



ADVOCACY A TOP PRIORITY

by Della Schmidt

The Greater Burlington Partnership is committed to advocating at all levels of government as the voice of business for Des Moines County. Each year, the Partnership adopts a Public

Policy Agenda featuring legislative priorities that have been created with a mission of each of the four Partnership entities in mind.

While all the policy positions included in the Partnership's 2021 Public Policy Agenda are important, the Partnership will focus on the following four priorities, listed in no particular order:

- **Workforce & Education:** The future lies with those that are being educated today. Strong relationships between school districts, community colleges, and employers is vital to Greater Burlington's quality of life, as well as a critical attractor of business to the community. The Partnership supports policies that enhance access to quality education and skills development opportunities for pre-kindergarten to adult learners.
- **Talent Attraction:** Workforce needs can only be met through attracting people to Des Moines County. The Partnership supports legislative policies that will aid in growing the population and attracting the talent needed to fill open jobs in the Greater Burlington area.
- **Enhance penalties of Unlawful Carrying of Weapons for repeat violations:** Enhancing this penalty under Section 724.4 (unlawful carrying of a weapon) to a Class D felony for repeat violations will aid law enforcement in removing illegal weapons from neighborhoods.
- **COVID-19 Economic Recovery and Resiliency:** It is important to balance the health and economy needs of Southeast Iowa by keeping businesses open while ensuring effective mitigation steps to protect both employees and customers until the pandemic crisis passes. Further, the Partnership supports the recommendations outlined by Governor Reynolds's Economic Recovery Advisory Board.

Local, state and federal elected officials play a significant role in shaping the environment in which businesses operate. The Partnership staff and Government Relations Committee work to assure that elected officials are aware of the priorities contained within the annual Public Policy Agenda. In addition to direct interactions with legislators, this work is carried out through vehicles such as the Eggs & Issues event, the Southeast Iowa Days at the Iowa State Capitol, and the Washington D.C. fly-in. Due to the pandemic, these larger travel-related events will not occur, but the staff and Government Relations Committee members will regularly engage with elected officials by phone, email and virtual meetings.

To view the entire six-page Public Policy Agenda visit GreaterBurlington.com



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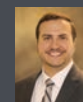
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February 2021

GREATER BURLINGTON PARTNERSHIP NEWSLETTER VOL. 101 NO. 2

ON THE COVER

The Greater Burlington Partnership loves local businesses.

Small, medium or large, Greater Burlington wouldn't be the same without you. Each and every business plays an integral part in the way the community lives their lives. From the family owned restaurants that offer an assortment of delicious meals to the large manufacturers where thousands of Greater Burlington employees create items used all over the world, thank you for everything you do.

At the Greater Burlington Partnership, we know 2020 was a tough year for businesses. Moving forward into 2021, the Partnership is here

to continue to help support businesses recover. As new grant dollars become available, webinars are held, or resources are made available, the Partnership will proactively reach out to businesses that could benefit. That is the Partnership's promise to you.

The Greater Burlington Partnership loves all businesses!

2020 Annual Report - A YEAR IN REVIEW

The Partnership's Annual Report is now available. Copies will be mailed out to main contacts in early February. The Annual Report features quantifiable objectives for each of the four Partnership divisions, plus the Community Foundation of Des Moines County, as well as facts about the organization.

Although there is a cost to producing, printing and mailing the booklet, it is important that the organization be held accountable to its members, investors and stakeholders. You are encouraged to share the publication with employees and display it in your waiting room.

Pictured L to R:

Dr. Michael Ash, Southeastern Community College

Julie Lehman

Chris Lee, Des Moines County Conservation

Jon Hart, Edward Jones - Jon Hart



You can view the online version at GreaterBurlington.com or contact the Partnership to get a copy.

Plan to Join!

EGGS & ISSUES VIRTUAL

February 19 at 8:30 AM

Join for a virtual Eggs & Issues
hear the latest insights and highlights
from state legislators. Watch your
inbox for login information.

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photo by Karen Corrick

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The Greater Burlington Leadership Class of 2020 - 2021 is excited to host the first annual Kick Off to Little League Kickball Tournament at Dankwardt Park on April 10.

Teams will compete for gift cards and a trophy with bragging rights. There are even prizes for best team uniforms. All proceeds will support the Burlington Little League Foundation.

All are encouraged to sign up to help kids play baseball and softball! Register your team at GreaterBurlington.com.



The 2020 - 2021 Greater Burlington Leadership class is seeking sponsors for the kickball tournament on April 10. (Rain date will be April 24)

SPONSORSHIP LEVELS

Founder's (1) \$2500 - 2 Team Entries - Framed Team Photos - Recognition on all media - Logo on Social Media Pages and Radio Push - Recognition Leading to and Throughout Event	Presenting (1) \$1500 - 2 Team Entries - Framed Team Photo - Recognition on all media - Logo on Social Media Pages and Radio Push - Recognition Leading to and Throughout Event
Dugout or Field Sponsor (6) \$500 - 1 Team Entry - Framed Team Photo - Recognition on Banner - Spotlight on Social Media Pages - Numerous Recognition Throughout Game Day	Home Run \$250 - 1 Team Entry - Framed Team Photo - Recognition on Shared Banner - Spotlight on Social Media Pages - Recognition Throughout Game Day
Triple Sponsor \$150 - 1 Team Entry - Framed Team Photo - Spotlight on Social Media Pages - Recognition Throughout Game Day	Double Sponsor \$100 - Spotlight on Social Media Pages - Recognition Throughout Game Day

**For sponsorship opportunities or more information,
contact leadership@greaterburlington.com**



300 WASHINGTON

Work on the former Elks building property (other names include 300 Washington, Typewriter Shop, Labor Temple, Nassau Building, Post Office Building) is now complete as of December 2020. Clean-up efforts to make the building more marketable finished in January, and the new year started with the request for proposal sent out to potential developers.

Downtown Partner's, Inc. 2021 goal is to aggressively market 300 Washington building for redevelopment. This building has so much potential, DPI is excited to see what the future holds!

Building Details

Contributing resource, Downtown Commercial Historic District (NRHP) Lot and Building Size: .12 Acres, 4 stories (plus basement) with ~5,220 square feet per floor

Year Built: 1883, 4th floor added in 1907

Former Uses: Originally constructed as a 3-story building to house the post office and office space. It was expanded with a 4th story in 1907 along with renovations to the 3rd floor to house the Elks Lodge. The building was bought by the Burlington Labor Associates in 1941 and remained in their possession through 1975 before selling to Mundt Piano.

They operated in the facility until 1979 when the building was sold and operated as the Typewriter Shop, which closed in 2002. The building has been essentially vacant since, until taken on by Downtown Partners, Inc. as a project to redevelop the building in 2017.

Preferred Uses: Residential uses (apartments, condos), Maker Space and/or artist living space, Boutique Hotel or Air BnB spaces, Professional Office Space

Condition: A structural analysis was completed in late 2016 prior to DPI taking ownership of the building and is available. Work completed to make the building structurally sound includes fixing two roof trusses, fixing northeast corner downspout, installing a new roof/replacing rotted roof rafters, and full repair of the wall in the northeast corner. An updated structural report is being developed as part of a grant received from the State of Iowa.

All proposals must be submitted to Southeast Iowa Regional Planning Commission by 5 PM on March 26, 2021.

Kick Off Your Valentine's Day Weekend in Downtown Burlington!

Thursday, February 11 - Shop for the perfect gift at participating retailers. Stores will be open late for you to enjoy sweetheart specials from local businesses.

Eat, Drink and Shop Downtown Burlington.



TIGER Grant Project

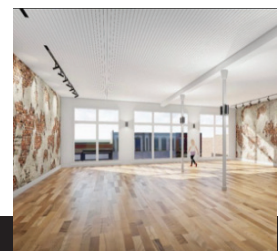
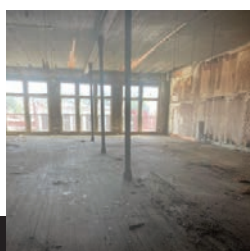
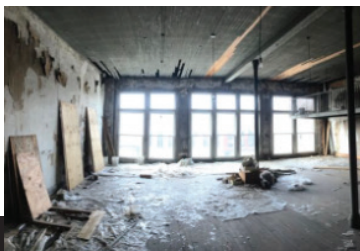


V&K, Inc., gave an update on the TIGER project during the January 11 City Council work session. The update included delay in bid solicitation, plan changes to street design and construction start and end dates. Bid solicitation will now be June 15, Riverside Park and Main Street construction to begin September 2021 with Jefferson Street construction beginning June 2022.

Downtown Partners, Inc. will be the conduit of communication to building and business owners throughout the project and will strategize events to drive consumer activity to downtown during the construction.

De Luxe Aesthetics - Moving forward

Main Street Iowa Challenge Grant recipient, De Luxe Aesthetics continues rehab of 506 Jefferson. The rehabilitation includes façade restoration and upper story renovations. De Luxe looks forward to opening the doors to their new home by the end of the month. Follow De Luxe Aesthetics on Facebook.



Success in Business Seminars

The Chamber of Commerce is excited to announce a new chamber member benefit: Success in Business Seminars - learn over lunch. The Success in Business (SIB) monthly speaker series features a curriculum focused on helping chamber members build critical business skills. Sessions include navigating a tricky human resources issue, closing the sale, effective networking techniques and learning how to communicate more effectively in the workplace. Success in Business is designed to provide an engaging program for business professionals at all levels.

What: Are You Interesting or Interested?

Presenter: K.C. Fleming, Medical Staff Recruiter, Great River Health

When: February 16 at 12 PM

Who: Anyone engaged in sales, relationship building and those interested in improving their networking skills.

Where: Virtual Auditorium

Registration info: Available at GreaterBurlington.com.

FAREWAY DONATES MORE THAN \$200,000 AGAIN!



Fareway Food Stores have once again donated \$200,000 through their Fareway Gift Card Program to the Iowa Association of Chambers of Commerce (IACC) to help support small businesses in Iowa during this difficult time. “Big businesses do a lot but small businesses are the lifeblood of the community. Fareway is a proud supporter of small businesses”, said Dave Clemen, General Manager of Burlington’s Fareway Food Stores. The Chamber of Commerce, a division of the Greater Burlington Partnership, applied for the grant through IACC. The Chamber received several gift cards to distribute to small business Chamber of Commerce members in industries most impacted by the pandemic.

“We are thrilled to receive the Fareway Gift Card grant again.

As the months have passed, we have seen the toll the pandemic has had on our small businesses, especially in certain sectors”, said Cindy Henry, Member and Guest Services Manager. “Our small businesses make Greater Burlington what it is, a great place to live, work and play. Thanks to Fareway and IACC, we were able to show our appreciation to some of these hard-hit members and their employees.”

Follow the movement on Facebook with #SupportLocal, #FarewayShopsLocal, #IACChamberStrong, #Leadwithlove



Recently ABB (formerly GE) announced that they would begin to wind down production at its West Burlington facility in late March of 2021. The company states that the strategic

decision to consolidate facilities was not based upon the performance of the local plant. This is news that nobody wants to hear. With the clock ticking, the Partnership got right to work in two main areas.

Everyone's first concern is for people. Economic Development Director Jeremy Hess has been working with Plant Manager Jim Seitz to ensure these affected employees, some who have been there for decades, have as many options available as possible. Making the appropriate notifications to the state will trigger a rapid response from the Iowa Workforce Development division making maximum benefits available for these workers. That includes additional resources for retraining, and continuing education should employees choose. The Partnership is also providing information so the company can pursue additional resources under the Trade Adjustment Assistance Program. The Economic Development division at the Partnership is also

assisting in connecting other area employers with ABB to retain many of these skilled workers in Greater Burlington. These employees are friends and neighbors it is important to keep them in the community.

The second area for immediate action is to work with the company to find an appropriate buyer for the 406,000 square foot facility. Upon hearing of the impending closure, multiple inquiries have already been submitted. An immediate need for facility information is a priority. ABB has communicated with the Partnership their desire to work hand in hand to find a buyer as soon as possible that will maximize reemployment opportunities for this skilled workforce. A complete profile on the building has been assembled, including a full Utility Profile, equipment to remain with the building, and a complete list of skill sets held by the employees of ABB. The company recently had a similar facility closure in Hungary, and working with the Economic Development team in that community found a buyer that retained 900 of the 1200 employees affected. The company has secured the services of a Broker with Global Reach, and the Partnership is in constant communication with that team. Timelines are tight in for finding a buyer who wants the facility, the equipment and the people is like trying to land on the moon. The team is busy working towards that goal.

What's the Big Deal About Friday Facts?

2000+ people receive Friday Facts every week! Anyone can receive the weekly eblast but submitting a post is a benefit of Chamber of Commerce membership and should play a role in your marketing plan.

What do you want people to know? Utilize Friday Facts to Share Your:

- Services or Products
- Special Promotions
- Job Postings
- New Location or Contact Info
- Special Events & Fundraisers
- Volunteer Needs
- Informational Updates
- Eatery/drinkery/caterer posts for the Eat, Drink & Be Merry in Greater Burlington section

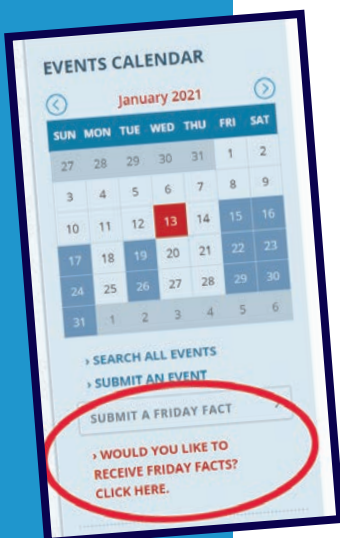
If you would like to discuss how to market with Friday Facts, contact Cindy Henry.

Don't miss out! If you're not receiving weekly Friday Facts eblast:

1. Check your junk mail and mark accordingly
2. If you're not signed up, submit a Request to Receive on GreaterBurlington.com
3. If you have submission questions, contact Emily Pattee

Forward any Friday Facts email to the people on your email list (from Quick Links section on the right side of every eblast) for them to subscribe.

Help grow the subscriber list so even more people see your submissions!



welcome

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!

Blaul Lofts LLC

116 N 5th, Burlington, 563-424-1310, Burlingtonlofts.com

Levi Ritchie, Owner/Manager, leviritchie@yahoo.com

This historic building in Downtown Burlington is now home to street level commercial space and 39 residential units. Extensive attention was given to maintaining the historical integrity of the building while adding the amenities required for modern living.

The Beancounter Coffeehouse & Drinkery

212 Jefferson St, Burlington, 319-850-1939

Facebook.com/beancountercoffeehouse

Suann Wells, Owner, beancountercoffeehouse@gmail.com

The Beancounter Coffeehouse & Drinkery offers organic fair trade coffee which helps support animal shelters. They also offer lunch, lite plates, and pastries by the in house pastry chef. In addition, there is wine, beer and choice spirits. Open seven days a week with an inviting and relaxing atmosphere.

Larry & Darya Rheinschmidt

Individual Members

If the pandemic effects on your business have impacted your ability to renew your membership, contact Cindy Henry for confidential options and support. Efforts have been made to help ensure that struggling businesses can retain their active membership status.

Marketing & Sponsorship Opportunities

A second edition of the 2021 Sponsorship & Marketing Opportunities booklet is available now. Due to the challenges of planning during a pandemic, the opportunities are being rolled out in stages.

Promote your business while receiving valuable marketing benefits in a variety of ways while enjoying your favorite events.

2021 Upcoming Events:

- 144 Envelopes
- 5 & V Outdoor Cinema
- A Very Vintage Market
- Business After Hours Sept - Nov
- Candidate Debates
- Display of the Month at the Welcome Center
- Downtown Trick or Treat
- Eggs & Issues
- Jefferson St Farmers Market
- Chamber of Commerce Golf Classic
- Greater Burlington Young Professionals
- Holiday Business Showcase
- Lighted Holiday Parade
- Living Windows
- Manufacturers Appreciation Luncheon
- Annual Meeting Awards Social
- Monthly Newsletter
- Santa's Cottage
- Sip, Taste & Stroll
- Small Business Appreciation Breakfast
- Video Ads at the Welcome Center
- YP Leadership Conference

Contact Cindy Henry to discuss options to target your preferred audience, save your spot or sponsor your favorite events.

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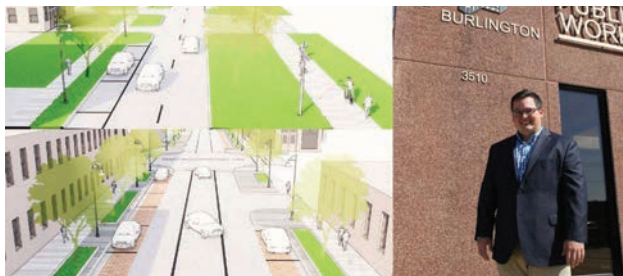
A LOOK BACK AT YP in JANUARY

Virtual Cooking Social

Members learned firsthand how to make a delicious pasta dish from Great River Heath chef, Joel Levitt.



Virtual Lunch & Learn



Assistant City Manager, Nick MacGregor (also a YP), gave a presentation on what is in store for Greater Burlington (specifically Main St, Jefferson St, and the riverfront) with the TIGER (Transportation Investment Generation Economic Recovery) project.

Greater Burlington Young Professionals Welcomes Tyler Boelter to the YP Leadership Council!



Tyler has been in YP for over three years and is employed by CNH Industrial America LLC. He will make a wonderful addition to the current team.



YP SPOTLIGHT Victoria Trojanowski

Employer: ABB
Hometown: Bellevue, NE
YP Member: 1 Year

Why did you join YP? I wanted to meet new people in the area and explore what Burlington has to offer.

Which community organizations/events do you volunteer for? I am in the 2020-2021 Greater Burlington Leadership class. I've also done multiple STEM outreach events at SCC and with the local schools. It's fun sharing the world of manufacturing and teaching students what opportunities are available.

What do you enjoy most about Greater Burlington? I love the variety of local restaurants in town! There are so many great options no matter what you're in the mood to eat.

Unique about me: In college I built model rockets and was the leader of a rocketry team that competed in a NASA rocket competition.

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

2021 Gold Sponsor: CNH Industrial

Thinking of joining YP?

Email youngprofessionals@greaterburlington.com for more information.

Greater Burlington Young Professionals

A professional and social group for individuals between the ages of 21 - 40.

MAKING A DIFFERENCE

Thank you to the members below for renewing their membership and providing the resources to accomplish the ongoing goals of the Chamber of Commerce.

EARLY BIRD SHOUT OUT!

Thanks to the first member to return their 2021 Chamber of Commerce membership investment! **ProLine Striping**

101.7 The Bull KBKB-FM and
The New Mix 107.3 KGRS
3E Electrical Engineering and
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Allgood Animal Hospital
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Ameriprise Financial
Anderson, Roberts, Porth, Wallace
& Stewart LLP
Arnold Refrigeration, Inc.
Aspelmeier, Fisch, Power, Engberg
& Helling, P.L.C.
Aspen Grove Cemetery Association
BANK
Barn on the Ridge
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Beckman Law Offices, P.L.C.
Bel Canto Chorale
Bob Dodds Insurance Agency
Borghi USA, Inc.
Brown's Shoe Fit
Bruner, Cooper & Zuck, Inc.

Buena Vista University
Burlington Area Homeless Shelter
Burlington Civic Music Association, Inc.
Burlington In Bloom
Burlington Municipal Band Foundation
Burlington Notre Dame
Burlington Riverfront Entertainment,
Memorial Auditorium
Burlington Rotary Club
Burlington Short Line Railroad
Cardon Industries, Inc.
Carl A. Nelson & Company
Casebine Community Credit Union
C-CAT, Inc.
Century 21 Property Professionals
Childrens' Dental Center of SE IA
City Hope Foundation
Clean Sweep Chimney Care
Collision Center
Community Health Centers of
Southeastern Iowa, Inc.
Connection Insurance
CPA Associates, P.C.
Craftsman Press, Inc.
De Luxe Aesthetics
Deery Brothers, Inc.
Des Moines County Abstract & Title Co.

Des Moines County Conservation
Des Moines County Humane Society
Divine Mercy Parish
DMC Mutual Insurance Association
Dolores' Resale Shop
Domestic Violence Intervention Program
Douds Stone LLC, Heritage Quarry
Dr. Mark C. Pothitakis D.D.S.
Dr. Brad Randolph D.D.S.
Dunn Brothers Coffee
Fraternal Order of the Eagles #150
Eastern Iowa Tire
Edward Jones - Jon Hart
Employee Benefit Systems
Energyefficient Systems, Inc.
Fareway Food Stores
Farm Bureau Financial Services
Tim Lundgren
Farney's
Financial Adjustment Bureau, Inc.
First Christian Church
First Presbyterian Church
First United Methodist Church
Floyd's E-Z Way Container Service, Inc.
Frank Millard & Company
French-Reneker-Associates, Inc.



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Hinterland Dairy Inc.
Hope Haven Area Development
Center Corp.
The New Horse & Hound Country Store
Huffman's Farm & Home
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Integrated Technology Partners
Iowa State University Extension and
Outreach, Des Moines County
J & S Electronic Business Systems, Inc.
J.D. Byrider/CNAC
Jimmy John's
Jochims, Jerry
KDMG, KKMI, WQKQ, KHDK, KBUR,
KBKB AM Radio Stations
Kenny's Roller Ranch & Rec Center
Kevin Moore Professional Carpentry
Keystone Products
Kitchen Solvers
Klingner and Associates, P.C.
Kozlowski Law Group, LLC
KPI Concepts, LLC
Lindon Wines
McAlister's Deli
McLaughlin Freight Services, Inc.
Mediacom
Mediacom Business
Mediapolis Community School District
The Medium Art Store
Menke & Company
Milestones Area Agency on Aging
Mobil 1 Lube Express Burlington Prolube
Mohrfeld Electric
MTC Technologies

Napoli Pizza and Restaurant
Newbury Village Apartments
Nick's Cycling & Fitness
Northwestern Mutual
Nurse at Home
The Views of Burlington
The Outpost Bar & Grill
Refreshment Services Pepsi
Pierson Inc.
Pilot Grove Savings Bank
Players Workshop
ProLine Striping
RE/MAX Real Estate Specialists
Reid's Landscapes & Turf, Inc.
Reliable Pest Solutions
River Basin Publications, LLC
River Ridge Dental Care
Dr. Nathan Heubner
Roberts Tire Center
Roberts, Gary S
Rock Valley Physical Therapy
Ruhl&Ruhl Realtors
Sagacity Benefits
Salon West, Inc.
Salvation Army Corps
Sears Hometown Store
ServiceMaster Cleaning & Restoration
S.G. Construction
Sherwood Company, Inc.
Snake Alley Inn, LLC
Snyder & Associates, Inc.
Southeast Iowa Building &
Construction Trades Council
Southeast Soccer Academy
Standard of Beaverdale
State Farm Insurance
Jason Hutcheson
State Farm Insurance
John Korschgen Agency
Sterzing Food Company

Styltique
Summer Street Animal Clinic
Sunnybrook Assisted Living and
Memory Care
Temp Associates
Terrus Real Estate Group
Therapy Group, Inc. Counseling Services
TK Industries
TriOak Foods, Inc.
Valley Distribution Corporation
Walsworth Print Group
Weird Harold's
Welch's Insurance Agency, Inc.
West Burlington Independent
School District
Westland Mall
Wildlife Lakes Elk Farm
Wilson Rentals
Zaiser's Landscaping,
Florist & Greenhouse

**Those listed are renewals
received through 01/06/2021.**

HELLO February

11 & 25

Night Hike & Owl Prowl
Starr's Cave Park & Preserve
7 - 8:30 PM
DMCConservation.com

20

Civic Music Presents - Take 3
Burlington Memorial Auditorium
7:30 PM
BurlingtonCivicMusic.com

27

Cole Hollow / Section Hate / Paralandra
Burlington Memorial Auditorium
7 PM
BurlingtonRiverfront.com

19 - 21

Winter Warm Up 16U & 18U
FunCity Turf
PerfectGame.org

26

February Frenzy 14U & 18U
FunCity Turf
PerfectGame.org

19

Josh Masden Memorial Dart Tournament
Catfish Bend Casino
6 PM registration
7 PM play
Facebook.com/events/421568715902226

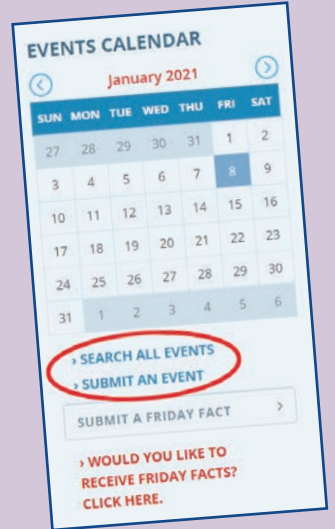
26

Rock Steady/Bluzillion/Jive Radio
Burlington Memorial Auditorium
7 PM
BurlingtonRiverfront.com

GREATERBURLINGTON.COM/EVENTS

SAVE the DATE

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



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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Introducing the SCC Century Club

The Century Club was created to not just help students start the college journey, but to complete it. Funds raised support recruitment and retention efforts designed to get students across the finish line and earn a degree. Instead of a one-time, lump sum donation, members make incremental gifts automatically and securely on a recurring basis. Whether \$5 or \$500, monthly or quarterly, the amount and frequency are up to the donor. Stretch giving out over time to make a bigger impact that lasts all year long.

Join now to be part of the inaugural class of this great initiative. Doing so helps everyone to give back, and help the students push forward. Visit Scclowa.ejoinme.org.

The Burlington Bees Baseball Tradition Continues

The Burlington Baseball Association has announced that the Burlington Bees are joining the Prospect League, a top collegiate wood bat baseball league with teams spanning across the Midwest and into Pennsylvania and West Virginia. The Burlington Bees, along with the Clinton LumberKings, will join 14 other teams in the well established league and are looking ahead to the upcoming 2021 season.

The schedule will be announced in the near future, but here's some information moving forward:

- Season ticket holders that decided not to donate their 2020 tickets back to the Bees, your tickets will be rolled over to the 2021 season.
- Single game ticket holders can exchange the ticket at the box office for any 2021 regular season game.

Iowa Wesleyan University and Southeastern Community College Announce Formation of Southeast Iowa Higher Education Alliance

While both institutions will continue to operate separately, this unique partnership between a four-year private liberal arts university and a community college will serve as an innovation model for the future of higher education. Chris Plunkett, president of Iowa Wesleyan University, said "Colleges and universities nationwide are struggling with decreased enrollment, skyrocketing costs and potential closures. Collectively, Iowa Wesleyan University and Southeastern Community College are coming together from a position of strength, and this partnership will secure and protect our bright future and the future of our students."

SIHEA will offer smooth, affordable academic pathways between Iowa Wesleyan University and SCC, broadening the educational opportunities for students and increasing the talent pipeline for the regional workforce. Through this model, a student could take college-level courses in high school and go on to complete an associate's, bachelor's, and master's degree all within the SIHEA system.

Visit SCCIowa.edu for more information.

New Year, New You!

De Luxe Aesthetics is a med spa in Burlington, and they are all about delivering confidence to women in their own skin. Offering a variety of wellness and aesthetic services to improve your body, mind, and skin. They want you to feel like the most confident YOU!

The De Luxe Membership was recently launched, which includes one select laser treatment a month, 15% off services (except injections), 10% off products, and no driving fee for in home yoga. All for only \$150 a month. Visit DeLuxeAesthetic.com to get your BEST skin in 2021!

To submit member information, contact Brenda Levitt

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2021 Downtown OPEN 4 BUSINESS COMPETITION



With Main Street Iowa and the Iowa Economic Development Authority, Downtown Partners presents the Open 4 Business competition for a for-profit business located in the Main Street district. Each of the state's Main Street organizations can nominate one business.

If you have been in business since March 17, 2020 and are either currently or planning to be located in downtown Burlington, you qualify! Rules and regulations will be available at GreaterBurlington.com.

The complete application and accompanying video must be submitted by March 1, 2021. Downtown Partners will choose a contestant for the May 26 semifinal judging to compete for a chance at \$8,000. The five finalists will present their ideas in a statewide contest at the Iowa Downtown Conference on July 26 for up to an additional \$20,000 in funding.

To apply for the Open 4 Business competition, visit GreaterBurlington.com or contact Amy Moyner.



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