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MISSION

The mission of the Adel Partners Chamber is to improve the quality of life, create a sense of community, preserve the rich heritage and strengthen the economic resources of the Adel area.

VISION

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SAVE THE DATE — AUG. 10

CELEBRATE ADEL

A spring event to honor the Business of the Year and Citizen of the Year. More than 200 attendees celebrate all that Adel offers along with a fun evening of networking and prizes. This evening event is always one of our best attended programs.

HOMETOWN HOLIDAY CELEBRATION

Friday, Dec. 6, Adel Partners Chamber of Commerce kicks off the holiday season with a business open house. Sample recipes at participating businesses. Saturday, Dec. 7, start your holiday shopping in Adel.



CHAMBER HAPPENINGS, OPPORTUNITIES & WISDOM

An every other month Chamber member lunch featuring local presenters giving updates on projects, economic development, business happenings, local government and much more. Held the third Thursday of every other month including February, April, June, August, October and December.



CHAMBER HAPPENINGS, OPPORTUNITIES, WISDOM
Presented by Adel Partners Chamber of Commerce

For updated information about these events and more, visit www.adelpartners.org.

Connect with Adel Partners Chamber of Commerce.



“Staying connected to other businesses through the Chamber helps us understand how to support the community.”

Kristi Fuller
Lincoln Savings Bank



“Being a Chamber member, we know that our business is going to be **informed, promoted and provided opportunities of involvement in Community Events.”**

Jodi Draisey
Peoples Bank



“It has never been more important for us to meet our neighbors in real life. Our community-based Chamber of Commerce **connects us by holding in-person events and by keeping us informed, making Adel a better place to live, work, and conduct business.”**

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The Adel Chamber has given us **exposure through various events in the community, as well as recommending us for catering events!”**

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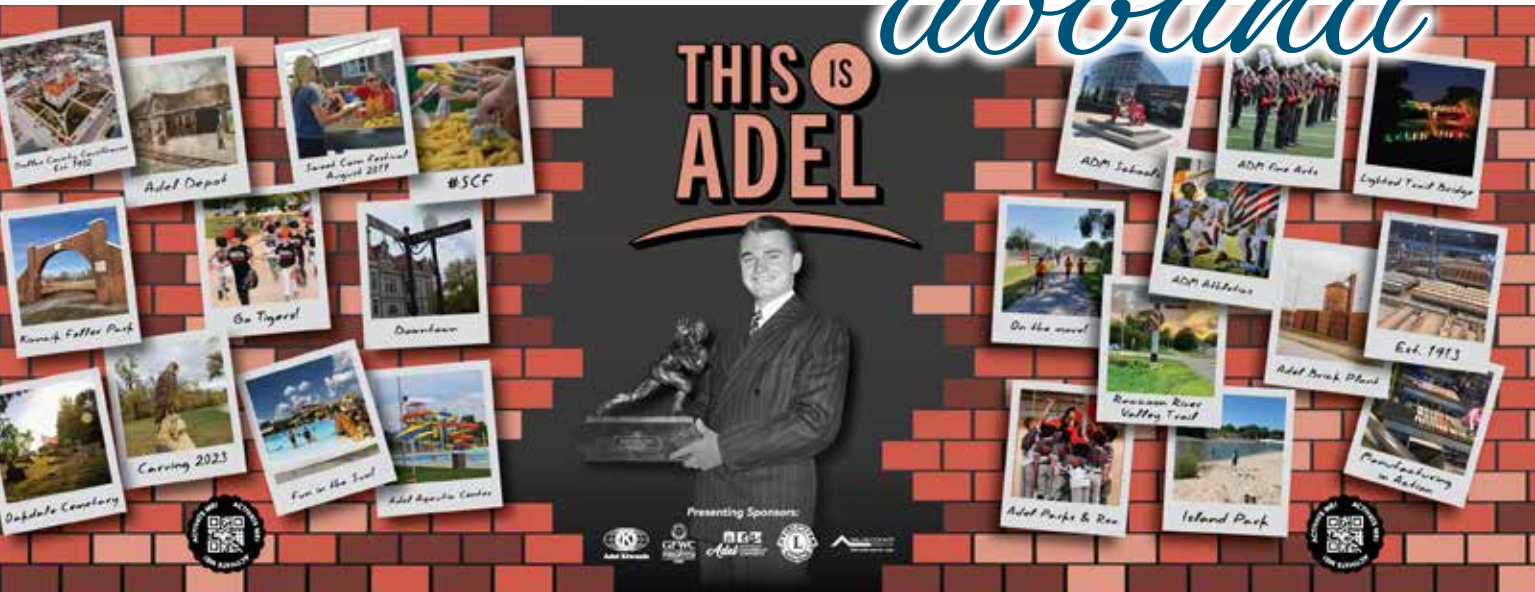
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Adel PARTNERS
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ENTERTAINMENT *and* PUBLIC ART *abound*



Munching on hot buttered sweet corn at the Adel Sweet Corn Festival. Hopping on a bike for a ride on the Raccoon River Valley Trail. Attending an action-packed rodeo at the Dallas County Fairgrounds.

Whether you're looking to enjoy the outdoors or connect with friends, entertainment options in Adel are plentiful for all ages.

The Adel Partners Chamber of Commerce offers several signature events. Plus, the Chamber's social media sites highlight things to do throughout the year. Take a look at what's happening in 2024.

INTERACTIVE MURAL

In recent years, public art has expanded, transforming public spaces into vibrant, must-see neighborhoods and downtown areas.

Adel realizes the value of public art and takes it one step further, by offering a live, interactive outdoor mural. The new mural is sponsored by the Adel Partners Chamber Arts and Trail Committee. The 40-foot by 15-foot mural is located on the west side of the building at 715 Main St.

This mural is sure to attract attention. Why? Because the images come alive. Here's how.

When viewing the mural, scan the posted QR code with your phone. The mural comes

to life, bringing an animated experience through the lens of your phone. It offers 3-D elements, movement and pop-up wording.

The graphic is created by Lashier Graphics & Signs with interactive software designed by VAEZR Studios. When committee chairperson Rebecca Hillmer viewed a similar mural last summer, she was hooked on the concept. "This will be one of the first of its kind — not only in Adel, but in Iowa."

The location was chosen because more than 8,000 vehicles drive past the mural a day. "We want people to pull up to view it," says Hillmer. "Afterwards, hopefully they'll stop by Azalea Lane to shop or Fiesta to eat, or explore other parts of Adel."

FOOD TRUCK WEDNESDAYS

Summer evenings are ideal to enjoy the outdoors with neighbors or meeting new friends. That's why the owners at Country Lane Lodge began offering food trucks and entertainment on Wednesday nights last year.

In 2024, they'll continue the free event, providing two food trucks — one with prepared food and the other a dessert truck. A full bar is available to purchase drinks. A musician performs amid the idyllic property, with yard games for kids of all ages, plus plenty of seating and easy parking. The family-friendly vibe is a perfect summer event.

Country Lane Lodge is known for its 40 acres of land, popular for weddings, special event parties and more. Rachel Standley, event manager, says, "Some people don't realize we're out here. We want to pull the community together for a relaxing evening. And, as a bonus, if you don't want to cook, it's a great mid-week reset."



Enjoy a relaxing Wednesday evening at Country Lane Lodge with food and dessert trucks, live entertainment, bar, and a scenic venue for spending time with friends, old and new.

DALLAS COUNTY FAIRGROUNDS ENTERTAINMENT

The Dallas County Fair, set for July 9-13, features top musical acts, family-friendly activities, games, food and championship events — all with free gate admission.

In 2024, the fair is excited for country singer Craig Morgan's concert on July 13. He'll sing his Billboard No. 1 Country Single, "That's What I Love About Sunday," plus other hits.

Besides the fair, the Dallas County Fairgrounds offers other events. A two-day rodeo on Father's Day weekend in June is an ideal family event. Stockcar and remote-control car races provide speedy thrills. A weekly farmers market, a vintage made craft fair, along with concerts, rodeos and camping, reveal the fairgrounds offer much more than just fair week.

Improvements for the venue include a new horse barn. A new entertainment plaza center stage provides a relaxing spot for people watching.



The Adel Farmers Market is moving to the Dallas County Fairgrounds to accommodate the growing event. Enjoy vendors, entertainment, activities and more.

FARMERS MARKET MOVES TO FAIRGROUNDS

Adel's Farmers Market on Tuesday evenings at Fullers parking lot was well-attended. When Gretchen York took over as market manager last year, the event exploded in popularity and filled to capacity. To allow more vendors, the Farmers Market moves to a new location in 2024 at the Dallas County Fairgrounds.

Approximately 20-30 vendors offer fresh produce, meats, homemade baked goods and jams, plus a variety of unique handmade items, candles, crafts, flowers and more. The family-friendly event provides added space for kids activities and a food truck.

Gretchen says the new location is ideal. "We have lots of parking, plenty of green space and room to spread out to include more vendors," she says. "The market helps support small businesses and provides fresh produce to the community."



The Dallas County Fair offers everything one could want from a county fair, from livestock shows to kids activities, food and live entertainment.

ROTARY PLAZA

A new gathering spot serves as a bright, open, welcoming space, designed to bring the community together.

Rotary Plaza, located just off the Raccoon River Valley Trail, is sponsored by the Adel Rotary Club in partnership with the Adel Partners Chamber of Commerce and the Dallas County Conservation Board.

In 2024, the Adel Rotary Club celebrates 100 years. Shirley McAdon, Adel Rotary secretary and past president, says it's important to celebrate the milestone. "We want to provide a space to share with the public and to welcome visitors," she explains.

The Rotary Plaza includes a new cement pad, a brick walkway path, water fountains, benches and a shade structure among colorful landscaping. The Rotary Plaza Arch serves as an inviting entrance to the Plaza with its striking Rotary blue and gold colors, along with the Rotary International Wheel. Musicians of all ages can play on flower-shaped outdoor instruments. History plaques explaining the Rotary and RRVT efforts line the area.

In the future, planners hope to offer pop-up events at the plaza, serving walkers, bicyclists and visitors. The official dedication takes place in May with a public ice cream social.



Updates to Rotary Plaza, along the Raccoon River Valley Trail, make it an enjoyable stop and locale for future events.

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ON THE ADEL BUSINESS SCENE



Brian Bower and Joey Staatz are co-owners of the new Domino's Pizza in Adel.

Adel boasts a small-town, easy-living vibe for residents, employees, business owners and visitors. Located in the heart of Iowa, this charming community offers numerous amenities and things to do, right in town.

Businesses, anticipating a population surge, are eager to develop and invest in Adel. Read about the new business scene in Adel.

GREAT WHITE BUFFALO PUBLIC HOUSE

An upscale restaurant and cocktail bar will soon offer a premium dining experience in downtown Adel. The Great White Buffalo Public House is set to open in late August at 815 Main St.

With a focus on fusing local and global flavors, using seasonal produce and pairing it with expertly crafted cocktails, owner Dave Lecocq's aim is to create an unforgettable dining experience. "From what we've experienced so far, Adel and the surrounding cities are ready and willing to support a venue that offers an elevated dining and cocktail experience," he says. "Adel charmed us with its growing community and untapped potential for a fine dining locale."



The Great White Buffalo Public House is set to open in late August at 815 Main St.

To create a cozy, inviting atmosphere, Dave's team is renovating the late 19th century building to highlight the original features.

Dave says he is excited to be a part of the Adel community, which is a supportive, tight-knit city that values local business and economic growth. "We found the unique blend of small-town hospitality and openness to new experiences a perfect match for us. We truly believe Adel is on the cusp of a culinary explosion and are excited to be at the forefront of it. We hope Great White Buffalo Public House is more than just a restaurant and bar, but a symbol of community pride where our guests can gather and create lasting memories."



GAMBLES PIZZA & TAP

When J.R. Sheffer desired a fresh, cheesy pizza, he didn't eat one at home. When he decided he wanted a pizza place to call his own, he opened one — Brickhouse Pizza in Indianola.

Over the years, J.R. and his son, David, opened several more restaurants, including one in Perry — Tin Pig Tavern. As they considered expanding, David looked to Adel. "A building popped up at the corner in downtown. We liked the older building and the town square," he says.

He reached out to the Adel Partners Chamber of Commerce to discuss opening a pizza place in Adel. Gambles Pizza & Tap is now set to open in May 2024 at 112 S. Ninth St. The full-service restaurant and bar offers pizza, baked pasta, stromboli, salads and more. An outdoor patio seats up to 50.

David likes how Adel is growing yet maintains a small-town feel. "The city of Adel has been easy to work with," he says. "The bike trail is right there, along with other businesses. Adel also brings in people from smaller towns, such as Redfield, DeSoto and Earlham."

Fiesta Mexican Restaurant owner Antonio Berber has invested in a new location in Adel.



FIESTA MEXICAN RESTAURANT

When Fiesta Mexican Restaurants expanded, the owner chose Adel in 2017 because it was centrally located and close to his other Des Moines locations.

The full-service restaurant and bar grew in popularity, attracting people from Perry, Winterset and Waukee. When owner Antonio Berber discovered a vacancy in a former restaurant in Adel, he reached out to the Adel Partners Chamber of Commerce for more information.

Antonio was ready to invest — not only in purchasing the building, but also renovating it. Once the purchase took place, it took longer — and twice the amount of money budgeted — to

remodel the location. He says the time and effort was worth it. “I’m very happy with the end result and even happier with the response from our wonderful community and the surrounding areas who show us love and support.”

Fiesta is located at 715 Main St. Antonio says the new location offers better visibility from Highway 169. The outdoor patio is expanding for this summer. “I think Adel has a bright future, and I want to be a part of that future. I love the small-town charm of the historical downtown district. People in Adel focus on supporting local businesses, which is amazing.”

DOMINO’S PIZZA

As teenagers, Brian Bower and Joey Staatz grew up working in, and eventually owning, a Domino’s Pizza in Colorado. When Brian moved to Adel two years ago, he was intrigued with a new strip mall and researched opening a Domino’s Pizza at that location.

The franchisee identified demographics, population and growth, and considered Adel an ideal town to open up a store. Brian became involved in the Adel Chamber early on to assist



A ribbon cutting is held at the new Domino’s Pizza, 1710 Common Place.

with the business. “The chamber is great for promotions, and they are ready to answer any questions.”

Domino’s Pizza opened in November 2023 at 1710 Common Place. Co-owners Brian and Joey both work at the store. “That’s the mentality — owners are people who work their way up,” he says. “We have pizza sauce in our veins.”





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The reception to the new store is positive — not only with Adel residents, but from pizza lovers living in Dallas Center, Redfield and DeSoto.

By hiring local, Brian says they provide jobs and mentoring for nearly 25 employees. “We love seeing the hard-working kids enjoy their job, giving them opportunities.”

THE IOWA CLINIC

For 27 years, Dr. Sue Donahue has offered medical care to patients of all ages and conditions in her family practice in Adel. In October of 2023, The Iowa Clinic opened up a new location with Dr. Donahue at 710 Common Place. Christopher Baltzell, physician assistant, joined Donahue eight years ago. The Iowa Clinic also hired physician assistant Rebekah Christiansen for the new location.

The Iowa Clinic was excited to provide an updated facility that would flourish in Adel for years to come. Christopher says, “The Iowa Clinic has provided an opportunity, giving us the ability to continue to offer high quality healthcare to the community



The staff of The Iowa Clinic location in Adel.

we’ve gotten to know over the years.”

Christopher says the clinic is dedicated to providing for the medical needs of the community. “Adel is an ever-growing population who deserves high-quality healthcare with a hometown feel. At The Iowa Clinic, we pride ourselves in being vested in a place where people can feel confident and comfortable in trusting us with their medical needs.”



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SOULSHINE YOGA

When Cara Campbell's family moved to Adel in 2022, one of the first things she noticed was that Adel was missing a yoga studio. As a long-time group fitness and yoga instructor, the timing was right to share her fitness passion with the community and open her own studio.

In June 2023, Soulshine Yoga opened at 911 Court St. The studio offers a wide variety of group yoga and fitness classes for all ages.

Cara chose to do business in the community as a way to put down roots in her family's new hometown. "I've had a supportive community of members, which has allowed me to befriend some of the most amazing Adel residents," she says. "Adel is such a welcoming, generous community and is full of residents who support our locally owned businesses. The population is growing, yet Adel has managed to maintain its small-town charm and feel."



Cara Campbell saw a need for a yoga studio in Adel so she opened Soulshine Yoga at 911 Court St.

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Ground has been broken for Edencrest in Adel, a 70-unit senior living development at the Southbridge community.

A SNEAK PEEK *of what is ahead*

As Adel continues its growth, city leaders and developers look to the future. The Adel Partners Chamber of Commerce plays a significant role in assisting and promoting new businesses. The Chamber is proud to offer a sneak peek of Adel's latest developments.

SENIOR LIVING WITH EDENCREST

A 70-unit senior living development recently broke ground at the Southbridge community. Edencrest is managed and owned by Highmark Senior Living, a Hubbell Realty Company, with eight other locations in the greater Des Moines area.

Edencrest in Adel will offer a full-service senior living community with 44 assisted living units and 26 memory care units. Amenities include a dining room, activities, onsite nurse, transportation, community rooms and more.

Matt Weller, vice president of building development, says various market studies and research indicated Adel is an ideal location. "Adel is a starved community as far as senior

living goes. We identified the area as a demand not currently being served."

Edencrest typically opens in smaller communities. "Most seniors want to live in the communities they grew up in or to stay near their families," says Weller.

Edencrest chose Adel for its proximity to Des Moines. Additionally, there is a demand for its services from the smaller communities in the area, such as Redfield, Dallas Center and Winterset. "We know there's an aging population and want to serve those close by," he says. "We're excited to be in Adel and help seniors stay connected with their communities."

RIVER RUN INDUSTRIAL PARK

A new industrial park, River Run, is now ready for development.

Located just north of Adel, River Run offers 13 lots with easy access to Highway 169 and Highway 6. The buildable industrial-zoned lots are from 1.1 to 5.35 acres, with options to include wooded outlots with access to the Mill Slough section of the Raccoon River.

The zoning allows for cost-efficient constructions, such as metal buildings and gravel drives. Suggested uses include contractor bays, equipment sales, service businesses and more.

Eric Grubb, owner and developer of River Run, says light industrial properties are tough to find in central Iowa. "There's no product like this. The price of land is lower here than in the Des Moines metro," he explains. "It's close to population, with great access to both highways. Adel, with its growing community, is grateful for the availability."



Adel is set for light industrial growth at the new River Run Industrial Park.

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-Amy H.

TRAIL EXTENSIONS

Adel realizes the importance of trails, such as the popular Raccoon River Valley Trail (RRVT). Yet, other trails in the city demand attention, too.

The City of Adel is adding trail extensions to the Evans Park trail, which includes an additional mile of trail. The trail will connect the southern half of the city to the mid-north point of Adel. The city also plans on upgrading existing trails with new asphalt, constructing a bridge and adding trail route navigation signs.

The \$1.3 million project is funded by grants and local option sales tax funds. The trail extension should be completed by mid-August, 2024. Nick Schenck, Adel Park and Recreation director, says the trails provide safety.



This map shows the trail extension planned for this year.

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A \$58 million bond issue passed by voters will provide for extensive new construction and improvements to schools in the Adel DeSoto Minburn Community School District, including construction of a new high school to open for the 2027-2028 school year.




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- Adel Safety Bike Rodeo • Boy Scouts • Girl Scouts
- Good Samaritan Food Pantry • Operation Warm Coats
- ADM Senior Awards Day
- Polio Plus • Rotary Youth Leadership Awards
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Tim Ennis at 515-450-4123,
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www.facebook.com/adelrotary

“The past 10-15 years, trails were the most sought-after amenity our residents asked for,” he explains. “It’s good to keep bikes, runners and walkers off the streets and provide safe routes to navigate the community.”



Adel is investing \$1.3 million in its trails with trail extensions, upgrades and signs.

The new school will be located on the south side of Adel, just west of Highway 169.

The ADM Board of Education also approved a new auditorium, new stadium, practice fields, renovating the current middle school and repurposing the DeSoto building to serve as a preschool center.

In the future, trail improvements include connecting the RRVT to city trails in 2026. “It’s going to be an exciting few years,” says Schenck.

NEW ADM HIGH SCHOOL

In 2023, voters passed a \$58 million bond to build a new high school and provide for other educational facility needs.

School and city leaders and administrators expressed concerns about increasing enrollment, crowding and aging facilities. The ADM Board of Education purchase agreement includes a two-phase project that includes a new high school, serving 800, slated to open for the 2027-2028 school year. The second phase is an additional 200-student wing for the 2028-2029 year.

STREET IMPROVEMENTS

After the City of Adel conducted an extensive pavement study, the results showed that Adel streets are in need of repair. As a result, the city is dedicating \$5 million to improved drivability. Kip Overton, public works director says, “We’ve identified street improvements as our No. 1 goal over the next three years.”

Overton says Adel’s growth, along with new development and residential areas, also drive the improvement. “The city is dedicated to improve infrastructure and maintain the longevity of our streets.”

The project will begin sometime in the summer of 2025.



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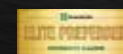


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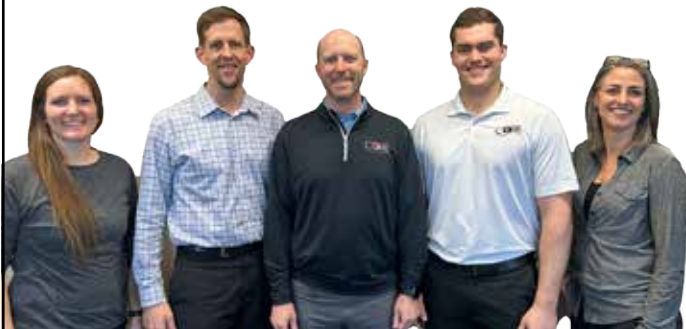
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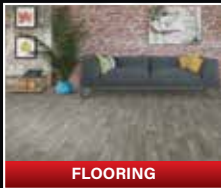
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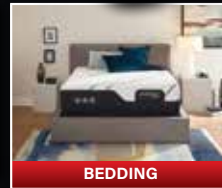
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