

The

APRIL 2020

GREATER BURLINGTON PARTNERSHIP NEWSLETTER VOL. 100 NO. 4

# PARTNERSHIP





## TOGETHER STRONG

by Della Schmidt

COVID-19 has created unprecedented times as the world feels like a chaotic and unpredictable place right now. The future is uncertain, but by sticking together, the Greater Burlington area will weather this global crisis.







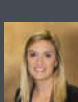
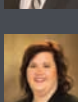
This is a time to thank state and city leaders, both those elected and those serving in administrative roles. They are working hard to keep citizens safe. This is a time to appreciate the efforts of the local health care professionals, first responders and law enforcement personnel who have remained on the front lines of this pandemic, placing themselves at risk. This is a time to show kindness towards employees in the grocery stores and pharmacies, along with similar critical retail services. All are working hard to respond to the unprecedented demands placed upon them in recent weeks.

This is a time to once again be reminded of the importance of supporting the local economy. To do whatever can be done to help small businesses survive and to preserve local jobs, now and in the future.

To area business leaders, rest assured that the staff at the Greater Burlington Partnership continues to respond to the needs of local industries and the community. As emergency financial resources and other government responses to this economic crisis become available, information will be updated online at GreaterBurlington.com. Targeted emails with timely information will continue to be pushed out. The Partnership team continues working to assist business leaders with navigating through the state and federal resources.

Together, Greater Burlington will weather this storm. Together, there is strength to survive and to thrive again.

"This is a time to once again be reminded of the importance of supporting the local economy. To do whatever can be done to help small businesses survive and to preserve local jobs, now and in the future."

-  **Belinda Colwell**  
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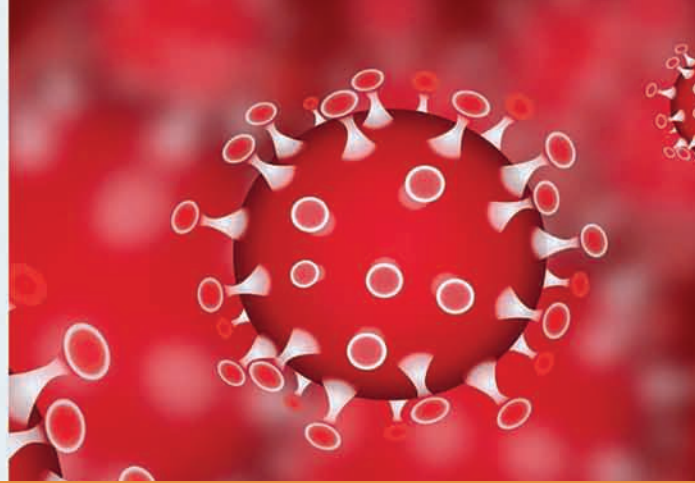
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# COVID-19

## INFORMATION & RESOURCES



The situation involving the Coronavirus (COVID-19) is changing rapidly day by day, and information coming out at a staggering pace. We want you to know that the Greater Burlington Partnership is here working on your behalf. We're working diligently to compile relevant information and business resources to help you stay up-to-date.

The Greater Burlington Partnership divisions of the Chamber of Commerce, Convention and Visitors Bureau, Downtown Partners, Inc. and Economic Development are

dedicated to helping support local businesses and the community through this challenging time. As events change and new information is available, current information and resources can be found at [GreaterBurlington.com/Covid19](http://GreaterBurlington.com/Covid19).

Together, we will get through this challenging time by taking all precautionary measures. Prevention is the best cure. Please remember to wash your hands and follow the latest state and federal recommendations to keep your families and businesses safe.

Please note as of the time of printing this newsletter, dates and events may have changed. Visit [GreaterBurlington.com/Events](http://GreaterBurlington.com/Events) for updates and a current event list.

## New Grant Received for 300 Washington



With the professional assistance of the Southeast Iowa Regional Planning Commission, Downtown Partners has received a \$15,000 emergency grant through the State Historical Society of Iowa's Historical Resource Development Program for rehab work at 300 Washington. The funding will be used to continue shoring work and reconstruction of the northeast corner of the building, which DPI acquired from the City in 2016.

"We're very thankful for the support of the State Historical Society in helping us do these needed repairs," said Steve Frevert. "It takes multiple funding sources to make this important historic building a good

opportunity for redevelopment." The current work is also made possible by the Iowa Economic Development Authority, the Landes Fund for IA of the National Trust for Historic Preservation, the City of Burlington's economic development fund, the Greater Burlington Partnership's Economic Development division, local grant funding from the Heritage Trust, and local bank financing.



# Gus Macker Sponsorships

## AUGUST 1 - 2, 2020

To sponsor, contact Chelsea Lerud, [clerud@greaterburlington.com](mailto:clerud@greaterburlington.com) or 319-208-0045

The Convention & Visitors Bureau is excited to host Gus Macker – Burlington once again on the Mississippi Riverfront. Save the date for August 1 - 2. The event is expected to host around 680 players, plus their families and spectators, from Iowa, Illinois, and Missouri. The 2019 tournament welcomed 38% of the participants from outside a 90 mile radius of Des Moines County.

This event would not be possible without the many community businesses that sponsor the weekend of basketball action. Multiple price point opportunities, ranging from \$4,000 to \$300, are available for your business to consider. Reach out to Chelsea Lerud to learn how your business can participate in this fun, family friendly event. Learn more about the 2020 Gus Macker at [GreaterBurlington.com/GusMacker](http://GreaterBurlington.com/GusMacker).



## Community Foundation grows to over \$2M in Assets

The Des Moines County Community Foundation hit a new plateau in 2019 with total assets of \$2,114,409. While it took 7 years to reach the million dollar mark, the Community Foundation reached the second million in only 6 years. Thirty funds now make up the assets.



Interested in starting your own fund or donating to an existing fund while earning the 25% Iowa Tax Credit? Visit the website at [CFDMC.org](http://CFDMC.org) or call the Community Foundation Treasurer, Dennis Wilson at 319-753-6929.

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## OUR ENVIRONMENT

by Kay Weiss

Improving the appearance of the community was one of the early goals of the Chamber of Commerce. The City Beautiful Committee encouraged a variety of ways to improve the views of visitors and residents alike. As early as 1925, members worked for the establishment of Starr's Cave as a state park and viewed it as a benefit for the community.

There were garden planting contests and Christmas home lighting contests. There were opportunities to plant trees and shrubs and clean up streets and alleys. "Acting upon the theory that it is as important for a successful city to present an attractive appearance as it is for an individual store to maintain neatshow windows for the display of merchandise, the Burlington Chamber of Commerce for many years has sponsored a city-wide, city beautiful contest...With the idea toward improving the modest, humble homes, Mr. H. S. Rand has contributed \$50 in annual Rand prizes. (Burlington Gazette, 5 June 1930)

With the cooperation of W. G. Brooks, then Superintendent of Schools, individual households were encouraged to compete for the individual cash prizes and to register as part of individual school neighborhoods to win prizes for the schools. By 1934, Mrs. Eastman was funding the awards to the winning schools, and the Chamber of Commerce provided the prizes to the winning homeowners. The criteria included the appearance of the lawns, parking, streets, alleys, and gardens. Following World War II, this particular competition was managed by the Junior Chamber of Commerce.



Decades later, at our very public front yard, volunteers were invited to participate in "Hackaway Days." In August 1982, an organized cleanup of the area north of the highway bridge that is now called Riverfront Park was coordinated by Joe Wachter, chair of the Chamber's Riverfront committee. The event attracted the participation of nearly 50 individuals and families. They worked on a warm Saturday morning to cut trees and brush, move rocks, pull weeds, and remove debris that had accumulated between the shore and the rail line near the site of the waterworks. So much was accomplished on that first morning that the Chamber of Commerce scheduled another workday just two weeks later to help facilitate the development of the park.

In April 1970, the Chamber of Commerce recognized the establishment of Earth Day by organizing "Operation Clean-Up," a city-wide event. Although it was reported that 100 bags of trash were collected in the vicinity of Memorial Auditorium alone, it was the high school students of the area who carried on the Earth Day tradition for the next two decades. On the 20th anniversary of the first Earth Day in April 1990, groups of civic-minded citizens worked together again to do another citywide event. Today, Keep Burlington Beautiful, with representatives from the City, Des Moines County Conservation, the Girl Scouts, the Boy Scouts, the Convention & Visitors Bureau, and Downtown Partners, sponsors an annual Earth Day Cleanup, drawing hundreds of citizens to collect trash from Burlington's streets, alleys, and valleys.

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2020 Woman of Distinction - JUNE 18, 5:30 PM



Beth Fleming, Divisional Director of Bickford Senior Living, is the recipient of the 2020 Woman of Distinction, presented by Girl Scouts of Eastern Iowa and Western Illinois. Fleming will be honored at the annual celebration on June 18 at the Comfort Suites Conference Center. The Woman of Distinction event recognizes

a member of the community who represents the ideals of Girl Scouting. The recipient's deeds and work fulfill the mission of building girls of courage, confidence, and character who make the world a better place.

The celebration begins with a social at 5:30 PM, followed by a 6 PM dinner and program at the Comfort Suites Conference Center. For reservations or to donate in Beth Fleming's honor, contact Joyce Vance at [JoyceV@GirlScoutsToday.org](mailto:JoyceV@GirlScoutsToday.org) or call 319-752-3639 ext. 416.

Restore RX

RestoreRX

Restore RX is Burlington's first wellness and aesthetics practice, offering IV vitamin hydration and vitamin therapy as well as aesthetics, including the already famous PRP facial, chemical peels, weight loss adjuncts and conservative Botox and fillers. Restore RX was founded by Board Certified Nurse Practitioner Delaney Richards, who believes that life quality is directly correlated to how we look and feel. "When you are restored of your essential vitamins and minerals, your body is able to operate at its best, reflecting that inner glow on the outside. In turn, helping reverse the outward signs of aging with safe, conservative methods helps us to restore our confidence and overall sense of wellness!"

Delaney also believes that patient safety is the most important part of care, placing complication management and outcomes at the highest priority. Because of this, patients can be confident knowing they will be well cared for.

INTERNS WANTED



For information on how your company can be included, contact Emily Pattee, Jeremy Hess or Rachel Lindeen.

WELCOMING SUMMER INTERNS

No matter where a summer intern calls home, a community has a short time to welcome the young talent while they become connected and plugged into the area. The Greater Burlington Partnership does this through the Intern Program by teaming up with the 200+ Young Professionals to provide events to make friends, learn the community, and tour businesses. The summer will end with interns knowing there is a community that wants them to start a life in Greater Burlington.

The Intern Program is successful if businesses: 1) Make it a priority for interns to attend scheduled events; 2) Consider hosting or sponsoring a tour, lunch & learn or social event; 3) Practice "intentional hospitality" by engaging and inviting these young people at every opportunity. Reach out now to get the interns hooked on Greater Burlington.

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(Enter building by the circle drive, south gymnasium doors.)  
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**April 16, 5 - 7 PM**

\* Please note date is subject to change

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Please watch the YP Facebook page for event updates

## YP 505 Social Trivia Night

**Good**

**April 9, 5:05 PM**

Test your knowledge on a variety of topics while mingling with new friends. If the weather is nice, we will enjoy the beautiful patio.

**RSVP** on the Facebook event page or email [youngprofessionals@greaterburlington.com](mailto:youngprofessionals@greaterburlington.com).

## YP Kiwanis Lunch & Learn

**Comfort Suites**

**April 16, 12 PM**

Enjoy lunch with the Kiwanis Club and hear how you can be a part of their many events, like the Shamrock Shuffle and Pancake Breakfast.

**\*\*RSVP through the YP Facebook event or [youngprofessionals@greaterburlington.com](mailto:youngprofessionals@greaterburlington.com)  
Cancellations after RSVP due date result in meal charge.**

**2020 Gold Sponsor: CNH Industrial**

Refer a friend to join Young Professionals, and receive a \$10 gift card!



## YP SPOTLIGHT

### Kim Wallerich

Employer: F&M Bank & Trust

Hometown: Burlington, IA | YP Member: 1 year

**Why did you join YP?** I decided to join YP because I wanted to be more involved with the community. Working downtown, you have many opportunities to visit the places around you, and YP opens the door to more experiences.

**Which community organizations/events do you volunteer for?** I am involved with Gus Macker this year. I'm also on the sponsorship subcommittee. I have an active lifestyle, and this is a different way to stay involved.

**What do you enjoy most about Greater Burlington?** I enjoy that there is always something going on around us. The community is always active with an event, and it gives you the opportunity to volunteer or just participate.

**Unique about me:** I'm very involved as I work at the bank, teach a class at the YMCA, and am going to school part time to finish my finance degree. I'm always looking for new opportunities to broaden my horizons.

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**Thank you to the members below** for renewing their membership and providing the resources to accomplish the ongoing goals of the Chamber of Commerce. Those listed in bold have made an additional commitment by making a voluntary contribution.

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**ABC Fire Extinguisher Inc.**  
Access Energy Cooperative  
**Accounting Professionals of Burlington, Inc.**  
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Those listed are renewals received from 01/15/2020 through 02/29/2020.



The first edition of the much-anticipated workforce development tool, Asset Inventory Map (AIM), is now complete. As the project evolved, it became apparent that two different publications were needed. One is focused on the student and their families to help increase awareness of and student engagement in career readiness programs. The second AIM publication is for business leaders and educators to help build direct employer engagement with students and educators. Both will be available in an online format at [GreaterBurlington.com/PPF](http://GreaterBurlington.com/PPF). It is anticipated that, as other programs and resources are identified, the AIM resource will continue to be updated.

**AIM Objectives:**

- Identify the most impactful/promising initiatives with the goal of offering support in order to grow and sustain the work
- Limit or avoid duplication of efforts
- Identify gaps for the purpose of aiding in the filling of those gaps
- Increase engagement of stakeholders – call to action
- Increase career readiness program awareness and engagement of students and their families

The AIM project is an initiative of the Greater Burlington Partnership Workforce Advisory Council, whose purpose is to develop our area’s future workforce by providing students and their families with a deeper understanding of career opportunities and aligning skills with current workforce needs; engage employers directly with students, education and training providers; and better align programs and curriculum to the realities of the Southeast Iowa economy.



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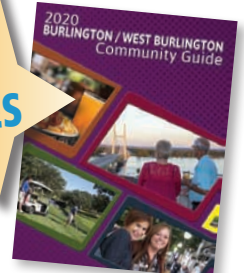
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Des Moines County Regional Solid Waste Commission  
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# WELCOME NEW MEMBERS

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!



## GOOD

Celebrates the grand opening of their downtown restaurant located at 423 N 3rd St, Burlington.



## HY-VEE FOOD STORE #1

Celebrates a newly renovated store at 939 Angular St, Burlington.

## Burlington Freemasons

401 N 5th St, Burlington, 319-572-7651, [dmlodge1.org](http://dmlodge1.org)

Jason Delzell, President, [desmoineslodge1@outlook.com](mailto:desmoineslodge1@outlook.com)

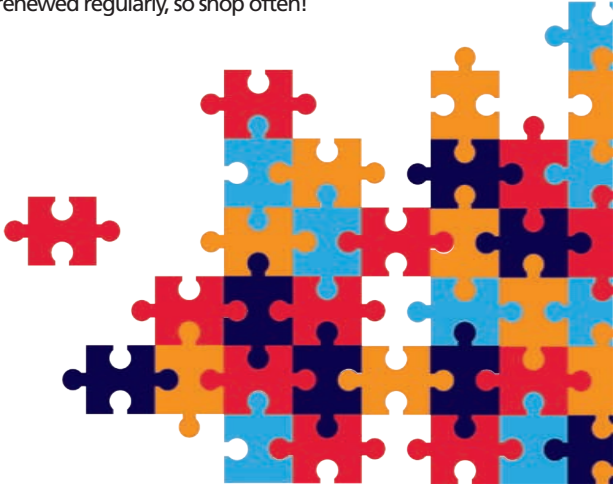
Membership in an Iowa Masonic lodge means an association with the oldest fraternity in Iowa. Still very active in Greater Burlington, the local membership uses and maintains their historic building as well as sharing it for public/private events.

## Burlington Vintage & Co.

515 Jefferson St., Burlington, 319-750-3119, [burlingtonvintage.com](http://burlingtonvintage.com)

Chelsea Stevens, Owner, [burlingtonvintage@gmail.com](mailto:burlingtonvintage@gmail.com)

Full of unique home decor items and gifts, this shop also carries antiques and vintage items. A wide variety of locally made artisan goods are also available. Inventory renewed regularly, so shop often!



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# BY THE NUMBERS

## STEM Festival

1,570 Participants

37 Hands on learning opportunities



# Southeast Iowa Days - Washington, D.C. June 2 - 4

A unique opportunity to bring the business voice to Washington, D.C. Meet and discuss important federal issues with elected Iowa legislators in Washington, D.C. If you are interested in joining the Southeast Iowa delegation or would like more information, contact Rachel Lindeen.



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