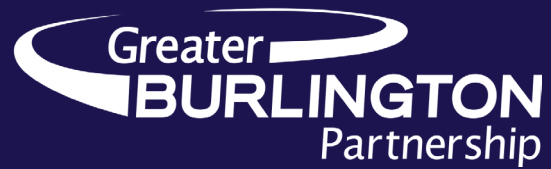




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2022  
YEAR IN REVIEW

# Letter from the President & CEO



## Dear Greater Burlington Partnership Members and Investors:

This past year has seen its share of challenges from supply chain disruptions to ongoing labor shortages and inflationary pressures. Yet, the Greater Burlington area continues to thrive due to leadership, collaboration, and creativity from people like you. Our communities remain strong because of the commitment to being a force of good for our region.

The Greater Burlington Partnership has stood as the voice of business, working to create an environment where business can prosper. Our mission guides us in everything that we do in making connections and building community. Thanks to your support and engagement we accomplish this together.

To strengthen this focus, the Partnership Boards - Chamber of Commerce, Grow Greater Burlington, Downtown Partners Inc., and Convention and Visitors Bureau, recently created new priorities to guide us in the coming years. These priorities are to Pursue Population Stability and Growth, Continued Pursuit of Business and Workforce Development, and Growing Tourism. You will be hearing more about these throughout 2023. Additionally, the Chamber of Commerce adopted a new mission statement to better reflect its priorities to members. Downtown Partners Inc. engaged stakeholders in the development of a new destination brand for the Downtown District – but you will have to wait until the official unveiling planned for February 2023.

A few highlights of the past year include the following: The Chamber of Commerce worked with Southeast Iowa Regional Planning and consultants Hanna:Keelan Associates to provide Des Moines County with an updated Housing Needs Assessment Study, which included strategies and action steps to spur future housing development. Grow Greater Burlington continued its emphasis on workforce development, strengthened relationships with area school districts, and saw an increase in business engagement with student career exploration programs. Downtown Partners Inc. took the TIGER by the tail, taming the construction project while driving customer traffic into Downtown shops and eateries. The Convention and Visitors Bureau welcomed the Viking Mississippi River boats in 2022 along with the American Queen, Duchess, and Princess, resulting in a record setting number of boat docking visitors.

This 2022 Annual Report outlines our collective successes. In reviewing this report, we aim to give you an overview of all the Greater Burlington programs and initiatives. Without you, none of the work we do would be possible. We are strong because of your participation and investment. We look forward to continuing working together to make the Burlington/West Burlington area a great place to visit, grow business, raise a family, and enjoy life.

*Della D. Schmidt*

*President & CEO*



Tim Lundgren, Board Chair  
Farm Bureau Financial Services



*Every year brings its own challenges and rewards. The trick, I've found, is to learn how to best navigate them both for optimum success. This is a process that is ongoing, and often fluid based on each circumstance that presents itself - and I've seen the team at the Greater Burlington Partnership show that they are up to the task daily.*

*I believe each opportunity that has presented itself this past year has been capitalized upon with great success, and each challenge has been faced head-on with a determination to find solutions to best fit our Chamber of Commerce members and the communities we serve. I'm excited for this next year, and grateful for the opportunity to have served you all. Thank you for your trust. The GBP and I will continue to work hard to prove it is warranted.*

## OFFICERS

### Chairperson

Tim Lundgren, Farm Bureau Financial Services

### Treasurer

Gina Crabtree, Burlington Area YMCA

### Past Chair

Jon Hart, Edward Jones

## BOARD OF DIRECTORS

### Brock Anderson

Hope Haven Development Corporation

### Mike Baker

Danville Telecom/iconnectyou

### Michelle Brown

Southeastern Community College

### Gina Crabtree

Burlington Area YMCA

### Jennifer Glendening

Barn on the Ridge

### Sara Hecox

Southeast Iowa Regional Planning Commission

### Joe Jolin

Jolin Media

### Stephanie Kozlowski

Kozlowski Law Group

### Tim Lundgren

Farm Bureau Financial Services – Tim Lundgren

### Liz Ross

Two Rivers Bank & Trust

### Daphne Rothlisberger

Winegard Company

### Joanna Schneden

Two Rivers Bank & Trust

### Chris Talley

CNH Industrial America, LLC

### Brandon Upton

KPI Concepts, LLC

# Chamber of Commerce



## Bringing Accomplishments *home*

- Completed **Comprehensive Housing Study** throughout Des Moines County
- Launched **All Things Greater Burlington Podcast** hosted by Steven Brody to interview business owners, public officials, and Chamber award winners
- **The Greater Burlington Leadership 2021-2022** Class Project was a welcoming mural to Greater Burlington, adding to public art in Downtown Burlington
- **Greater Burlington Leadership Class of 2022-2023** has 23 members, remaining a strong pillar of talent retention in Greater Burlington
- Unveiled updated **Chamber Member Marketing Brochure** to share at prospective member meetings
- Launched **Radio Marketing Campaign** to spotlight Chamber businesses on Roosevelt, Agency, Gear, and Mount Pleasant corridors in Greater Burlington
- Revised Chamber of Commerce **Mission Statement** to reflect its focus and purpose more accurately

**MISSION:** The Burlington/West Burlington Area Chamber of Commerce is a membership-based association of businesses, professional leaders and individuals working together to promote economic growth, employment opportunities, government advocacy, excellence in education, and quality of life.



Charlie L. Walsh, Board Chair  
Farmers & Merchants Bank & Trust

*Every year the Grow Greater Burlington, Inc. Board does a phenomenal job of handling the tough task of successfully growing our communities. There has always been one common denominator that has been serving the GGB Board. His name is Jeremy Hess, the Director of Economic Development. Jeremy has facilitated a number of positive deals within our community and I think he is worthy of mentioning in my comments. I would like to thank him for his service and dedication to GGB. If you have a moment, thank Jeremy for his commitment to our communities.*

## BOARD OF DIRECTORS

### Dr. Michael Ash

Southeastern Community College

### Jon Billups

City of Burlington

### Tom Broeker

Des Moines County Board of Supervisors

### Bryan Bross

Klingner & Associates

### Gary Hoyer

Great River Entertainment

### Brock Ita

Connection Bank

### Gregg Mandsager

City of West Burlington

### Tina McCulloch

Big River Resources

### Kevin Mueller

KPI Concepts, LLC

### Christine Plunkett

Iowa Wesleyan University

### Chris Smith

Carl A. Nelson & Company

### Grant Whipple

Winegard Company

### Paul Zaugg

SG Construction

## OFFICERS

### Chairperson

Charlie Walsh, Farmers & Merchants Bank & Trust

### Chairperson - Elect

Eric Benne, Two Rivers Bank & Trust

### Treasurer

Bob Huffman, Huffman's Home & Farm

### Past Chair

Sue Sorensen, Farmers & Merchants Bank & Trust

# Grow Greater Burlington, Inc.



## Bringing Business *home*

- Secured **Western Smokehouse Partners** business attraction project, creating 150 Jobs and \$23M in capital investment
- Business Expansion in Flint Ridge Business park with **Frito-Lay Distribution Center** opening
- **Engaged students** at every level through STEMFest, 5th & 8th Grade Career Fairs, CEO in the Classroom
- Initiated the **Welcome Home Grant** that provides incentives for Burlington Area natives to return home and join our workforce
- Secured the **sale of 19 acres of ground** in Flint Ridge Business Park for future investment and development projects
- Invested in **comprehensive plan to address regional natural gas shortage**

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



Michelle Caston, Board Chair  
Mann's McDonald's, L.C.



*The Convention and Visitors Bureau Steering Committee has been working hard this year to introduce Greater Burlington to more visitors from outside our area and entice them to stay overnight here in our community. We reworked the Community Event Funding grant application and scoring criteria to emphasize attracting visitors from 50 miles or further. We have again secured the Regional Sports Authority District Grant that allows us to award \$50,000 to sporting events that will create over 10,000 room stays and generate nearly \$1 million in economic impact. We secured approval for a new approach to the Community Guide. We began a new partnership with Viking River Boat Cruises this summer, which was very well received. Exciting things are happening in Burlington, and the CVB is working hard to make sure everyone knows it!*

## OFFICER

Chairperson

Michelle Caston, Mann's McDonald's L.C.

## STEERING COMMITTEE

**Megan Brincks**

It's Electric Entertainment

**Yair Carvajal**

Queso's Mexican Bar & Grill

**Andy Crowner**

City of West Burlington

**Ryan Gourley**

City of Burlington

**Sarah Hall**

Sarah Alexandria Bridal Boutique

**Chris Lee**

Des Moines County Conservation

**Curtis McGraw**

Comfort Suites

**Mike O'Neil**

Burlington Riverfront

Entertainment

**Andrew Ryerson**

FunCity Turf

# Convention & Visitors Bureau



## Bringing 2022 Success *home*

- **Tourism in Des Moines County** generated an economic impact of \$160.9 million, contributing \$26.1 million in state and local taxes
- Secured \$50,000 **Regional Sports Authority District Grant** to support local sporting events estimated to generate 10,000+ hotel room nights and nearly \$1M in hotel revenue
- Supported local events through the **Community Event Funding Grants** with an estimated economic impact of \$1.3 million to Southeast Iowa's economy
- Welcomed the **inaugural dockings of Viking Mississippi**, marking the beginning of a relationship that will benefit Greater Burlington for years to come
- With **11 riverboat dockings**, Greater Burlington welcomed more passengers in 2022 than the previous three seasons combined

**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.



Todd Darnall, Board Chair  
McConnell Lofts

*Progress within our Downtown continues to reinforce the incredible growth and momentum we are experiencing. As new businesses look to open within the Downtown, existing businesses are relocating here, filling storefronts, and attracting new visitors. Demand for both rental space and buildings for purchase remains stronger than ever, and new upper story residences are being filled rapidly as more people look to call Downtown Burlington their home. The Tiger Grant Project continues to progress, revitalizing the streetscapes along Main Street and Jefferson Street and enhancing the riverfront to make our Downtown community an inviting and attractive destination. The most exciting accomplishment we have to celebrate this year is the creation of a new Downtown destination brand. Downtown Burlington now has a truly unique and exciting brand that will help its businesses market successfully. Our new brand provides businesses a consistent message that can easily be individualized to help market each businesses' unique products and services. I am very fortunate to be part of a great organization that plays such a vital role in our Downtown's development and success. This year we celebrate the many accomplishments made within our Downtown and thank all of the business and property owners, volunteers, and the many visitors who support Downtown Burlington.*

## BOARD OF DIRECTORS

**Todd Ackerman**

World Insurance

**Chad Bird**

City of Burlington

**Tom Burch**

Farmers & Merchants Bank & Trust

**Alec Cornick**

Universal Fitness

**Todd Darnall**

McConnell Lofts

**Jessica Gerling**

City of Burlington

**Lynda Graham-Murray**

City of Burlington

**Angie Hedges**

Heritage Hill Wellness

**Jerilyn Horn**

Jerilyn Horn Kitchen & Bath

Design Company

**Jerry Johnson**

Capitol Performing Arts Center

**Mercedes Ponce**

Titan Broadcasting & Digital Group

**Dianne Smrdel**

Stitch 'n Smile

**Chelsea Stevens**

Burlington Vintage & Co.

**Kansha Tiwari**

Southeast Iowa Regional

Planning Commission

**Vanessa Watson**

Great River Health

**Suann Wells**

The Beancounter

Coffeehouse & Drinkery

## OFFICERS

**Chairperson**

Todd Darnall, McConnell Lofts

**Chairperson - Elect**

Mercedes Ponce, Titan Broadcasting

**Past Chair**

Jerry Johnson, Capitol Performing Arts Center

**Treasurer**

Tom Burch, Farmers & Merchants Bank & Trust

# Downtown Partners, Inc.

A MAIN STREET IOWA PROGRAM



## Bringing Bragging Rights *home*

- [Downtown Distinction Award](#) given to The Beacon
- Downtown Partners, Inc was awarded a grant to bring Ben Muldrow with Arnett Associates to Burlington to consult and create a [Downtown Destination Brand](#). This will attract tourism and create pride for the community
- Introduced, “[Why I Go Downtown,](#)” social media campaign to help promote businesses affect by the TIGER Project.
- [A Very Vintage Market](#) on July 17 hosted over 120 vendors and Downtown saw the footsteps of 9,000+ visitors. Sold out events that created more foot traffic in the Downtown with Witches Night Out and Sip, Taste & Stroll
- Downtown Partners, Inc and Y & J Development were awarded the [Main Street Iowa Developmental Award](#) for the Blaul Lofts by the Governor
- Beancounter Coffeehouse & Drinkery was awarded \$15,500 for the [Main Street Iowa Open 4 Business Grant](#) to bring Boba Tea to the Beancounter

**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.

# of  
Ribbon Cuttings  
in 2022

36

52

NEW MEMBERS

576

CURRENT MEMBERS

91%

Met or Exceeded  
Expectations

DOWNTOWN  
REDEVELOPMENT

87%

Met or Exceeded  
Expectations

VISITOR ATTRACTION

150%

OF GOAL

\$225 MILLION PRIVATE  
SECTOR CAPITAL  
INVESTMENT

62%

OF GOAL

310  
NEW & RETAINED  
JOBS

# The Partnership

By the  
*numbers*

**Over 1 million shop Greater Burlington Ads** delivered via social media and digital display to surrounding areas drawing traffic to local stores. Ads delivered via: Local Radio, Digital Display, Social Media, and Online Music Services

**10 events with an average attendance of 26** were held by the Greater Burlington Young Professionals

**504 tickets sold**, The Partnership Annual Dinner was a sold-out event

**2x increased profitability**, The Chamber of Commerce Golf Classic

**\$37 Million in Capital Investment**

**218 Jobs Created**

**3,400 Students engaged** with business & STEM

**6 Students signing** with High School Registered Apprenticeships

**190 + Housing units** either available or under construction

**900 Students participated** in 5th and 8th Grade Career Fairs

**1,020,509 impressions** from targeted regional marketing campaigns

**431% increase YOY in riverboat passengers** visiting Greater Burlington

**15,000+ visitors and 500+ hotel stays** through events supported by the Community Event Funding program

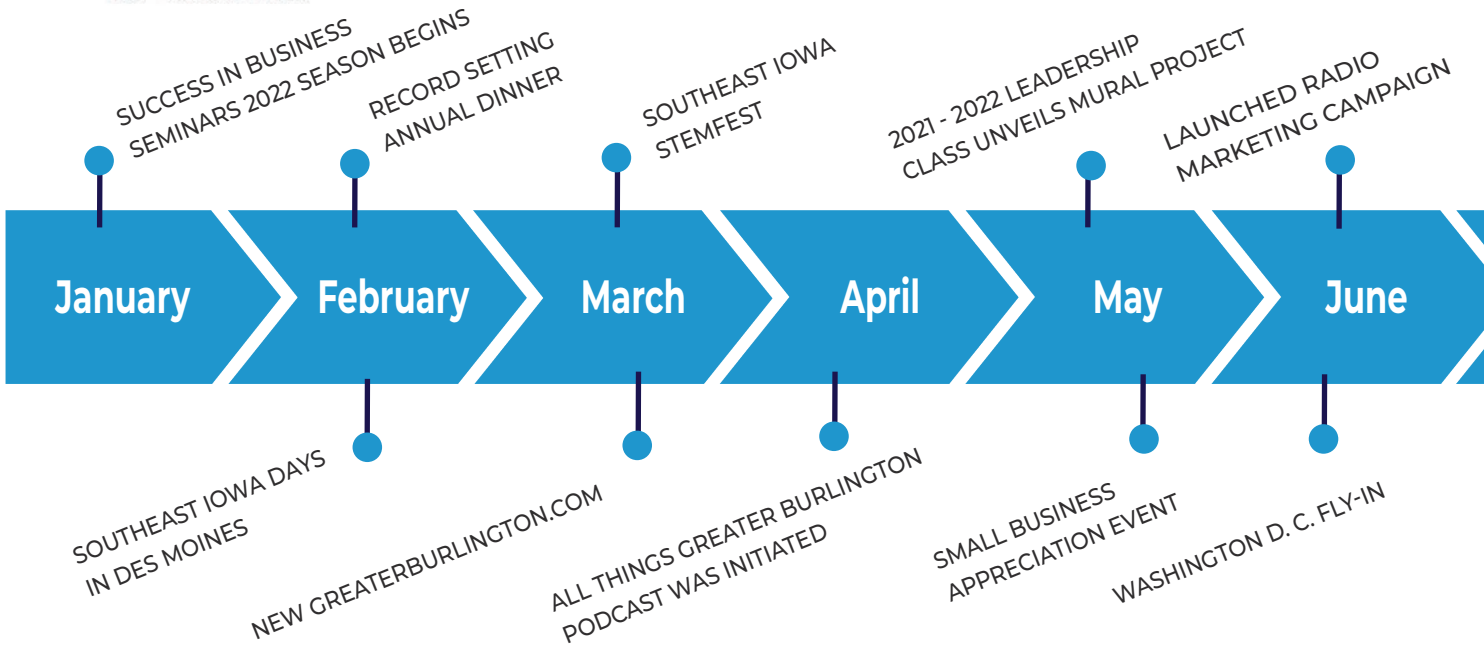
**1 Brand New Downtown Destination Brand** that will be revealed in 2023

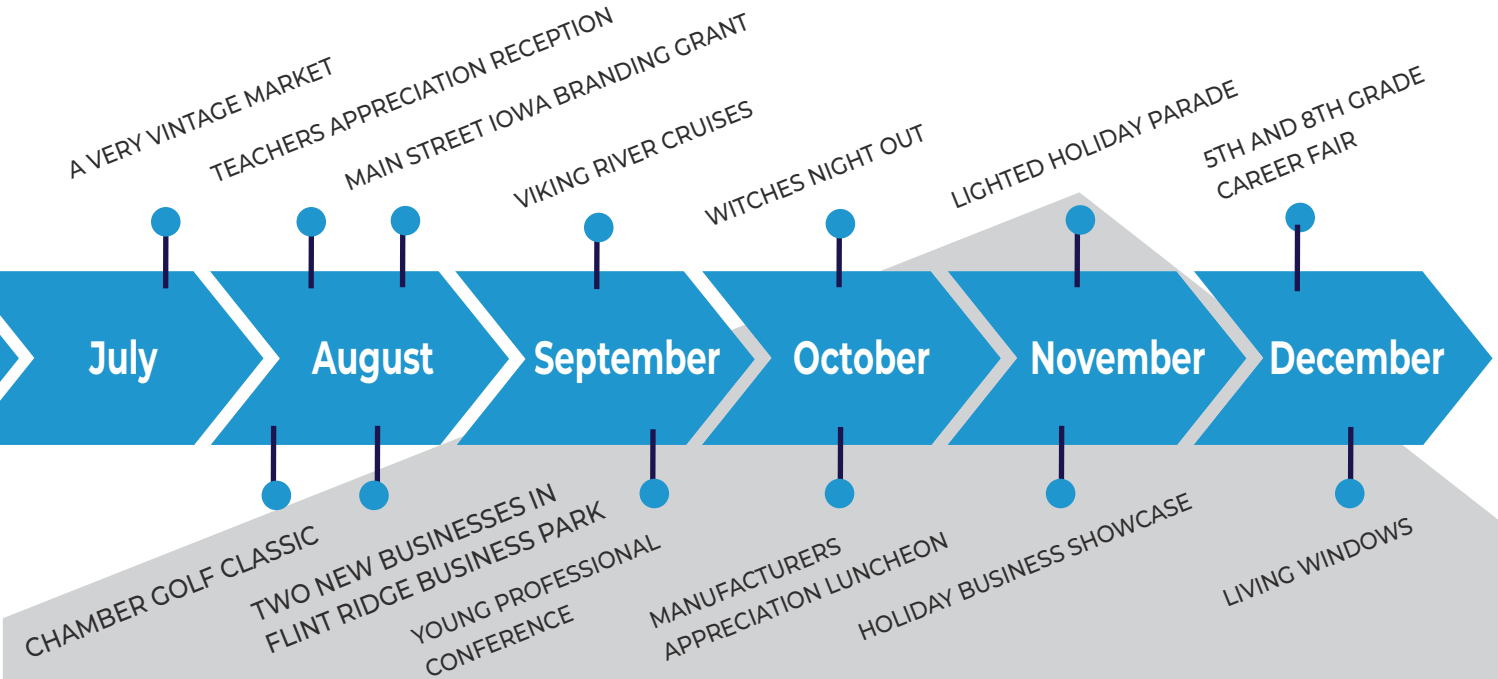
**4 New businesses in Downtown Burlington** and continuing to grow

**6 Buildings sold** with unique business that will make the Downtown even more vibrant

**883 New Facebook Followers**, Downtown Burlington Iowa Facebook page has 12,000 Followers

# THE PARTNERSHIP 2022 YEAR IN REVIEW







## CONTACT US

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