, for the holiday increased sales is probably your main goal but attracting new customers can help you year-round so keep goals in mind when crafting an offer.

3. Make a Big Impression

You want people to think about you when buying so the more creative your marketing, the better. Keep in mind that everyone has an offer this time of year. You need something that will make people remember you. Ask yourself how you can make your offer more fun or memorable.

Types of Offers and How to Market Them

Now that you know what to consider when creating an offer, let's talk about the different types you might market. While discounts are effective, it's understandable if you don't want to drastically reduce prices to erode your profit margin. Often, it's not that large to begin with. Discounts aren't the only options out there as you'll see below:

- **Limited-Time Offers.** Create a sense of urgency by introducing limited-time offers. Whether it's a discount, bundle, or exclusive deal, time-limited promotions encourage customers to make a purchase sooner rather than later. Clearly communicate the timeframe of your offer to instill a sense of urgency that's why Black Friday deals drive purchases. People understand they need to act or lose out.
- **Bundle Deals.** Package related products or services together at a discounted rate. This not only adds value for customers but also encourages them to explore more of what your business has to offer. Highlight the savings they'll receive by choosing the bundle. Internet marketers do this well. Notice how they show what everything is worth individually compared to what you'll pay when buying them together. It's a very effective method to show greater value.
- **Exclusive Discounts for Loyal Customers.** Reward your loyal customers by offering exclusive holiday discounts, bonuses (like gift wrapping), or early access to your promotions. This not only fosters customer loyalty but also makes them feel appreciated, increasing the likelihood of repeat business.
- **Gift with Purchase.** Entice customers with a "gift with purchase" promotion. Whether it's a free product, an accessory, or a special edition item, this strategy adds perceived value to their purchase and can incentivize larger transactions.
- **Leverage Social Media.** Promote your holiday offer across your social media channels. Use engaging visuals, create shareable content, and encourage user-generated content with a branded hashtag. Social media is a powerful tool to create buzz around your promotion and reach a broader audience. Take note of the video platforms.
- **Mobile-Friendly Promotions.** Optimize your holiday offers for mobile users. Many consumers browse and shop on their [smartphones first before you see them in store](#), so ensure that your website and promotional materials are mobile-friendly to provide a seamless shopping experience.
- **Collaborate with Other Businesses.** Consider collaborating with complementary businesses to create joint promotions. This can expand your reach and introduce your products or services to a new audience. Choose partners whose values align with yours for a more successful collaboration.
- **Personalized Email Campaigns.** Leverage your email marketing strategy by sending personalized holiday offers to your subscriber list. Use segmentation to tailor messages based on customer preferences and behavior, making your offers more relevant and enticing.
- **Monitor and Adjust.** Track the performance of your holiday offer in real-time. Analyze sales data, customer feedback, and website traffic to understand what is working and what can be improved. Be prepared to adjust processes to maximize the effectiveness of your promotion.

Take advantage of this festive season to not only drive revenue but also to strengthen relationships with existing customers and attract new ones to your business year round.

[Christina Metcalf](#) is a writer/ghostwriter who believes in the power of story.

MZCC \$300 Shop Local Contest!

Enter for a chance to win a gift card from your favorite local businesses.



This holiday Shop Local and Gift Local from any of our member businesses from November 24, 2023 - December 8, 2023. Save your personal receipts from restaurants, retail stores, or businesses from Mt. Zion, Long Creek, or Decatur from eating out, buying clothes, gifts, hardware, furniture, services, gas, etc. You are eligible for one chance to win \$300 for each personal receipt submitted that you spent \$25 or more.

To enter the contest:

1. Shop at any of our member businesses in Mt. Zion, Long Creek, or Decatur; see our online membership directory at <https://www.mtzionchamber.org/directory> for category list or alphabetic list.
2. Save all your personal sales receipts of \$25 or more from our member businesses to submit for your contest entry.
3. Print your full name and phone number on the back of every receipt; each qualifying receipt* is a chance to win.

To submit entry by December 11, 2023:

Mail your original receipts and entry form in an envelope to: Mt. Zion Chamber of Commerce, PO Box 84, Mt. Zion, IL 62549. or drop your receipts off in a sealed envelope to the Mt. Zion District Library addressed to the Mt. Zion Chamber of Commerce..

Drawing:

The drawing for the winner will be on December 13, 2023. The winner's name will be broadcast live on our Facebook page at <https://www.facebook.com/mtzchamber> on December 13, 2023 at about 12:55 p.m. The winner will have the option to receive a \$300 gift card from one of our member businesses from their submitted sales receipts or split the \$300 among 2 or 3 member businesses from their submitted receipts.

*Receipt Eligibility:

1. A receipt that is not printed or legible will not be considered as part of the entry.
2. Qualifying receipts must be:
 - Dated between November 24, 2023 - December 8, 2023.
 - From member businesses in Mt. Zion, Long Creek, or Decatur.
 - For personal purchases not business purchases.

Sponsors



Mt. Zion Chamber of Commerce
P.O. Box 84
Mt. Zion, IL 62549
(217) 864-2526
mtzionchamber@gmail.com
www.mtzionchamber.org



BILL TO
Chamber Member

INVOICE 2024

DATE 12/01/2023 TERMS Due January 31, 2024

ACTIVITY	QTY	UNIT	AMOUNT
2024 Membership Renewal	1	175.00	175.00

Upcoming Events:

Mt. Zion Expo & Taste -- March 16, 2024
MZCC Awards Banquet -- April 18, 2024

TOTAL DUE

\$175.00

There will be a \$20.00 charge on all return checks.



Mt. Zion Chamber Benefits

- Free Member Spotlight Advertising
- Referrals to Potential Customers
- Member-to-Member Networking
- Business Education/Speakers
- Ribbon Cuttings
- Monthly Luncheons
- Monthly Newsletter
- Increased Community Visibility
- Chamber Directory Listings
- Free Website Presence on our Online Directory
- Invitations to Chamber Events
- Inexpensive \$25 Advertising in Newsletter or E-mail Blasts
- Business After Hours
- Luncheon Exhibitor
- Business Expo
- Sponsorship Opportunities



Expo and Taste

March 16, 2024

Gold or Silver Sponsorship Packages Due February 16, 2024
Early Bird Sponsorships & Booths Payment Due [February 2, 2024](#)

	Gold Sponsorship \$650	Silver Sponsorship \$400	Booth Space \$250/Early \$200 Non Member: \$425/Early \$375
Booth space	Two 8x8 booths Electricity included	8/8 booth Electricity available \$25	8/8 booth Electricity available \$25
Sponsor Promotion	Designated as Gold Sponsor at Event	Designated as Silver Sponsor at Event	
Sponsor publicity	Sponsor name announced at Event	Sponsor name announced at Event	
Sponsor Inclusion	Sponsor name and logo on all Expo communications.	Sponsor name and logo on Expo communications.	
Sponsor inclusion in Pre-Expo event advertisement	Sponsor logo on Expo flyer & newspaper ad. Sponsor logo on all Expo email and social media messages. Email blast your ad & on Chamber Facebook page.	Sponsor name on Expo flyer Email blast your ad	
Early Bird Pricing If registered and paid before Feb. 2, 2024	\$600	\$350	\$200 member \$375 non member

Business Name & Contact Name: _____

Gold: _____ Silver: _____ How Many Booths: _____ Electricity: _____

Email: mtzionilchamber@gmail.com

Mail Payment to: P.O. 84, Mt. Zion, IL 62549



Mt. Zion Chamber of Commerce 2024 EXPO Contract

Show Date: March 16, 2024 | 9:00 a.m. – 2 p.m.
Mt. Zion Convention Center

Set Up Date: March 15, 2024 | 9 a.m. – 5 p.m.
Booth Space: 8' x 8'

Fee: Early Bird Non-Member \$375 or Early Bird Member \$200 per booth space, if registered by Feb. 2, 2024.

After Feb. 2, 2024 booth space will be allocated on a first-come first-serve basis at

Non-Member Price of \$425 or Member Price \$250 Registration Form & Payment Due by Feb. 16, 2024.

(Non-member price for both Early Bird and non-Early Bird includes a free membership.)

- All Early Bird booth contracts and checks must be received by Feb. 2, 2024 to retain a discounted booth space.
- All exhibitors must restrict their exhibit to the business registered with the Mt. Zion Chamber of Commerce.
- All multiple businesses that are Chamber members, must register each business they wish to exhibit.
- Doors will be open for setup on Friday, March 15, 2024 at 9:00 a.m. to 5:00 p.m.

All exhibitors are to be set up by 5:00 p.m.

- Exhibitors will park the day of the Expo to the immediate north & east of the Convention Center on March 16, 2024.
- Exhibitors will **NOT** remove their display before 2:00 p.m. on Saturday, March 16, 2024.
- Exhibitors will **NOT** sell any illegal items.
- Exhibitors will remove all trash, paper, boxes, tape, etc. from their space.
- Exhibitors will cooperate with all requests of show personnel.
- Exhibitors **MUST** keep display within confines of their space and not go into the aisles.
- The Mt. Zion Chamber of Commerce or the Mt. Zion Convention Center will not be held liable for any losses, damages or injuries sustained by exhibitors in any manner whatsoever.
- No refunds or credits for cancellations for any reason after February 16, 2024.
- Exhibitors will be supplied (1) table, (2) chairs, table cloth, pipe and drape on three sides.
You must supply extension cords and display accessories. Wall booth spaces are for booths that need electrical outlets.

Electrical Booth space will be available to those who pay the \$25.00 fee.

- Door prizes can be announced during the Expo. It is suggested that you arrange for door prize and sign-ups and/or drawings at your booth.
- All Chamber exhibitors must be a member in good standing at the time of the Expo with dues paid in full; the 2024 membership dues is due January 1, 2024.
- For questions or special requests, please call the Chamber at 217-864-2526.
- Make checks payable to: Mt. Zion Chamber of Commerce. Mail to: P.O. Box 84, Mt. Zion, IL 62549.

Return The Bottom Half With Your Payment

Business Name (Please Print) _____

Contact Person (Please Print) _____

Phone _____

Electricity: Yes _____ No _____ (110v)

Note: **There is an added \$25 charge for booth electricity. (\$25.00)**

Booth: Business _____ Taste _____ Electricity _____

Early Bird Non-Member \$375 or \$200 Member per booth price. After
Feb. 16, 2024, price for Non-Member \$425 or Member \$250 per booth.

Mail to:
Mt. Zion Chamber of Commerce
P.O. Box 84
Mt. Zion, IL 62549



2024 TASTE Contract

Do not miss this opportunity to serve one of your delicious entrees to the crowd of local residents attending the EXPO & TASTE on Saturday, March 16, 2024.

Setup is Saturday, March 16th from 9 A.M. to 10:30 A.M.

- NO CHARGE for Taste Booth for Chamber members – Booth size 8 x 8
- Serve time: 11 a.m. to 1:30 p.m.
- Each booth provides a minimum of 200 single food servings for one ticket
- Each booth provides necessary serving items (extension cords, napkins, plates, forks, etc.)
- Taste tickets will be for sale the day of the event at the Mt. Zion Chamber Booth only in packs of 5 tickets for \$8
- **Vendors will be reimbursed \$1.00 for each ticket turned in by 2:00 p.m.**

If you would like to be part of the TASTE, please complete the attached reservation and return by mail: PO BOX 84, Mt. Zion, IL or email: mtzionilchamber@gmail.com by **Feb. 16, 2024.**

BOOTH RESERVATION

Business Name: _____

Contact Person: _____

Address: _____ Phone: _____



HOW TO BUY A HOME NOW

Let our experience be your guide.

Newsflash: The real estate market still has a pulse. And with such low-interest rates, it's quite a strong one. So, how are homebuyers buying—now? Here are some tips to set your sights back on that dream home:



RE/MAX Executives Plus
Jim Cleveland
Broker/Owner
(217) 428-9500 (office)
(217) 433-1144 (mobile)
Jim@decaturhomes.com
www.decaturhomes.com

Consult

with your RE/MAX® agent to put an experienced professional into play.

Download

the RE/MAX app to search for properties updated in real-time.

Organize

your finances to determine a budget and get pre-qualified or -approved.

Virtualize

the home buying process with digital tours and video conferences.

Invest

in safety supplies (booties, masks, hand sanitizer) for individual home showings.





Jim Cleveland
217-433-1144
Broker/Owner



Taylor Corrie
(217) 519-0393



Andrea Cramer
217-520-1306



Cassandra Anderson
217-254-9942



Amber Burdine
217-791-3322



Erica Pulley
970-445-4918



Licensed Partners

www.DecaturHomes.com
JimCleveland@Remax.net

Address	Status	Details	Price	MLS #
ACTIVE LISTINGS				
ALL LOCATIONS ARE DECATUR, IL UNLESS OTHERWISE NOTED!				
2750 E Garfield Ave	NEW	3 bdr/1 bth/East End/.19 acres/2.5 car garage	Upper \$50's	6230120
3123 Lakeland Rd	NEW	4 bdr/1 bth/Mt Zion Schools/.48 acres/2.5 garage	Lower \$90's	6230183
730 S McClellan St	ACTIVE	3 bdr/1.5 bth/new paint & deck/West End	Lower \$130's	6228844
1716 Albany Place	REDUCED PRICE	2 bdr/2 bth/ CONDO/over 1200 sq ft	Upper \$130's	6229964
2678 S 35th St	NEW	3 bdr/2 bth/4 season sunroom/fresh paint	Upper \$150's	6230126
4848 Forrest Trail	NEW	4 bdr/2.5 bth/no mowing/2 fireplaces/deck	Lower \$240's	6230077
99 Montgomery Place	NEW	2 bdr/3.5 baths/3,044 sq ft/.91 acres/fenced	Upper \$240's	6229604
1890 Spitler Dr	REDUCED PRICE	4 bdr/5.5 baths/8053 sq ft/Lake Decatur Dock/.68 acres	Upper \$760's	6228373
ACTIVE~ UNDER CONTRACT LISTINGS				
2105 W Marietta St	AUC	UNDER CONTRACT IN 29 DAYS!	\$149K	6230003
PENDING LISTINGS				
1756 W Decatur St	PENDING	UNDER CONTRACT IN 2 DAYS!	\$33K	6229716
1580 N Woodlawn Ave	PENDING	UNDER CONTRACT IN 52 DAYS!	Lower \$40's	6229285
386 W Imboden Dr	PENDING	UNDER CONTRACT IN 4 DAYS!	Upper \$50's	6229963
2409 W Center St	PENDING	UNDER CONTRACT IN 46 DAYS!!	Upper \$60's	6229250
594 Cr 1475 N (Bethany)	PENDING	UNDER CONTRACT IN 1 DAY!	\$72k	6229494
215 W Spring St	PENDING	UNDER CONTRACT IN 5 DAYS!	\$79K	6230019
4145 N Camelot Dr	PENDING	UNDER CONTRACT IN 4 DAYS!	Lower \$90's	6229944
227 1st St (Illioopolis)	PENDING	UNDER CONTRACT IN 11 DAYS!	Lower \$160's	6229791

RE/MAX
Executives Plus

151 E Decatur St
Decatur, IL 62521
(217) 428-9500
(Office)



Malia Sutherland
Transaction
Manager
217-421-9507



Diana Kirby
Listing Manager
217-421-9526

Merry Christmas

