

The

# PARTNERSHIP



20 YEAR IN  
21 REVIEW

# GREATER BURLINGTON PARTNERSHIP

The Greater Burlington Partnership is the identity for the overall organization which includes the Chamber of Commerce, Economic Development, Convention and Visitors Bureau and Downtown Partners, Inc. Each division has a separate mission, but the entities share one vision: to ensure Greater Burlington is a growing regional center of commerce, industry, education, health care, entertainment and culture which provides a great place to live and work.



# LETTER FROM THE PRESIDENT & CEO



Contained in the pages of this Annual Report are the numbers and stats for each of the Partner entities. The bigger story is how these numbers demonstrate results for the Greater Burlington area. Last year I concluded the Annual Report opening message with the following statement: “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.” This optimism was based on the work that was underway in the final months of 2020. Through the efforts of each of the Greater Burlington Partnership’s four divisions, that work and more came to fruition in 2021 and indeed delivered on a terrific year.

## Demonstrated Results:

Tens of millions in capital investments, dozens of housing projects underway in both Burlington and West Burlington and tremendous growth in job creation. Led by Grow Greater Burlington efforts, more than 135 new manufacturing jobs were created. Several new companies located to Greater Burlington this past year, including Integra Pool Covers, Deep Root Irrigation and First Capitol Bakery. Each of these businesses now occupy previously vacant buildings brought back to life. Grow Greater Burlington closed on several real estate transactions, including the sale of the Raider building and 12 acres of land in the Flint Ridge Industrial Park. Not to be left out, Downtown Partners (DPI) ended the year with a signed purchase agreement and development plan for the historic Typewriter Shop building located at 300 Washington Street.

In addition to robust economic development news, Partnership divisions delivered success across the board. On behalf of the Greater Burlington Partnership, the Chamber of Commerce once again secured the prestigious US Chamber 5-Star Accreditation designation for our sound policies, advocacy, effective organization procedures and positive impact on the community. Downtown Partners produced several promotional events that set new record-level attendance and resulted in record retail sales in 2021. The Convention and Visitors Bureau secured the Viking River Cruise boat docking contract, which will result in more than 50 boat dockings over the next two years.

## Future Focus:

Partnerships will be critical for future success. Workforce, tourism recovery, Downtown Burlington TIGER project, housing needs and positioning the community for population growth will be top priorities in 2022. Together we will continue to build the Greater Burlington area. Thank you for your support of the Greater Burlington Partnership.

*Della D. Schmidt*

President & CEO



Greater Burlington Leadership Class 2021 - 2022

## COMMITMENT TO EXCELLENCE

The Chamber of Commerce continues to personify what it means to have a 5-star accreditation with the US Chamber of Commerce. Investment in a new state-of-the-art website, combined with new association management software, will enhance user interaction and value to membership.

**MISSION:** *The Chamber of Commerce is a business association that exists to serve as a catalyst for economic growth and community development in Greater Burlington, Iowa*

▶ Secured the coveted US Chamber of Commerce 5 Star Accreditation this prestigious honor is bestowed 135 Chamber's out of approximately 7,000 Chamber's in the U. S.

▶ Introduced two new chamber member Awards. The Philanthropic Giving Award honors those who give back to make Greater Burlington a stronger community to live and play. The first award was given posthumously to Ken Schwenker. The Champions for Hidden Talent Award is a new workforce award highlighting best practices that remove barriers to work for some populations. The first winner of this award to be announced at the January Annual Dinner

▶ Led the passage of City of Burlington Local Option Sales Tax, resulting in continuation of funding for 8 police officers, 3 police cars annually, fire department equipment, Community Field maintenance, property tax relief, sidewalk program and more

▶ During the last quarter of the year, welcomed new Chamber Executive Director, Steven Brody

900,000

Ads delivered to regional residents with engagement 2x greater than the national average

920

Young Professional events held

42

New Members joined the Chamber

\$4.5 Million

Annual revenue for the City of Burlington Local Option Sales Tax, secured by the chamber's Pennies for Progress advocacy campaign



**JON HART, BOARD CHAIR**  
**EDWARD JONES - JON HART**

*After one and a half years as the Chamber Board Chairman, I can still say it's been an honor and a privilege to serve in this role. The challenges we faced as an organization have been great, as they have been for many of our members, but I believe we handled those challenges well and have become stronger because of those challenges.*

*Not only have we become stronger, I believe we are well positioned to move forward with our mission to our community and to our membership. Thank you for allowing me to serve in this position over the last year and a half.*

**Chairperson - Chair** – Jon Hart, Edward Jones

**Chairperson - Elect** – Tim Lundgren, Farm Bureau Financial Services

**Treasurer** – Brent Hartley, MidwestOne Bank

**Officer at Large** – Tyler Bickel, Bickel's Cycling and Fitness

**BOARD OF DIRECTORS**

Mike Baker, Danville Telecom/iconnectyou

Tyler Bickel, Bickel's Cycling and Fitness

Michelle Brown,

Southeastern Community College

Gina Crabtree, Burlington Area YMCA

Jennifer Glendening, Barn on the Ridge

Brent Hartley, MidwestOne Bank

Joe Jolin, Jolin Media

Stephanie Kozlowski, Kozlowski Law Group

Heather Lange, Heather Lange Designs

Tim Lundgren,

Farm Bureau Financial Services – Tim Lundgren

Stephanie Nagrocki, Midwest Realty Group, Inc.

Chad Palmer, Energyefficient Products, LLC

Christin Pritchard,

Southeast Iowa Regional Medical Center

Daphne Rothlisberger, Winegard Company

Tyler Sherwood, Sherwood Company, Inc

Kim Staub, RE/MAX Real Estate Specialists

Chris Talley, CNH Industrial America LLC

Brandon Upton, KPI Concepts



Manufacturers Luncheon - Craig Smith, Sterzings Food Company

## UNPRECEDENTED GROWTH

Grow Greater Burlington worked to attract 3 new manufacturer's who selected the Greater Burlington Area as their new home. Over \$31.2 million dollars of private capital investments in 2021 alone were made by existing businesses to expand or grow their operations here. We really are growing the Greater Burlington Area!

**MISSION:** *The Economic Development division exists to add and retain jobs and grow the tax base of Des Moines County*

▶ Integra Pool Covers selects Flint Ridge Business Park for Iowa expansion creating 60 High quality jobs over three years. A Targeted Jobs project

▶ Deep Root Irrigation selects former Raider Pre-Cast in West Burlington to be their future Global Headquarters creating 40 Jobs in the next 3 years

▶ Frito Lay selects Flint Ridge Business park for \$2 Million facility and 12 Jobs over 24 months

▶ First Capitol Baking company reopens shuttered bakery on Jefferson street creating 20 jobs with future expansion planned. A Targeted Jobs project

▶ IAAAP opens newly created access to Certified Site allowing for ingress and egress without navigating security

▶ Created the first in a series of high quality workforce videos showcasing manufacturing careers

\$952,000

worth of GGB Real Estate sold for development

135 Jobs

Secured Projects creating 135 Jobs

\$37 Million

in capital investments just in 2021

100+

New workforce housing units under development

920

High School students participated during STEM week

*\*Figures measuring projects in which the Economic Development division played a key role.*



**SUE SORENSEN,  
FARMERS & MERCHANTS BANK & TRUST**

*It has been an honor to serve as the Chair of the Economic Development arm of the Greater Burlington Partnership, Grow Greater Burlington group. In 2021, our real estate portfolio saw tremendous strides as we welcomed new businesses, new jobs, and growth in our community. As we continue to push forward bringing viable economic growth to Southeast Iowa we have the right individuals in place to make that happen. We have hard-working, visible allies at Grow Greater Burlington and the Greater Burlington Partnership. Together with our regional partners, we will strive to make Greater Burlington and Southeast Iowa the very best it can be. Thank you again, it has been my privilege to serve.*

**Chairperson** – Sue Sorensen, Farmers & Merchants Bank & Trust

**Chairperson - Elect** – Charlie Walsh, Farmers & Merchants Bank & Trust

**Past Chairperson** – Dr. Michael Ash, Southeastern Community College

**Treasurer** – Eric Benne, Two Rivers Bank & Trust

**BOARD OF DIRECTORS**

Gary Hoyer, Great River Entertainment, LLC  
Christine Plunkett, Iowa Wesleyan University  
Josh Welliver, CNH Industrial America LLC  
Paul Zaugg, S.G. Construction

Kevin Mueller, KPI Concepts, LLC  
Bob Huffman, Huffman's Farm & Home  
Grant Whipple, Winegard Company  
Chris Smith, Carl A. Nelson & Company

Bryan Bross, Klingner and Associates, P. C.  
Tina McCulloch, Big River Resources, LLC  
Matt Wenzel,  
Southeast Iowa Regional Medical Center



Port of Burlington Welcome Center

## ATTRACTING VISITORS

Local tourism continues to thrive as visitor expenditures for Des Moines County resulted in \$129.09 million. Contributing to an impact of 11.32 million to state and local taxes. The CVB's goal is to ensure high occupancy, continue marketing Greater Burlington as a sports and outdoor recreation destination.

**MISSION:** *The Greater Burlington Convention & Visitors Bureau is dedicated to marketing and promoting the Greater Burlington community as a premier destination to both leisure and business travelers*

▶ Visitor expenditures for Des Moines County resulted in \$129.09 million, contributing to an impact of \$23.54 million to state and local taxes

▶ Received Iowa Tourism Award for Outstanding Social Media Execution for “We Live It, You’ll Love it” campaign

▶ Enhanced retail and gift shop experience at the Port of Burlington Welcome Center, resulting in 347% YOY

▶ Supported 22 local events with \$50,000 in grants to attract over 39,000 participants and spectators

▶ Local events generated 10,300 hotel room nights and an estimated economic impact of over \$989,000 to Southeast Iowa's economy

907,480

Impressions from the “We live it, You’ll love it” campaign

3,879

Visitors at the Welcome Center representing 47 states, 2 US territories and 11 countries

\$4,231,500

A total of 172 teams competed in the Monster Match Soccer tournament resulting in a \$4,231,500-dollar economic impact



**CHRIS LEE, BOARD CHAIR  
DES MOINES COUNTY CONSERVATION**

*At the CVB, we’ve worked hard this past year to speed the local industry’s recovery. We secured a Regional Sports Authority District grant from the state which will allow us to award \$50,000 to local sporting events that will create over 10,000 room stays and generate nearly \$1 million in economic impact. Last year’s “We live it. You’ll love it” campaign earned a state tourism award for Outstanding Social Media Execution. We navigated a change in leadership with the hiring of our new Director, Michael Dear, and we’ve worked hard with our local industry partners to bring back and even expand events and facilities going forward. We know that a full recovery will take time but we’re on the right track and we haven’t wavered in our dedication to impacting tourism in Greater Burlington.*

**Chairperson** – Chris Lee, Des Moines County Conservation

**BOARD OF DIRECTORS**

Michelle Caston, Mann’s McDonalds

Curtis McGraw, Comfort Suites

Mike O’Neil, Burlington Riverfront Entertainment

Ryan Gourley, City of Burlington

Megan Bell, Great River Entertainment ,LLC

Jeff Ebbing, Southeastern Community College

Andy Crowner, City of West Burlington

Carmen Smith, Spirit Hollow

Lynda Murray, City of Burlington



Downtown Burlington

## DOWNTOWN ON THE MOVE

Downtown Burlington is undergoing change and growth. The streetscape (TIGER) project will bring new elements for social spaces and original businesses are opening to create unique experiences. Downtown is seeing development projects come to fruition. The quality of life and assets offered are amazing for residents and visitors alike.

**MISSION:** *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*

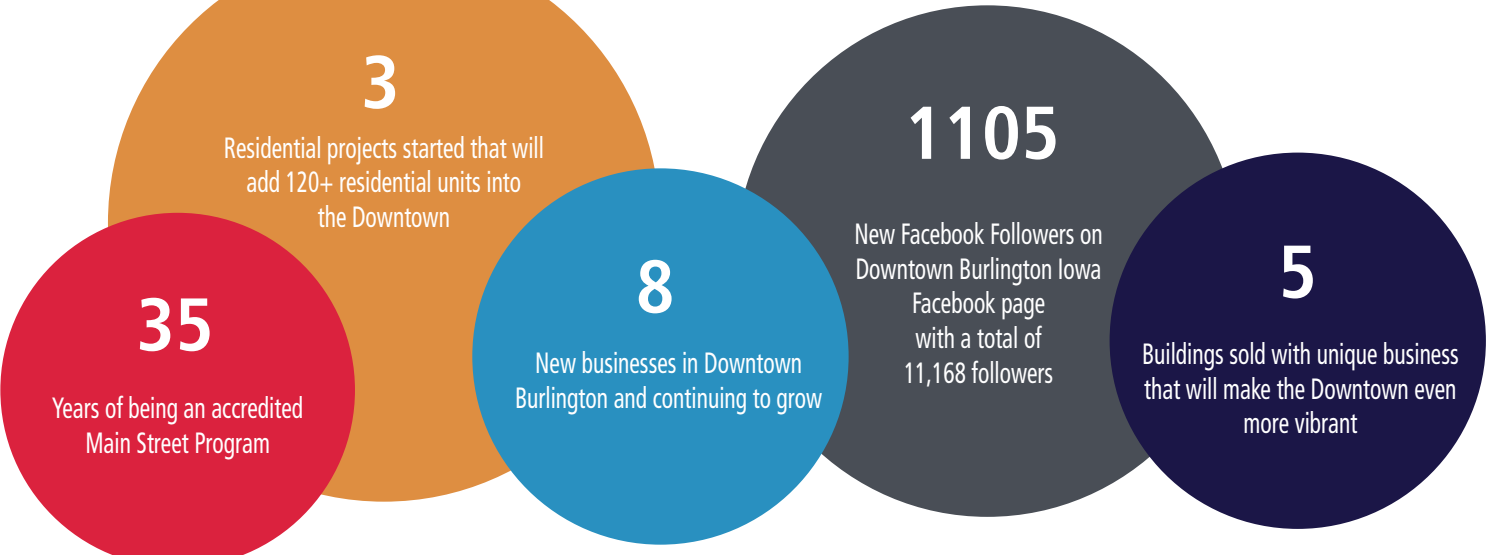
▶ Introduced a new award of Downtown Distinction to the Annual Awards for the Greater Burlington Partnership. The first award was given to SBDC Director, Janine Clover for her outstanding work and support for all the small businesses in the community

▶ Award winning new program “Put it on Downtown’s Tab,” designed to support the eateries and drinkeries during a tough start to 2020 and to get the community comfortable visiting the restaurant businesses during the pandemic

▶ TIGER project work started on the Riverfront and Jefferson. DPI serves as the conduit of communication and strategy to drive traffic into the Downtown during the disruption

▶ Events were back in full capacity. A Very Vintage Market on July 17 hosted over 100 vendors and Downtown saw the footsteps of 8,000+ visitors

▶ 300 Washington was marketed for sale and purchase agreement signed with Merge Development. There is a plan for redevelopment of the building that will bring life into a building that has sat vacant for so long



**JERRY JOHNSON, BOARD CHAIR  
BURLINGTON CAPITOL THEATER**

*I am honored to have served as the board chair for DPI this year. I am thankful to the members of the board and to our amazing community for their participation, dedication and hard work in Downtown Burlington. So much progress was made in 2021 to fill the commercial spaces, bring life back to formerly vacant buildings, and increase attendance to beloved Downtown events. This growth will continue in the upcoming years as new projects are starting, residential units are being developed and unique businesses are opening in Downtown.*

- Chairperson** – Jerry Johnson, Burlington Capitol Theater
- Chairperson - Elect** – Todd Darnall, McConnell Lofts
- Past Chairperson** – Julie Lehman
- Treasurer** – Tom Burch, Farmers & Merchants Bank & Trust

**BOARD OF DIRECTORS**

Kansha Tiwari,  
Southeast Iowa Regional Planning Commission  
Stephanie Brakeville, Klingner and Associates  
Mercedes Ponce,  
Titan Broadcasting & Digital Group

Vanessa Watson,  
Great River Health  
Suann Wells,  
The Beancounter Coffeehouse & Drinkery  
Alec Cornick, Universal Fitness

Angie Hedges, Corked 101  
Chelsea Stevens, Burlington Vintage & Co.  
*Appointed*  
Chad Bird, City of Burlington  
Matthew Rinker, City of Burlington



*Community Foundation of Des Moines County Award Ceremony*

## LEAVING A LEGACY

The Community Foundation of Des Moines County continues its mission to create a lasting legacy and give back to the community. With an increased number of funds and the creation of the Century Landmark Society, the CFDMC will be poised for a banner year.

**MISSION:** *The Community Foundation of Des Moines County exists to enhance the quality of life within Des Moines county by providing a means for permanent charitable giving to meet the needs of all donors and the community for today and tomorrow*

▶ Community Foundation of Des Moines County has grown to a total of 33 funds with 3 new funds added in 2021 totaling almost \$40,000

▶ In 2011 the Board began a campaign to build a Community Impact Fund. The Board authorized the creation of The Cornerstone, a special organization made up of board members and others committed to seeding and growing the Impact Fund. To date the Cornerstone contributions total \$127,000 from 15 members

▶ Century Landmark Society was created by three dedicated Board members, Jerry Parks, Dennis Wilson and Keith Schulz to enhance the Margaret Hansen Community Foundation Impact Fund. Each of these founding members donated \$100,000 to the Century Landmark Society

▶ CFDMC launched a new logo, a new office space at 301 Jefferson Street and welcomed a new Executive Director, Michelle AbouAssaly

\$52,366

Total awarded in grants

\$3,115,580  
Million

Total Community Foundation of  
Des Moines County Assets

\$26,977

from other Foundation Funds

\$8,150

from the Margaret Hansen  
Community Impact Fund

\$17,239

from the  
Marvin R. Mickelson Fund

\$684,774

increase of 28% growth from 2020  
including new funds, additions  
to existing funds and  
investment growth



**TOM JOHANNS, BOARD CHAIR  
TWO RIVERS BANK AND TRUST**

*On behalf of the Community Foundation of Des Moines County Board, I would like to thank all who have entrusted their funds to our organization as we work to provide opportunities for individuals to invest in the future of our community. By the end of 2021 the holdings under investment management will have grown to over \$3 million which allows us to award organizations much needed grants touching the lives of those living in Des Moines County. We are appreciative for the continued efforts to build the Community Foundation of Des Moines County and would ask that you please consider CFDMC in your estate planning, management of assets within your civic organizations and charitable foundations or in your personal charitable giving each year.”*

**Chairperson** – Tom Johanns, Two Rivers Bank and Trust

**Vice Chairperson** – Tammy McCoy, Art Center of Burlington

**Past Chairperson** – Dr. Michael Ash, Southeastern Community College

**Secretary** – Kendra Jahn, DMC Republican Central Committee

**Treasurer** – Dennis Wilson, Wilson Rentals

**BOARD OF DIRECTORS**

Bob Bartles, Hope Haven Area Development Center

Karen Elliott, Edward Jones

Mike Hoffman, MikeWay LLC

Mike Norris,

Southeast Iowa Regional Planning Commission

Jim Olson, Great Western Bank

Jerry Parks

Chip Readinger, Lunning Chapel

Keith Schulz

Chad Palmer, Energyficient Systems, Inc.

Ann Menke, Menke & Associates

Steve Preader, Sagacity Benefits

Shane McCambell,

Des Moines County Supervisors

## The Greater Burlington Partnership is serious about driving business to Greater Burlington.

In 2021, the Partnership delivered over 1.8 million ads to drive traffic to Greater Burlington. These ads were designed to attract neighboring community and regional residents while working to disrupt and change their shopping habits. In true Partnership fashion, each division worked toward the same goal while attacking it from different angles. Ad campaigns included messaging for visiting for a weekend getaway, your weekly shopping to-do list, why you should open a business in Greater Burlington, boosting large local events, relocating, holiday shopping, and more.

The Partnership targeted communities that are underserved with amenities, such as shopping and restaurants, and larger communities where people are looking for fun places to explore. These areas included in the campaigns were, Peoria, IL, Quincy, IL, Monmouth/Macomb Area, Fort Madison/Keokuk/Carthage Area, Iowa City, and the Quad Cities.

Results matter. You Tell Us If They're Working.

Getting a true picture of the results can be difficult. Since the Partnership doesn't have a store front to sell products and our campaigns are broader in nature, it is difficult to see the true return on investment. While we can't gauge ROI based on sales, we do the next best thing – when a consumer sees our ad, how do they react. In this, our ad campaigns are excelling. To date, all our campaigns are meeting the national averages for Click Through Rate and Engagements with the majority being more than double the averages. This means people are noticing and interacting with our ads.

Here is where we need your help. For those of you reading this article that have a bricks and mortar store or run a business in Greater Burlington, let us know if you see an influx of business from one of our targeted areas. We are constantly working to refine our ad campaigns while honing our targeted areas.

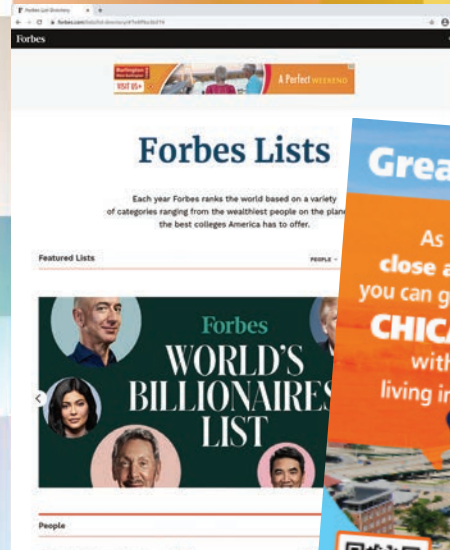
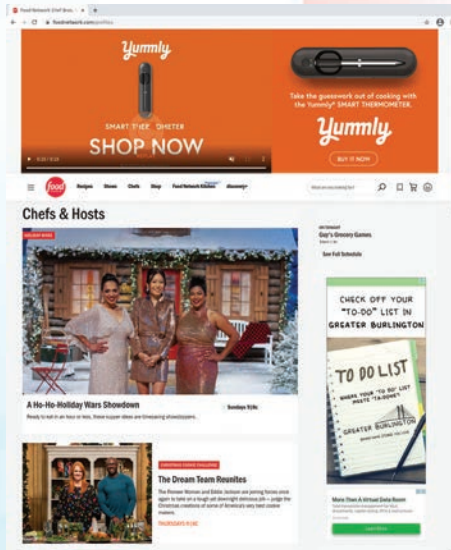
The Partnership is committed to help grow Greater Burlington and your business. Our promise to you is that we will continue to market Greater Burlington as a premier destination to visit and shop. We believe we are a hidden gem in Iowa. We want the world to know it.

# DRIVING BUSINESS TO GREATER BURLINGTON

## Over 1,800,000 ADS DELIVERED IN 2021

### Platforms Include

- Digital Banner Ads
- Local Radio Stations
- Facebook
- Instagram
- Spotify
- Chicago Bears Digital and Print Gameday Program
- This is Iowa Magazine



## Greater Burlington

We Live It. You'll Love It.

As close as you can get to

# CHICAGO

without living in Illinois

- ✓ Top 25 Most Affordable Cities To Live
- ✓ 15 Minute Commute To Work
- ✓ Easy Trip Back For Gameday

See more reasons why you'll love it here in Iowa

GreaterBurlington.com

© 2021 Greater Burlington Chamber of Commerce, Inc. and Economic Alliance. All Rights Reserved.



Greater Burlington Partnership  
610 N. 4th Street Suite 200  
Burlington, IA 52601  
319-752-6365  
[GreaterBurlington.com](http://GreaterBurlington.com)

## Contact Us

If you would like additional information about the Greater Burlington Partnership, visit us online or contact us directly.