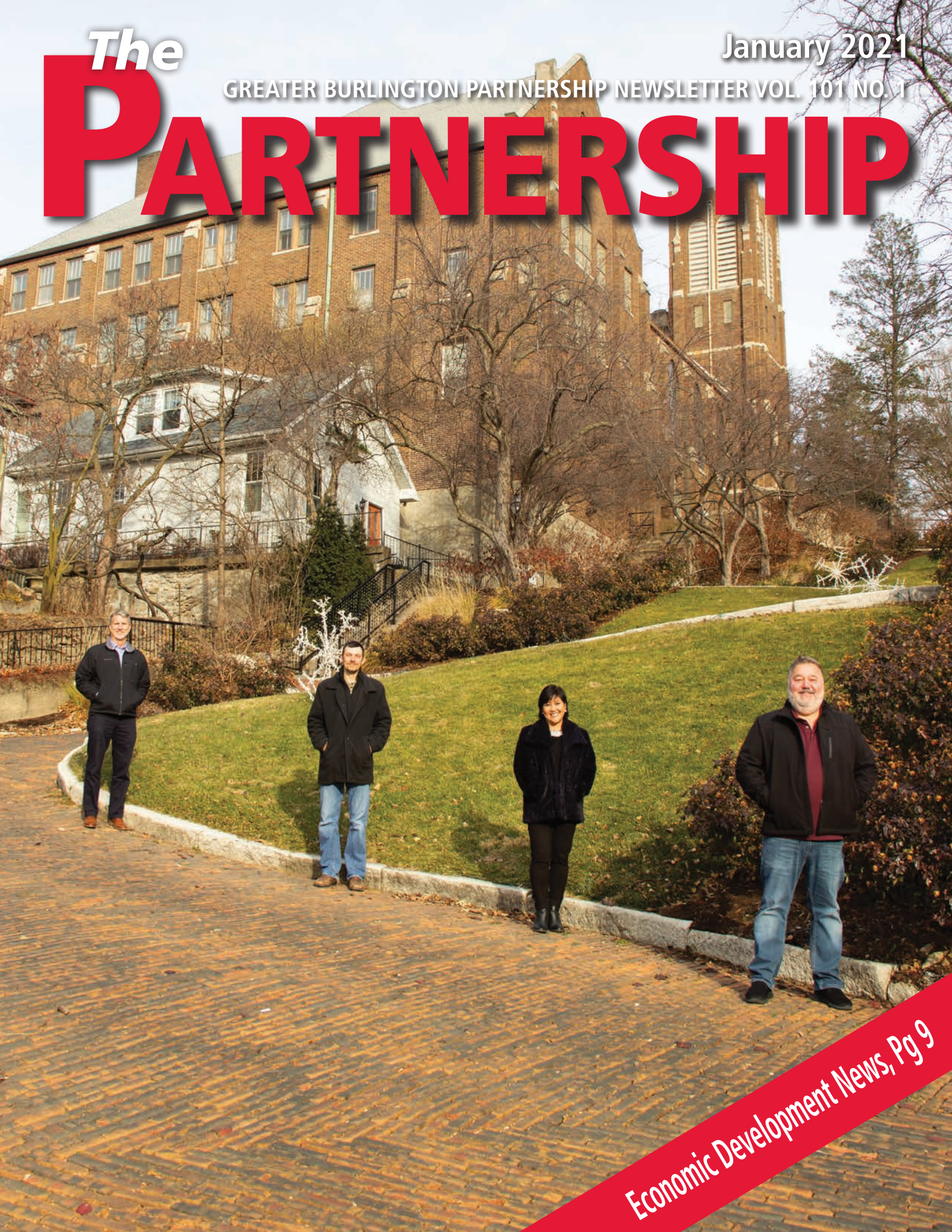


January 2021

GREATER BURLINGTON PARTNERSHIP NEWSLETTER VOL. 101 NO. 1

The

PARTNERSHIP



Economic Development News, Pg 9



2021 SHAPING UP TO BE A BANNER YEAR

by Della Schmidt

Greater Burlington is anticipating abundant activity in 2021. Months long behind-the-scenes work has laid the foundation for a banner year. The Burlington/West Burlington market area will experience job growth, new business openings, infrastructure investments, and economic recovery in the year ahead. Here is a snapshot of what is to come:

- This month West Burlington will welcome a new manufacturing company from California, relocating its headquarters to the former Raider Precast facility. In addition to creating new, good paying jobs, this project will anchor the development of the West Burlington Industrial Park, leading to more economic growth in the future. Read more about this exciting news on page 9. Equally exciting, another announcement will soon be made regarding a new company coming to the Burlington Flint Ridge Business Park.
- The City of Burlington will soon award the construction contract for the \$17 million TIGER project, which will begin in downtown Burlington this spring. Starting on Main Street and the Riverfront, expanding to Jefferson Street over the course of 2021 – 2022.
- Southeast Iowa Regional Planning Commission (SEIRPC) is leading a regional COVID-19 Response and Recovery Plan to provide technical assistance to regional local governments, business, and industry. The Greater Burlington Partnership, along with economic development organizations and chambers of commerce in Louisa County, Lee County, Fort Madison, and Keokuk will be assisting SEIRPC in outreach efforts to business and industry during the development of the COVID-19 Response and Recovery Plan and in the implementation of identified efforts.
- COVID-19 vaccinations will soon be available in Southeast Iowa, ushering in a return to normal. This summer, community events, festivals, sporting events, and performing arts will supply much needed diversions to area residents and visitors alike. There is evidence of consumer pent-up demand that will drive significant traffic into retail and hospitality establishments.

As the winter months give way to spring, Greater Burlington can look forward with anticipation. Finally, 2020 is in the rear-view mirror. The road ahead looks promising for Southeast Iowa.

-  **Barb Gerst**
Director of Finance
319-208-0044
bgerst@greaterburlington.com
-  **Cindy Henry**
Member & Guest Services Manager
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**
Talent Development &
Government Relations Director
319-208-0046
rlindeen@greaterburlington.com
-  **Amy Moyner**
Downtown Partners, Inc.
Exec. Dir. 319-208-0056
amoyner@greaterburlington.com
-  **Emily Pattee**
Events Manager
319-208-0040
epattee@greaterburlington.com
-  **Dustin Roth**
Marketing & Communications Dir.
319-208-0048
droth@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

2021 Board Chairs

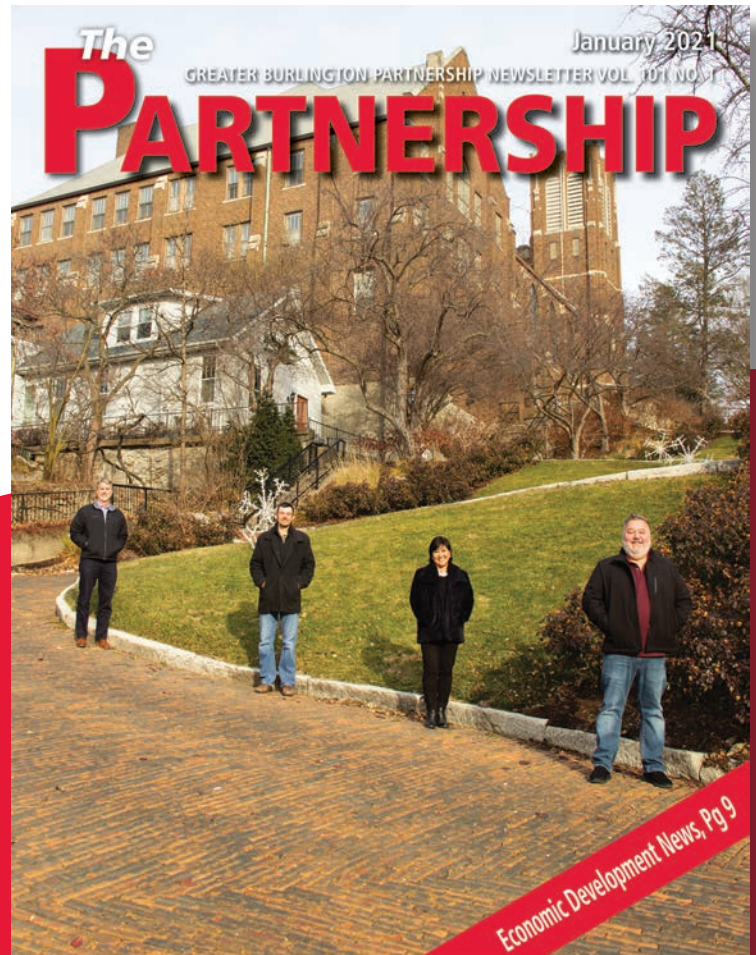
Each year the Board of Directors is tasked with setting the policies and goals of the Greater Burlington Partnership. The organization is unique in structure and includes the Chamber of Commerce, Economic Development, Convention & Visitors Bureau, and Downtown Partners, Inc. all under the collective umbrella of the Greater Burlington Partnership. For this community, the collaboration has proven to be an effective and great strategy.

To accomplish this task, each division has a separate board of directors, segregated funds and a unique mission statement guiding their way.

The chairs of each board of directors are on this month's cover.

In 2021, the chairs of the divisions are (from left to right):

- **Jon Hart, Edward Jones**
Chamber of Commerce Board Chair
- **Chris Lee, Des Moines County Conservation**
Convention & Visitors Bureau Steering Committee Chair
- **Sue Sorensen, Farmers & Merchants Bank & Trust**
Economic Development Board Chair
- **Jerry Johnson, Capitol Theater**
Downtown Partners, Inc. Board Chair



The chairs of the organization do much more than preside over monthly board meetings. During their one year term, they represent the organization at a variety of functions and collectively meet to ensure the organization is running efficiently and effectively.

When you have an opportunity, please thank these individuals for their time and dedication to the organization and the community.

Driving Consumer Traffic in 2020 & 2021



Looking Back at 2020

2020 has been a trying year for all businesses in Greater Burlington. With consumers staying home and varying restrictions being imposed on businesses throughout the year, driving consumers to Greater Burlington has become more important than ever. During 2020, the Greater Burlington Partnership took a proactive approach to reach local and regional consumers to promote Greater Burlington businesses.

During the shutdown in March, the Chamber of Commerce and Downtown Partners, Inc. launched marketing campaigns aimed at getting consumers to order delivery and pick up orders from local restaurants.

Campaigns also urged customers to continue to shop local businesses through online stores or via curbside pick up. As the year went on and restrictions were lifted, the Partnership launched ads to rural areas and regional communities touting Greater Burlington as a safe shopping alternative to larger, busy cities such as Iowa City or the Quad Cities. The Convention & Visitors Bureau campaigned on fun activities families and friends could do while social distancing in Greater Burlington as well as helping spur trip planning when the pandemic is over. As the holidays began, the Chamber of Commerce urged regional shoppers to start their holiday shopping early at local Chamber of Commerce members with the Shop Early Shop Safe campaign. This shop local messaging continued with the #GBPetey Shop Local Campaign.

Over 1.4 million ads were delivered to regional consumers in 2020.

Looking forward to 2021

While COVID-19 has created questions and uncertainty to what business will look like in 2021, the Greater Burlington Partnership will continue to promote Greater Burlington. Together, all divisions of the Greater Burlington Partnership will continue to target regional decision makers and visitors to modify their shopping habits and travel plans to benefit businesses in Greater Burlington. Planning is currently underway to finalize the individual campaigns for 2021. Stay tuned to future issues of *The Partnership* Newsletter for more information.

The combined marketing campaigns will deliver an estimated 1.7 million ads to regional consumers in 2021.

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photo by Karen Corrick

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Know Your 2021 Local Elected Officials



Des Moines County Supervisor

Tom Broeker, 319-753-8203, broekert@dmcounty.com

2021 Goal: We will prevail over the ordeals of 2020 to become an even stronger and more prosperous county in 2021.



Des Moines County Supervisor

Jim Cary, 319-753-8203, caryj@dmcounty.com

2021 Goal: Continue to keep the tax levy low, in order to keep Des Moines County an affordable place to live and do business.



Des Moines County Supervisor

Shane McCampbell, 319-753-8203, mccampbells@dmcounty.com

2021 Goal: Help facilitate additional open communication and cooperation between the Cities of Des Moines County and to look at new, innovative ways to become more efficient in the services offered and received.



Des Moines County Sheriff

Kevin Glendenning, 319-753-8212, glendenningk@dmcounty.com

2021 Goal: The Des Moines County Sheriff's Office will continually work to provide the highest quality of law enforcement service with a focus on reducing crime and building relationships and trust with the communities served.



Mayor, City of Burlington

Jon Billups, 319-753-8120, jdbillups1831@gmail.com

2021 Goal: To continue to rebound from Covid-19. Improve communication between government entities and citizens. To do everything I can to make Burlington a great place to live, work, and play for all.



Mayor, City of West Burlington

Hans Trousil, 319-752-5451, trousilh@westburlington.org

2021 Goal: Our goal is to continue to provide great services to our residents at the least amount of costs.

Downtown Partners, Inc.

Updates Mission and Vision Statements

On December 15, Downtown Partners Inc. Board of Directors adopted a new mission and vision statement that will guide the organization in pursuing historic preservation, supporting entrepreneurship, encouraging

community involvement, and providing visitors insight to the uniqueness of Downtown. Downtown Partners, Inc. is an Iowa Main Street program that follows the four point approach to revitalize the Downtown district.

MISSION STATEMENT

Downtown Partners, Inc. is a volunteer-driven Main Street Program established to preserve and revitalize downtown Burlington while improving the quality of life for the community.

VISION STATEMENT

The vision for downtown Burlington is to be a unique and vital downtown that celebrates history, encourages entrepreneurial spirit, artistic expression, entertainment activity, hospitality to visitors and instills a "sense of place" in the community.



A Division of the Greater Burlington Partnership

2021 Officers

Chamber of Commerce Officers

Chairperson - Jon Hart, Edward Jones

Chairperson - Elect - Tim Lundgren, Farm Bureau Financial

Services - Tim Lundgren

Treasurer - Brent Hartley, MidWestOne Bank

Economic Development Officers

Chairperson - Sue Sorensen, Farmers & Merchants Bank & Trust

Chairperson - Elect - Charles L. Walsh, Farmers & Merchants Bank & Trust

Past Chairperson - Dr. Michael Ash, Southeastern Community College

Treasurer - Eric Benne, Two Rivers Bank & Trust

Convention & Visitors Bureau Officers

Chairperson - Chris Lee, Des Moines County Conservation

Downtown Partners, Inc. Officers

Chairperson - Jerry Johnson, Capitol Theater

Chairperson - Elect - Todd Darnell, McConnell Lofts

Past Chairperson - Julie Lehman, Community Member

Treasurer - Tom Burch, Farmers & Merchants Bank & Trust



MEET THE NEW LEADERSHIP



Chamber of Commerce

Jon Hart, Edward Jones

2021 Goal: As Chamber Board Chair for 2021, I look forward to working with the Partnership staff and the membership to nurture and promote the programs and business support services at which the Chamber excels, while continuing to work on those areas where the organization can do even more to provide value to members.

Why: As someone born and raised here, it is easy to take for granted what we have. This area has so much going for it. We need to make sure that our local citizenry as well as those travelling or considering relocating are aware of all the things that make this area a great place to live, work and play.



Economic Development

Sue Sorensen, Farmers & Merchants Bank & Trust

2021 Goal: My goal for 2021 is to recognize the challenges we faced in 2020, strive to overcome the challenges and celebrate our many accomplishments, in spite of them. Our mission to “add and retain jobs, enhance the tax base, attract private capital investment to the community and continuously improve the business climate throughout Des Moines County” will continue as our main focus. Efforts in all areas of economic development and growth will be strengthened by our relationships throughout the SE IA region and beyond as we work to prepare for continued economic vitality in the community, county and the region.

Why: In 2003, I was on the cover of *The Partnership* at a groundbreaking ceremony for GGB’s fourth shell building in the Business Park. It was a testament to the faith in the resilience of the local economy and in the area’s potential for attracting growth via workforce, investment, and talent. I am looking forward to continuing this mission as we step into 2021... it’s my turn.



Convention & Visitors Bureau

Chris Lee, Des Moines County Conservation

2021 Goal: The CVB will continue to support our industry partners as we recover from the pandemic. Along what’s sure to be a long road, we will do our best to ensure events and facilities are operated safely, and we will look for opportunities to utilize technology and creative solutions to keep driving tourism to Greater Burlington.

Why: I accepted the chair position because I want to take an active role in helping my community grow and thrive. I want to help show the world just what a great place Greater Burlington is.



Downtown Partners, Inc.

Jerry Johnson, Capitol Theater

2021 Goal: My goals include assisting DPI with the continued revitalization efforts and promotion of Downtown and it’s retailers, restaurants, service businesses, property owners and residents. I’m constantly amazed by the enthusiastic and hard-working professionals in the community who work for the betterment of Downtown and I’m proud to serve in this new capacity. I love Downtown Burlington and I can’t wait to get started!

Why: I have been a board member for a total of four years now and I am more excited than ever about the prospects for Downtown Burlington. I’m very honored to have been elected the 2021 Chairperson and I’m really looking forward to working with the other board members, as well as the Downtown Partners Executive Director.

January 22 at 8:30 AM

Eggs & Issues VIRTUAL

Join us for a virtual Eggs & Issues. Hear the latest insights and highlights from your state legislators.

Watch your inbox for login information.

Who's Invited:

Eggs & Issues is a benefit of membership. All members are encouraged to attend.



Eat, Drink & Be Merry in Greater Burlington!

It was a very different holiday season this year for restaurants, caterers, bars and cocktail lounges. Holiday celebrations of all kinds normally help sustain these businesses through the lean months of January and February. The Chamber of Commerce encourages you to follow the new Eat, Drink & Be Merry in Greater Burlington campaign. Businesses will post their special promotions, services, feature signature dishes and beverages, and more in a special section of Friday Facts.

Follow Greater Burlington Partnership on social media to see short videos created by these member establishments to highlight their specialties and offerings. Many restaurants have taken extensive mitigation steps for guests who prefer to dine-in and offer a variety of safe curbside pickup or delivery options. Or you can buy a gift card now for a meal later. Eat, Drink and Be Merry in Greater Burlington to provide much needed support to local eateries and drinkeries.





Deep Root Irrigation, LLC selects West Burlington for their new Headquarters

Grow Greater Burlington is beyond excited to announce that business start-up, Deep Root Irrigation has selected West Burlington, Iowa as their new headquarters for their growing irrigation business. Jeff Ciudaj, founder and CEO of Deep Root Irrigation, LLC, evaluated dozens of locations before selecting Southeast Iowa to relocate his business from the heart of Napa Valley in Angwin, California. Jeff and his wife Maria hope to be residing in Greater Burlington by January 2021. They will soon be joined by their son Jason, the Production Manager for DRI. Deep Root Irrigation expects a phased growth after getting production established, and hope to be have 25 to 30 employees within 24 to 36 months of operation. Negotiations are ongoing to locate DRI in the former Raider Precast facility in West Burlington.

Deep Root Irrigation won Top-10 New Product at the World Ag Expo in 2015 with their patented irrigation product that increases irrigating efficiency, allowing farmers to reduce water use by 50% or more in multiple agricultural settings. The unique system takes water directly to the active root-zone of plants and keeps irrigated crops perfectly hydrated allowing for precision water and fertilizer delivery through the product. This technology eliminates water loss to evaporation and run-off, which occurs when water is applied on the surface of the ground. The use of DRI also significantly reduces the need for herbicides or insecticides because it eliminates standing surface water, which occurs when surface irrigation methods are used. Gone are the days of wondering whether or not it will be a good year for crops! With DRI, farmers can count on consistent quality of plant response and yield, on every single plant, year after year.

Getting to this point has been challenging, to say the least, for the Ciudaj's and Deep Root Irrigation. Maria has photos from early 2011 of Jeff and Jason making DRI units in their

garage. They later moved into a 2,000 square foot facility in Angwin, CA where they've made DRI units with a small team of 4 to 8 employees. "Getting the farmers to accept a new way of watering crops was not easy! Many of them didn't believe these levels of irrigation efficiency could be obtained. It took on average 3 years, of each farmer personally using the DRI units before many of them were willing to admit that the dramatic increase in irrigation efficiency was not a fluke, but a dependable new irrigation technology," stated Jeff Ciudaj. This growing acceptance of the product has pushed Jeff to find a larger facility. Since May 2020, the Ciudaj's have visited Burlington twice. Meanwhile, back in California they navigated multiple wildfire evacuations, went weeks without power or decent phone service, and of course all of the complications due to COVID-19 and the various shutdowns in California. But they knew they had to escape the suffocating business climate and regulations that make growth in California nearly impossible.

Mr. Ciudaj said of his interactions with Greater Burlington, "Once we arrived in Burlington, we could see and feel the difference immediately, the clean air, the friendly people, and the warm welcome extended to us and our business from Jeremy Hess and the team at the Greater Burlington Partnership. We know this is a place where we can grow our company and become a blessing to the community as we seek to make a product that blesses the world!"

Follow this link to a Gar Bennett video promoting Deep Root Irrigation: GarBennett.com/nrcs



Jefferson Street - Downtown FARMERS MARKET



Farmers Market

Vendor application for the Jefferson Street Farmer's Market will be opening soon.

The market will begin in May and run through September. Follow the Jefferson St Farmers Market Facebook page for updates on the 2021 market.



A Very Vintage Market

a very
VINTAGE
market



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Jefferson street - downtown burlington

Vendor application for A Very Vintage Market will be opening soon at GreaterBurlington.com. The market will take place on Saturday, July 17. Follow the A Very Vintage Market Facebook page for news about the 6th annual event.



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January events to be determined. Follow the Greater Burlington YP Facebook group page for updates. Questions? Email youngprofessionals@greaterburlington.com



YP SPOTLIGHT Lynnae Hillyer

Employer: TDT CPAs and Advisors
 Hometown: Burlington
 YP Member: 4 Years

Why did you join YP? I decided to join YP to network with other people my age in the greater Burlington area and to learn about other organizations in our community.

Which community organizations/events do you volunteer for? I volunteer with the Optimist Club of Burlington/West Burlington along with volunteering with the Burlington Elk's Lodge and their many community activities. I also serve on the board of directors for the Nest of Des Moines County. I am President of the Optimist Club, I lead the Coats for Kids of SE Iowa program, I am co-chair of the Avenue of the Flags; I am also the chair of the Optimist Santa program serving 50+ youth in providing a Christmas experience.

What do you enjoy most about Greater Burlington? We love the sense of community and small town feel of the Burlington community and we are excited to raise our daughter here.

Unique about me: We love baseball in our house. Growing up we would take vacation tours of the minor league teams associated with Burlington's major league club.



These YP members earned a \$10 gift card from a Chamber of Commerce business just for referring a friend to join! Do you have a friend who might benefit from joining YP? Have them apply on greaterburlington.com/yp and make sure they put your name in the referral spot.

2021 Gold Sponsor: CNH Industrial

Greater Burlington Young Professionals
 A professional and social group for individuals between the ages of 21 - 40.

Thinking of joining YP?

Email youngprofessionals@greaterburlington.com for more information.

For information on membership, contact Cindy Henry.

WELCOME

NEW MEMBERS

Please welcome these new Chamber of Commerce 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!

Shelter Insurance - John White

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2021 Annual Dinner Update

A special one-hour State of the Greater Burlington Partnership Zoom meeting will be held at noon on Friday, January 29, 2021. Watch for more information in your inbox.

(Look forward to an in person awards celebration at Barn on the Ridge on Thursday, May 6, 2021. Cocktails, hors d'oeuvres, and fun with friends who you've been yearning to see!)

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

Renewing Your Investment in the Chamber of Commerce

During these unprecedented times, the Chamber of Commerce recognizes and understands the challenges facing our members. As your investment renewal date approaches and cash may be tight, we respectfully ask for your continued support by renewing your Chamber membership. Through 2020, your Chamber has worked tirelessly on your behalf and the number one priority remains serving as the voice of members and the Greater Burlington community. Your continued investment as a member of the Chamber of Commerce enables The Partnership to serve as an economic catalyst, spotlight local issues, and gain visibility for the area. The Chamber promotes a pro-business climate and adopts positions to influence public policy on issues important to Des Moines County and Southeast Iowa through advocacy efforts with elected officials.

The Partnership continues to provide timely communications about issues that impact members and the community. The digital marketing campaign and Shop Local promotions focus on drawing regional spending. One-on-one staff assistance is available to any member. Soon familiar networking activities and events will be reinstated and enhanced in 2021. Helpful educational opportunities for your business and staff are being developed. A new website with exciting new features to benefit Chamber members is also in the works.

The Greater Burlington Partnership is committed to providing unparalleled support for members and the community. If the pandemic effects on your business in 2020 have impacted your ability to renew your membership, contact Cindy Henry for options and support. Thank you for your renewed commitment to the Chamber of Commerce. The community can tackle challenges together and ensure that Greater Burlington will not only get through hard times but will thrive.

Stronger Together!



ITC Midwest Provides Nearly \$300,000 in Disaster Relief Funding This Year

LATEST GRANTS SUPPORT SMALL BUSINESSES

In support of pandemic and derecho disaster relief, ITC Midwest has awarded \$292,000 to various organizations aiding those in need during 2020. This includes ITC Midwest's December disbursement of \$42,000 in funding to organizations and initiatives that support the small business community throughout its service territory.

Locally, ITC Midwest is providing financial support for the Greater Burlington Partnership, an organization which supports local business needs with a proactive approach to workforce.

"ITC Midwest's commitment to the communities we

serve extends beyond electric transmission service," said ITC Midwest President Dusky Terry. "Just as the coronavirus pandemic is taking a toll on each of us individually, the impacts are devastating the very backbone of our communities – small businesses. They represent the entrepreneurial spirit and the economic viability of cities and rural towns across the Midwest. That's why we identified organizations that provide innovative solutions for struggling small businesses for our final round of disaster relief in 2020."

ITC Midwest supports organizations that make a strong, positive social impact and improve the quality of life in the communities served by the company.

Greater Burlington Events

GreaterBurlington.com/Events

GOOD VIBES ONLY

SAVE the DATE

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

EVENTS CALENDAR
January 2021

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

SEARCH ALL EVENTS
SUBMIT AN EVENT
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WOULD YOU LIKE TO RECEIVE FRIDAY FACTS? CLICK HERE.



ENTER YOUR EVENTS:

Reach locals and visitors with your business events and information. Visit GreaterBurlington.com and click on "Submit An Event!"

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Greater BURLINGTON
Partnership

Burlington Capitol Theater

The Burlington Capitol Theater is working to bring back live events and movies as soon as it is safe to do so. In the meantime, here are a couple of ways you can support the Capitol Theater. First, you can become a member. Membership options are available at BurlingtonCapitolTheater.com.

Another way to show your support is to rent the marquee. The cost is \$100 for 3 days and your message can be up to 2 lines, with up to 23 spaces per line. Call Tammy at 319-754-8069 to schedule your marquee rental or email info@burlingtoncapitoltheater.com.

Parties Unlimited

Parties Unlimited is the only party store in the Southeast IA area. They specialize in balloon bouquets, garlands, and centerpieces and carry a wide range of specialty party supplies for all celebrations, big or small.

To make your event planning easy with one-stop service, they also offer tuxedo rentals and wedding or event rentals. The recent acquisition of Formalities expanded inventory to offer you even greater selection. From anniversaries and birthday parties to large events and micro-weddings, shop Parties Unlimited and make your next celebration one to remember!

Des Moines County Winter Fair

A Fair in Winter? What's this all about? Des Moines County Fair is hosting a Winter Fair Fundraiser Saturday, January 16. A multi-year building project has begun, including an expanded food court, more handicap seating, new announcer stand, and enclosed activity space. Big plans mean big needs and what better way to raise funds than with a night of entertainment featuring Dueling Pianos, a live auction, and an outstanding meal. Harvest View Farms is the place to be on January 16, doors open at 5:30 PM and a \$15 ticket is needed to enter. Mark your calendar for a night of fun and entertaining fundraising by the Des Moines County Fair.

Call 319-985-2350 for tickets. Seating is limited; get your ticket today.

The Art Center of Burlington

The Art Center of Burlington is offering a new monthly art subscription bag called "Creative Juice Club." Offerings include three different levels, for preschoolers to adults to enjoy. Boxes can be ordered to include supplies for one person or family packs are available. Each box contains all materials and instructions needed to complete a finished project.

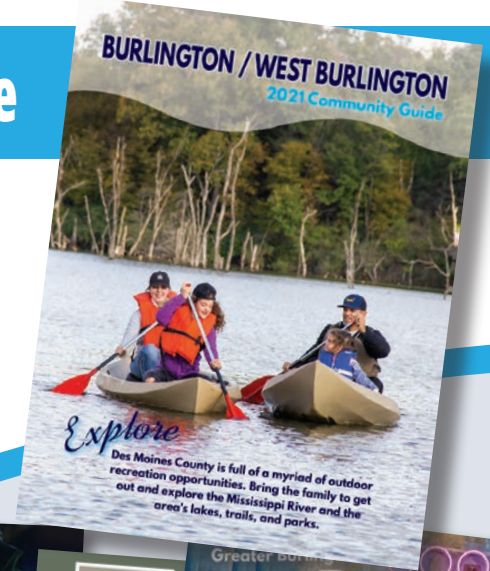
Call or go to ArtCenterofBurlington.com to order now. The first box will be ready to pick up in January or boxes can shipped for an additional fee.



To submit member information, contact Brenda Levitt

The 2021 Community Guide Now Available

Contact Chelsea Lerud to request a supply of the **FREE 2021 Burlington / West Burlington Community Guide** for your business.



View online at GreaterBurlington.com

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Greater BURLINGTON Partnership

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Happy New Year

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