

The

PARTNERSHIP

NOVEMBER 2020

GREATER BURLINGTON PARTNERSHIP NEWSLETTER VOL. 100 NO. 11



**SHOP EARLY
SHOP SAFE**

Happy Holidays
**CHAMBER OF COMMERCE
MEMBER**





New Tools in the Partnership Toolbox

by Della Schmidt

Former President Bill Clinton once said, "The price of doing the same thing is far higher than the price of change." In light of the disruptions that COVID-19 has had on the way people work, shop, dine, play and receive an education, President Clinton's words have taken on new meaning. In September,

the Greater Burlington Partnership announced plans to pivot programs and initiatives, to embrace the need for new business assistance tools in the Partnership's "toolbox" and to do so as expediently as possible.

A sampling of the new tools underway include:

Economic Development & Workforce:

• **Career Promotional Videos** are designed to give middle and high school aged students a real life look at a variety of careers. The first video, released in October, highlights what manufacturing looks like today. Featured workers, not much older than the students themselves, share the benefits of working for a manufacturer and why they enjoy it. Not only does the video highlight that manufacturing employees make a great living, but in some instances, students can begin a career right out of high school. Through this video students receive a first-hand view of what workplaces look like and the tech that helps to run the facilities. Future videos will highlight additional in-demand careers.

• **Livability: This is Iowa** - The Greater Burlington Partnership is partnering with the Iowa Economic Development Authority on a new marketing initiative called Livability: This is Iowa. This program will be an integral part of Iowa's ongoing workforce recruitment efforts and inspire consideration of the state from corporate decision makers, entrepreneurs, and talented individuals looking for a perfect blend of rewarding professional opportunities and top ranked quality of life. The Partnership has secured a digital ad and a two-page spread in the print magazine promoting Greater Burlington as a great place to live and work. The print magazine will be put into distribution early 2021.

Tourism

• **The Influencer Marketing Campaign** is a new social media marketing campaign titled "We Live It. You'll Love It." The goal of the campaign is to assist with local workforce efforts by enticing visitors to also consider moving to the area. Documented experiences are transformed into monthly ad placements for Facebook and Instagram. When a user clicks the ad they are taken to a blog on GreaterBurlington.com. The blog describes the experience in more detail and encourages the user to request additional information about the community, whether interested in visiting or relocating. Once the user has requested the additional materials, they are retargeted with two additional sets of ads encouraging them to book a trip in order to live the experience for themselves. This campaign features two families experiencing Greater Burlington. One family is targeting the young family demographic; ages 25 – 39, the second family is targeting the middle-aged adult demographic; ages 40 - 55. The campaign launched October 1 and will continue to run through 2021.

Continued on page 13 . . .

-  **Barb Gerst**
Director of Finance
319-208-0044
bgerst@greaterburlington.com
-  **Cindy Henry**
Customer Relations Specialist
319-208-0052
chenry@greaterburlington.com
-  **Jeremy Hess**
Dir. of Economic Development
319-208-0050
jhess@greaterburlington.com
-  **Chelsea Lerud**
Convention & Visitors Bureau
Exec. Dir. 319-208-0045
clerud@greaterburlington.com
-  **Brenda Levitt**
Graphic Designer
319-208-0047
blevitt@greaterburlington.com
-  **Rachel Lindeen**
Event Coordinator
319-208-0046
rlindeen@greaterburlington.com
-  **Amy Moyner**
Downtown Partners, Inc.
Exec. Dir. 319-208-0056
amoyner@greaterburlington.com
-  **Emily Pattee**
Program Coordinator & Young Prof.
319-208-0040
epattee@greaterburlington.com
-  **Dustin Roth**
Marketing & Communications Dir.
319-208-0048
drotth@greaterburlington.com
-  **Della Schmidt**
President & CEO
319-208-0043
dschmidt@greaterburlington.com



Represents a Partnering for the Future III Initiative.

SUBSCRIPTIONS: Price is \$24, which is included in annual events fees. Non-members: \$4 per issue. Periodicals postage paid at Burlington, Iowa.
POSTMASTER: The Partnership is published monthly by the Greater Burlington Partnership 610 North Fourth Street, Suite 200, Burlington, Iowa 52601.
POSTMASTER: send address changes to Greater Burlington Partnership (USPS 001-692) 610 North Fourth Street, Suite 200, Burlington, Iowa 52601.

ON THE COVER

Shop Early Shop Safe

In October, the Chamber of Commerce began a marketing campaign aimed to get people shopping early at local Chamber of Commerce members this holiday season. The campaign is being implemented as a social media campaign to consumers within a 50-mile radius and on local radio stations. Consumers will be directed to look for Shop Early Shop Safe Location signs all across Greater Burlington for businesses ready to help them avoid holiday crowds and give the perfect gift. This is a benefit of membership and all Chamber of Commerce members are invited to participate free of charge.

Here is how your business can participate: print out the Shop Early Shop Safe location sign at GreaterBurlington.com and post it on your entrance door. It's that simple.



In addition to the poster and social media logo, the Chamber of Commerce has created a Shop Early Shop Safe Greater Burlington Facebook Group. The group has been created for Chamber of Commerce members to join and promote their business. This is a platform to advertise what holiday deals you have, special holiday hours or any other message you would like to share with consumers. While the Chamber of Commerce will create and market the Facebook Group to the public, it is an open platform for businesses.

Thank you for being a member of the Chamber of Commerce. It is because of members like you that the organization is able to create initiatives like Shop Early Shop Safe. Here's to a safe and successful 2020 holiday season!

General Election 2020 - November 3

GET OUT AND VOTE

The 2020 Election is here. The Government Relations Committee hosted candidate forums for local contested races. Check out GreaterBurlington.com for forum video links.


2021 Annual Dinner Update

And the survey says ...

In light of the uncertainty surrounding COVID-19, and added concerns as the winter months approach, the Partnership has explored options for the 2021 Annual Dinner, traditionally held in January. In October, the Greater Burlington Partnership surveyed past attendees and sponsors. Based on the survey results and the recommendations of the Planning Committee, the Greater Burlington Partnership will be proceeding with a new approach to the Annual Dinner for 2021.

- Printed Annual Reports will be distributed to all members in late January.
- A link will be distributed to the traditional video Year-in-Review recap featuring each of the Partnership entities' Chairs.
- A special one-hour State of the Greater Burlington Partnership Zoom meeting will be held at noon on **Friday, January 29, 2021**.
- The annual awards will be moved to a new event format in Spring/Summer 2021. Additional details to be announced soon.

** The Greater Burlington Partnership looks forward to returning to the traditional Annual Dinner format in January 2022.*



Access Energy Cooperative
A Touchstone Energy Cooperative

Happy Thanksgiving

1-866-242-4232
www.accessenergycoop.com



Great River HEALTH


Your health counts.

greatriverhealth.org




MACK

MACK NEW & USED TRUCKS
732 Wapello St. Mediapolis
319-394-9143  SINCE 1956
www.hlmack.com



MYERS CONSTRUCTION
GENERAL CONTRACTOR
SINCE 1976 2001

Building the Project of Your Dreams
On Time, On Budget and Above Expectations



Residential and Commercial

Open Monday - Friday, 8 AM - 5 PM, 319-985-2170
www.myersconstructioninc.net

Greater Burlington Leadership is a professional development series designed for individuals who want to develop and strengthen their leadership skills within the community.



Pictured left to right:

Anika McVay
Victoria Trojanowski
Steve Frances
Antonio Flores
Sandy Oberly
Dallas Young
Karen Powers
Mikayla Walker
Yair Carvajal

Burlington Community School District Board Member
ABB
Great Western Bank
Community Health Centers of Southeastern Iowa
Great River Medical Center
Mann's McDonalds
Heritage Medical Equipment & Supply
Lunning Chapel
Queso's Mexican Bar & Grill

Environmental Leadership Sponsor

KLINGNER
& ASSOCIATES, P. C.
Engineers • Architects • Surveyors

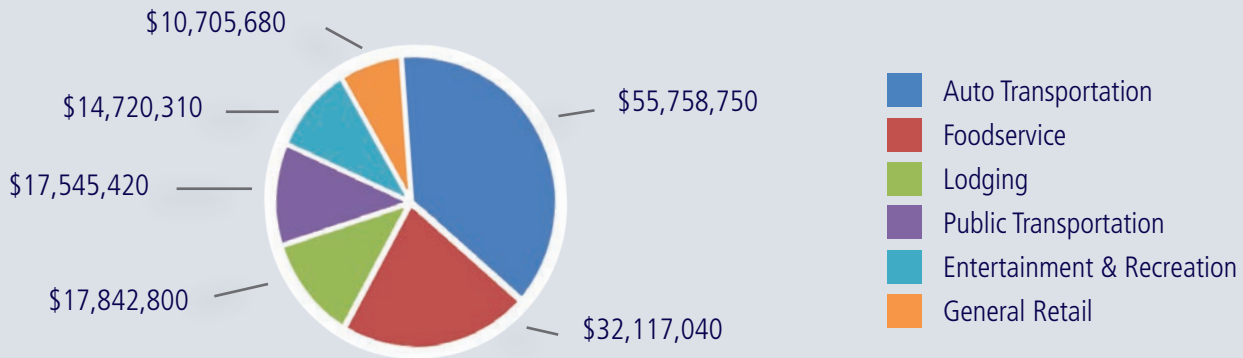
Economic Impact of Tourism (Tourism in 2019)

The 2019 Economic Impact of Travel on Iowa Counties Report was recently released by the Iowa Economic Development Authority. Des Moines County generated \$148.69 million in visitor expenditures, resulting in a 1.61% increase over 2018. Visitor expenditures include transportation, lodging, food service, entertainment, recreation and retail. Domestic travelers spent \$9.3 billion in Iowa during 2019, a 3% increase from 2018.

Des Moines County is ranked 13th out of 99 Iowa counties for tourism expenditures.

Tourism in Greater Burlington supports 1,080 jobs and \$9.57 million in state and local tax revenue.

Domestic Travel Expenditures in Des Moines County, Iowa



National STEM Week

The Greater Burlington Partnership, along with regional partners, is bringing STEM week to the classroom. Starting November 9 and following daily throughout the week, a local company and information about careers available will be highlighted virtually to 14 area school districts.

A special thank you to our business partners CNH Industrial, Menke & Company, Silgan Containers, and Cryotech.

STANDARD
of Beaverdale
&
BECKMAN
TV & APPLIANCE
Your One Stop to
Building Your Dream!



Menke & Company
CERTIFIED PUBLIC ACCOUNTANTS
Integrity & Experience at Work for You



- ◆ Tax Planning & Preparation
- ◆ Accounting & Bookkeeping
- ◆ Full-Service Payroll
- ◆ Controllership Services
- ◆ Audit & Review
- ◆ Business Consulting

320 N. Third, Ste 300, Burlington, IA 52601
319-753-2000 • Menkeco.com

SG General Contractor
CONSTRUCTION

- Design
- Engineering
- Construction

2204 West Mt. Pleasant Street
West Burlington, IA 52655
319-752-7154
ron@sgconstructco.com
www.sgconstructco.com

RIDDLE'S
JEWELRY
Westland Mall
550 South Gear Avenue
W. Burlington, IA
Check us out online: RiddlesJewelry.com

PROMOTE YOUR BUSINESS

The air is changing, the leaves are falling and even in the midst of a pandemic time marches on. Everyone is looking for ways to return to business as usual in as many ways as possible. The New Year will be here soon and it's time to start thinking about your 2021 marketing plan. Even though some programs and events are temporarily on hold, there are still lots of opportunities to promote your business. The Partnership can help you create your plan if you haven't already signed up for sponsorship or advertising opportunities.

Below are a few ideas to get you started. Contact Cindy Henry for more information or to sign up.

The Partnership Newsletter

The premier communication tool of the Greater Burlington Partnership, *The Partnership* monthly newsletter is distributed to over 2,500 business contacts. The newsletter is a 16-page full color magazine featuring news, Partnership event listings, community events, member information, and new member features. Book your ad spot now for 2021.

Young Professionals

With membership made up of young people from all career fields, YP hosts a variety of exciting events throughout the year. Events provide opportunities to foster relationships with peers and to promote the personal and professional development of members.

5 & V Outdoor Cinema

Take advantage of this opportunity to market to families. Outdoor showings start at dusk on the corner of Fifth and Valley Streets on select evenings throughout the summer. Promotion including pre-movie games and activities, and your promotional DVD can be shown prior to the movie.

Jefferson Street Farmers Market

Sponsor a month of the area's premier Farmers Market running Thursdays May through September. As a sponsor, your business will be promoted in a host of ways to make the absolute most of your sponsorship dollars.

Government Relations

Stay informed and engaged with local representatives. Eggs & Issues provides members an opportunity to engage with elected officials regarding issues facing Southeast Iowa. During the 2021 State Legislative session, Eggs & Issues will be held virtually with recordings published after the event.

Welcome Center

Promote your business in the premier display case at the Port of Burlington Welcome Center to the many visitors stopping in. The Welcome Center showcases a number of videos throughout the day to highlight attractions and things to do around Greater Burlington. Add your own 30 second or 60 second video to the mix to showcase your business to the guests coming through each month.

More information to come on your opportunities to participate in other Partnership programs as programming and dates are determined.



Congratulations to the following Chamber of Commerce members that are winners of 2020 Greater Burlington Restaurant Week!

The Buffalo - Best Pork Dish

Good Restaurant + Lounge - Best Date Night Location

Queso's Mexican Bar & Grille - Best Beef Dish

The Outpost Bar & Grill - Best Value Dish

Martini's Grille - Best Takeout Option



DOWNTOWN PARTNERS VOLUNTEER OPPORTUNITIES

Downtown Partners, Inc. is a non-profit organization whose mission is to preserve and revitalize downtown Burlington. Downtown Partners is a nationally accredited Main Street program. Main Street uses a Four Point Approach® to downtown revitalization (Organization, Economic Vitality, Design and Promotions). You are invited to take part!

DESIGN

The Design Committee works to get downtown into top physical shape. It concentrates on the best assets, such as a wealth of historic buildings, an attractive geographic setting, and pedestrian oriented streets. The Design Committee encourages building preservation and maintenance through a Façade Loan program, blade signage grants, and design assistance from Main Street Iowa. In addition, the committee promotes downtown beautification with flower painting, public art, clean up campaigns and holiday decorations.

MARKETING & PROMOTIONS

The Marketing & Promotions Committee fosters a positive image of downtown and encourages individuals to live, work, play and invest. The committee publicizes Downtown Partners' efforts, supports businesses, and organizes events to bring people downtown and give them a reason to keep returning. Activities such as the Jefferson Street Farmer's Market, S & V Outdoor Cinema, Holiday Events, Open

Houses, Shop, Wine and Dine, and retail events promote commercial activity and investment in downtown.

ECONOMIC VITALITY

The Economic Vitality Committee is dedicated to strengthening downtown Burlington's existing economic assets while expanding and diversifying the economic base. The committee works to create an environment that encourages business retention, attraction, and growth. Quality building rehabilitation and upper story residential development are key strategies, since converting underused space into economically productive property helps boost the value of the downtown district.

ORGANIZATION

The Board of Directors gets everyone working toward the same goals and assembles the appropriate human and financial resources to implement Downtown Partners' revitalization program. Working with a paid director, the board makes up the fundamental organizational structure of the volunteer driven program. It strives to build consensus and cooperation among the various stakeholders, individual businesses, government entities, residents, non-profits, and interested citizens. The board steers the organization and coordinates the activities of the other committees.

Contact Amy Moyner if interested in joining any of the DPI committees.



CHALLENGE GRANT

Main Street Iowa and the Iowa Economic Development Authority is pleased to offer Downtown Partners, Inc. a 2020 Main Street Iowa Challenge Grant in the amount of \$75,000 for the De Luxe Aesthetics project.

This year, Main Street Iowa received a total of 29 applications requesting over \$1.8 million in grant funds. With \$925,000 in the Challenge Grant funding pool for 2020, Main Street Iowa was able to offer grant awards to 14 projects. Downtown Partners, Inc. applied for \$75,000 on behalf of De Luxe Aesthetics and owner Kari Patterson, to renovate their new location at 506 Jefferson St.

Congratulations to Kari and the De Luxe Aesthetics team. Stay tuned for updates as the project progresses.



Discover Downtown For The Holidays

Holiday Open House

November 8, 12 - 4 PM

Sponsored by:



Kick off your holiday season with a favorite event - Downtown Burlington's Holiday Open House on November 8! Get a head start on holiday gift buying at your favorite downtown businesses.

Register from 10 AM - 4 PM at 16 participating businesses for the giveaway of \$500 in Downtown Dollars. The winner will be announced live on the Downtown Burlington's Facebook page.

Holiday Shop, Wine and Dine

November 13, 20 & December 4, 11, 18

To make holiday shopping a little easier and a little more fun, your favorite downtown merchants are open late until 8 PM on Fridays until Christmas. Each week will feature a different holiday theme.

Appropriate health measures will be followed according to current guidelines at the time of the event.

Santa's Cottage Letter Drop Off

November 28 - December 21

Sponsored by:



John Korschgen Agency

Beginning November 28, children will have the opportunity to drop off a letter to Santa Clause at Santa's Cottage in Downtown Burlington. Each week Santa will select a number of letters from children and read them via Facebook. You won't want to miss the opportunity to see your child's smile shine as they hear from Santa.

Holiday Lighted Window Display & Contest

November 28 - December 25

Sponsored by:



In lieu of the Lighted Holiday Parade, downtown businesses will partner with parade entries to decorate downtown windows this holiday season. Beginning November 28 through December 25, the community is invited to stroll downtown on foot or drive by to vote for their favorite window display.

Follow Downtown Burlington Iowa on Facebook for updated information on each event.

WELCOMING NEW MEMBERS

Please welcome these new members by sending an email, liking their Facebook page or visiting their website. Even better, stop by to introduce yourself, exchange business cards and help grow their network as well as your own!

Farney's

702 Jefferson St, Burlington, 319-752-9076

Facebook.com/Farneys-289836411736031

Rich Adams, Owner, farneys2019@gmail.com

Burlington's Finest Dive Bar! Open 7 days a week. Friendly staff, big city atmosphere in a historically renovated small town bar.

Holmes Improvement, LLC

Burlington, 319-850-9491, holmesimprovement.com

Dustin Holmes, Owner, holmesimprovementllc@gmail.com

Holmes Improvement is a residential construction company whose vision is to enhance the community one home at a time. With attention to detail, a friendly attitude, and an honest approach, They will help make your house into your dream home. Dream big with Holmes Improvement!

Nutrition @ 319

1000 N Roosevelt Ave Ste 3, Burlington, facebook.com/nutritionat319

Madison Brewer, Owner

Make it through your busy day with vitamin and protein dense beverages and meal replacement shakes. Boosted teas, coffees, and hot and cold beverages offered in a variety of flavors.

Welcome Home Cleaning

717 N Lincoln St, Mount Pleasant, 319-572-5901

Carrie Atkinson, Owner, welcomehomecleaningllc@outlook.com

Professional and always reliable cleaning company serving areas in Iowa and Illinois. Residential, commercial, contractors or one-time clean services provided. All supplies furnished. Let Welcome Home Cleaning wipe your worries away!

Iowa Army National Guard

Burlington, 319-458-0563, austin.j.allen.mil@mail.mil

Austin Allen, Recruiter/Liaison, iowanationalguard.com

The Iowa Army National Guard is a great way to serve your community, gain job skills, pay for college, and advance your career. Explore the benefits and find out why the Iowa Army National Guard is the service of choice.

For information on membership, contact Cindy Henry.

Celebrating
**BUSINESS
SUCCESSSES**



TEMP ASSOCIATES

TEMP Associates celebrates their new office location at 2535 Mount Pleasant St Ste 104W, Burlington



NATURE'S CORNER, INC.

Nature's Corner, Inc. celebrates new ownership.



CITY OF BURLINGTON DANKWARDT PARK TENNIS COURTS

The City of Burlington celebrates the completion of the newly resurfaced tennis courts.



YP of the Month Andrew Ryerson

Employer: Greater Burlington Area Sports Facility, The FunCity Turf

Hometown: Des Moines, IA

YP Member: 1 year

Why did you join YP? I was new to the area and knew no one when I arrived. This was the chance to meet people close to my age and create a social and business network.

What organizations have you volunteered for?

Welcome Center Flood Recovery, Gus Macker – Burlington, RAGBRAI and the Chamber of Commerce Golf Classic. I'm looking forward to getting more involved in the future!

What do you enjoy most about the area?

The mixture of city and small town feel to the area and of course the wonderful people and businesses who support the FunCity Turf.

Unique about me: If we all lost internet and the video store shut down, I would be the most popular person in town as I own over 1400 movies. I also tend to be an above average trivia player.

2020 Gold Sponsor: CNH Industrial

505 Social

Wake N Bake Breakfast Company Patio - November 5, 5:05 PM

Young Professional and prospective members are invited to a night on the patio! There will be appetizers available for attendees to compliment your purchased beverages. RSVP by November 3 on the YP Facebook event or by emailing youngprofessionals@greaterburlington.com.

Sponsored by: Wake N Bake Breakfast Company

Lunch & Learn

PZAZZ! Convention & Event Center - November 17, 12 PM

Hear from a professional on ways to improve your mental health and sleep tips. RSVP required for lunch through the YP Facebook event or youngprofessionals@greaterburlington.com. Tables and chairs will be arranged in order to socially distance.

** Cancellations after November 10 result in meal charge. (Have a friend sub in for your lunch spot if you can't attend; inform us at the event check in.)*

Sponsored by: Kiwanis

First event is complementary for prospective members. Masks are encouraged at all events when not eating or drinking.

A LOOK BACK AT YP OCTOBER

Burlington Tales of the Crypt at Aspen Grove Cemetery



Thank you to **C-Cat, Inc.** for sponsoring the October YP 505 Social



November EVENTS

5
YP 505 Social
Wake N Bake Patio
5:05 PM
Greaterburlington.com

7 - 8
Stuff the Cupboards
Softball Tournament
FunCity Turf
7 AM - 10 PM
GreaterBurlingtonsports.com

7
Witches Ball
Homestead 1839
7 - 11:59 PM
Facebook.com/TheBroomCloset2014

8
Holiday Open House
Downtown Burlington
10 AM - 4 PM
GreaterBurlington.com

11
New Member Onboarding Meeting
Greater Burlington Partnership
9 AM - 10:30 AM
GreaterBurlington.com

13
Dueling Pianos
Corked 101
8 - 10 PM
Facebook.com/corked101

13 - 15
Fall Classic Slow Pitch Tournament
FunCity Turf
GreaterBurlingtonSports.com

**13, 20
(December 4, 11, 18)**
Holiday Shop Wine and Dine
Open late until 8 PM
Downtown Burlington
GreaterBurlington.com

14
USMC 245th Birthday Ball
Memorial Auditorium
5:30 - 9 PM
Facebook.com/HWMCL

17
YP Lunch & Learn
PZAZZ! Convention & Event Center
12 PM
Greaterburlington.com

21 - 22
November Knockout
Softball Tournament
FunCity Turf
GreaterBurlingtonSports.com

28 - 30
Holiday Lighted Windows Contest
Downtown Burlington
4 - 10 PM
GreaterBurlington.com

28
Holiday Tree Lighting Ceremony
Memorial Auditorium
7 PM
BurlingtonRiverfront.org

28 - December 21
Santa's Cottage Letter Drop Off
Downtown Burlington
GreaterBurlington.com

SAVE the DATE

To find the latest information on upcoming events in the Greater Burlington area visit GreaterBurlington.com/Events.

BROCHURES
GIFTS
INFORMATION
SOUVENIRS

**Port of Burlington
Welcome Center**
400 N Front St, Burlington | 319-752-8731
Visit online store at GreaterBurlington.com/ShopWC

sears
HOMETOWN STORE

Lease it, own it!
No credit required!

Scott and Sharon Anliker
2750 Mt. Pleasant St.
319-753-6580

Energy For The Future
Big River Resources
Highway 34 & Beaverdale Rd
West Burlington
Phone: 319-753-1100

BigRiverResources.com

ETHANOL

Proudly Made In The
U.S.A.

**CLEANER BURNING FUEL
GOOD FOR YOU.
GOOD FOR THE ENVIRONMENT.**

**Tired of Waiting
on Unpaid Bills?**

Let the professionals at the Financial Adjustment Bureau take care of your past due bills and bad checks.

**Commercial • Professional • Retail
No Collection ~ No Charge**

**FINANCIAL
ADJUSTMENT
BUREAU INC.**

612 Jefferson • Burlington, IA
319-753-6756

Zaiser's
LANDSCAPING
FLORIST & GREENHOUSE

2400 SUNNYSIDE AVE • BURLINGTON, IA • 319-752-6871

ZaisersLandscaping.com

Chamber of Commerce

• **Shop Early Shop Safe** - In light of the COVID-19 pandemic, holiday shopping is going to be conducted very differently than in years past. According to Via Think with Google, 70% of shoppers intend to shop early to avoid crowds, 80% will consolidate their shopping to make fewer trips than in previous years and 66% of shoppers will shop more at local small businesses. On October 1, the Chamber of Commerce began a 2-month marketing campaign aimed to encourage people to shop early at Chamber of Commerce members this holiday season. The campaign includes a social media campaign targeting consumers within a 50-mile radius and local radio ads. Consumers are directed to look for the “Shop Early Shop Safe” location signs all across Greater Burlington businesses.

Downtown Partners

• **Main Street Iowa Virtual Small Business Lab** - Downtown Partners, Inc. is one of only 15 Iowa Main Street Communities selected to participate in the pilot project, which began in October. This service provides experienced small business coaches for a virtual, request based and on demand relationship. The intent is to greatly expand the amount of small business coaching through the Main Street Iowa program to further support the economic recovery of Main Street Iowa districts. The program provides free ongoing business coaching opportunities to all small businesses within the designated Main Street district. Virtual small business coaching services include business start-up coaching, business management coaching, assistance with business ‘pivoting’ through COVID, virtual small business round tables, and professional development panels. This effort also compliments the work of the Small Business Development Centers across Iowa.

Greater Burlington Partnership asked internally, “What is the one new tool that would benefit all the stakeholders of all four of the Partnership divisions?” The answer: a new, robust website with new enhanced Chamber member benefit features, unique tourism offerings such as a trip builder tool, a high-impact Main Street business development and promotions site, and a new talent recruitment and workforce development portal. The Greater Burlington Partnership has taken on this project with the goal of launching the new website at the end of the first quarter 2021.

Give the team a call at 319-752-6365 to learn more about these, and other new tools, being added to the Greater Burlington Partnership toolbox.

BE ON THE LOOK OUT



Hello everyone in Greater Burlington! I’ve missed you this year, but I’m back and ready to play! Starting Monday, November 26 I will be hiding in some awesome area businesses and leaving clues for you to find me. If you can solve my riddles and figure out where I am that day you’ll be entered to win a prize! Better yet, come find me in person, take an “Elfie” (I LOVE THEM!) and post on the Greater Burlington Partnership’s Facebook page for an ADDITIONAL chance to win. You’re going to want to come find me in person; there’s a reason I picked these amazing stores. I’m going to put in a good word with the big guy and have them certified as “Officially Santa Approved!” See you soon, I need to get back to planning my shenanigans.

Yours in Mischief,
- GB Petey

**FIRE AND WATER
CLEAN UP & RESTORATION**
24 HOUR EMERGENCY SERVICE



COMMERCIAL OR RESIDENTIAL
COMPLETE MOVE-OUTS
MOLD MITIGATION & REMEDIATION
TRAINED, UNIFORMED PROFESSIONALS

SERVPRO®
OF BURLINGTON

319-754-8050 OR 877-754-8050
WWW.SERVPROBURLINGTON.COM

**MANY DESTINATIONS
ONE AMAZING PLACE**



P Z A Z Z | 319-753-2946 THEPZAZZ.COM

**BECKERS
JEWELERS**

For The Moments That Matter!



Your Full Service Jeweler!

401 S. Gear Ave. | W. Burlington, IA
BeckerDiamonds.com

electronic engineering



- Motorola Two-Way Radios
- Security Cameras/ CCTV
- Alarm & Monitoring Systems
- Public Address Systems

We Provide

- Technical service, maintenance, and support
- Software and support agreements
- Site survey & Elevations
- System Design
- Turnkey Installation



126 N Main St Mt Pleasant • 319-385-7650
www.engineering.com

If you're reading this, so are your potential customers

Do you know that utilizing the Member Spotlight section in this newsletter is a benefit of your Chamber of Commerce membership? Your company's promotions could be included on this page.

Please reach out to Brenda to submit your information.



'Tis The Season

Barking Dog Promotions is here to help with your holiday marketing and gift giving ideas. They offer tech gifts, food gifts, PPE, banners, signage, printing, drinkware, calendars, apparel, awards, and more. Please keep them in mind when thinking about how to honor essential workers, customers, and staff. They have promo and print solutions that complement all your campaigns, events, and promotions. After a year full of trials and tribulations, they would love to be your go-to source to help show your gratitude to the year's true blessings: your team and clients. Barking Dog Promotions will bring the best in marketing ideas to you. They are your one source for all things branded. Contact Lori Alberts, 319-217-0143, BarkingDogPromos@gmail.com.

To submit member information, contact Brenda Levitt

Events Made Easy With It's Electric Entertainment

10 Things to Do After You Get Engaged

1. Call It's Electric Entertainment – They'll handle the other 9! 28% of couples will get engaged this holiday season, making it the most popular time of the year to “pop the question!” Don't let wedding planning overwhelm you! It's Electric Entertainment has you covered. From premium DJ services, exclusive experiences, interactive photo booths, expert wedding planning, and more!

Planning to get married in 2021? Book your DJ early, limited dates still available. Check out their website for more information: ItsElectricEntertainment.com or find them on Facebook!

The Witches' Ball November 7, 7 - 11:55 PM

Celebrate the Witches' New Year and dance the night away with all your favorite witchy friends! Tickets are \$10 each and may be purchased at The Broom Closet, 1110-B Agency Street. The event will take place at 701 W Agency Rd, West Burlington. 18 & over only.

For more information, check out the event on The Broom Closet Facebook page.

KENNY'S ROLLER RANCH
 Skating . Parties . Golf .
 Batting Cages . Basketball Bankshot

8989 Koestner Avenue
 Burlington, IA 52601

319-752-2043
 KennysRollerRanch.com

Air Choice One

SOUTHEAST IOWA REGIONAL AIRPORT

DAILY FLIGHTS
 Chicago, Minneapolis St. Paul,
 Mason City, and St. Louis
 AIRCHOICEONE.COM / 1-866-435-9847

**MANY DESTINATIONS
 ONE AMAZING PLACE**

THE PAZZ CASINO
 319-753-2946
 THEPAZZ.COM
 Gambling problem? Call 1-800-BETS-OFF

PLAYING POLITICS

by Kay Weiss

Involved in attempting to influence the actions of legislative bodies from the first years of its organization, the Chamber of Commerce has lobbied both for and against a variety of referendums over the years. While never publicly endorsing particular candidates in elections, they have worked for the redevelopment of the vacant Hotel Burlington and the train depot, supported the establishment of a “quiet zone” along the rail corridor, and lobbied for special tax levies for local school districts and Southeastern Community College.

In March 1931, the Board passed a resolution urging the regulation and taxation of trucks by the State of Iowa because of the damage these vehicles were doing to the nascent highway system. In 1934 they lobbied for a ban on all bonfires in the city in an effort to improve fire safety in the city which was still plagued with frequent deaths in house fires. In 1972 the Chamber of Commerce supported the change to a Council/Manager form of local government. In 1994 the Chamber of Commerce supported the passage of a temporary one cent local option sales tax, and by 1997 they were in support of making the tax permanent because of the positive impact of the funds to the communities of Des Moines County.

While Chamber of Commerce support was critical to the passage of legislation for the local option sales tax and to allow gaming in the county, there were some stumbles as well. A bond issue for the construction of a public auditorium was developed and supported by the Chamber of Commerce Board, but it was soundly defeated at the polls in June 1929. It was a full decade before the W. P. A. stepped in

to construct the present auditorium on the riverfront.

Early in its history, the effectiveness of the

Chamber of Commerce’s

lobbying efforts was recognized by residents of Media and Stronghurst, Illinois, when they requested the assistance of C. W. Bond, the Burlington Chamber of Commerce’s executive, to help them organize themselves to lobby their officials for the construction of a road from their communities to Peoria in 1932.

Over the last 100 years the Chamber of Commerce has sponsored hundreds of public meetings to discuss topics of concern to the whole community. There have been candidate forums for school board and elected board and council hopefuls. There have been informational breakfast, lunches, and dinners for the general public as well as for Chamber of Commerce members. Annually Chamber of Commerce representatives and other local citizens visit legislators in Des Moines and in Washington, D. C. to discuss the issues that affect Des Moines County people, businesses, and industry.





RiverPark Place
 610 N 4th St, Ste 200
 Burlington, Iowa 52601
 TELEPHONE 319-752-6365
 FAX 319-752-6454
 info@greaterburlington.com
 GreaterBurlington.com

Prepping for the Holidays

This time of year, as a business owner or manager, your list is long as you prepare for the holiday season. Let the Partnership team help! Members of the Chamber of Commerce can take advantage of a few perks this holiday season to help remind consumers to shop local in Des Moines County.

Join the Shop Early Shop Safe campaign. Visit GreaterBurlington.com where you'll find signage and a logo for social media to help you promote your business as safe and ready for the season, as well as access to a new Facebook group where you can shout out about your latest holiday promotions!

G.B. Petey will once again play his elf shenanigans with area businesses and has a few tricks up his sleeve. The popular social media campaign will encourage locals to stop by area businesses to take an elfie and make a purchase, plus G.B. Petey will enjoy lots of great food in area restaurants, too. Stay tuned on ways to participate, and contact Rachel Lindeen for more information.

Small Business Saturday is coming right up on November 28, and the Chamber of Commerce is a Neighborhood Champion, which will allow members to receive free marketing materials to help drive consumers to your door. Plus, don't forget as a business you should sign up as well to receive your own marketing materials and be listed on the Shop Small location map. For more information, visit AmericanExpress.com/us/small-business/shop-small.



#ShopSmall on Saturday, November 28



My neighborhood. My bank.



tworivers.bank



Making Connections, Building Community

Follow Us On



BANK & SUPPORT LOCAL



Farmers & Merchants Bank & Trust
fmbanktrust.bank

