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Marshalltown Central Business District launches new website

By **KEN BLACK**
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Although the Marshalltown Central Business District keeps strong connections with the past, the organization is also forging into the future with a new website.

The site, located at www.marshalltownmainstreet.com, will feature every business member that is a part of the CBD. Many are already on the site and more will be coming in the future.

“We hope it will give us more publicity and really get our name out there,” said Main Street Director Jim Harken. “We also believe it will give some of the smaller businesses more exposure.”

The creators of the site was BDH, a start-up computer technology company new to town.

Chad Berg, one of the owners of the business, said the site is unique in that it offers pages for all the members. Also, it creates a one-stop experience for those who may want information on several businesses in the downtown area.

“All members of the CBD will eventually have a page on this site or links to their current business site,” Berg said. “That will give smaller business owners a chance to get on the Internet.”

The idea of creating a website for the downtown area is nothing new. However, getting the project off the ground did take some work.

“A website’s been in the works ever since we created a Main Street Community,” Harken said. In addition to the information provided by the businesses, the website also provides information on upcoming events in the downtown area.

Although the site does not offer the opportunity to buy merchandise on-line, Harken said he was not counting anything out at this point.

“It’s a possibility. That’s the best word I can use,” he said. “The possibilities are endless.”

The process of gathering the information for the website took a few days, according to Jeff Hall, another owner of BDH. The actual creation of the site was done over a period of weeks.

Harken said the website has turned out well.

“I’m very impressed. I like the look of it,” he said. “As far as I’m concerned, it’s very easy to navigate.”

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