

The

MAY 2020

GREATER BURLINGTON PARTNERSHIP NEWSLETTER VOL. 100 NO. 5

PARTNERSHIP



SMALL BUSINESS MONTH MAY





SALUTE TO SMALL BUSINESS

by Della Schmidt

May is Small Business Month. Now more than ever the value of small businesses is clear. In Greater Burlington, there are 613 businesses that are Chamber of Commerce members that (pre-COVID) employ less than 100 employees, but collectively provide jobs to thousands of people.

Small businesses encompass a variety of industries in the region from niche manufacturing and trucking to retail, restaurants and hospitality. There are many small firms such as accounting, insurance, technology and marketing companies that provide essential services to larger businesses. Small business is the foundation of the local economy, specifically contributing:

- Job creation
- Spurring innovation
- Supporting local community non-profits
- A path to financial independence for business owners

In this COVID-19 era, residents and fellow business owners have an opportunity to salute small businesses in new ways. While waiting for life to return to some semblance of normal, there are practical things that can be done now.

- Post a cheerful note or word of encouragement on a small business Facebook page. Consider sharing a great customer experience or testimonial on Yelp, Facebook or similar social media sources.
- Purchase a gift card that can be used towards a future purchase.
- Purchase online from local small businesses or use curbside pickup for retail and restaurants.
- Make a call to do business over the phone.
- Take advantage of video conferencing technology for a service based business.

For more information regarding small businesses in Greater Burlington, visit GreaterBurlington.com.



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ON THE COVER

SMALL BUSINESS OF THE YEAR WINNERS

In any given year, May is meant for celebrating small business success and recognizing individual winners during the Small Business Breakfast. This year, the Greater Burlington Partnership is celebrating every small business as “Small Business of the Year.” This year, overnight, small businesses ramped up for online shopping, curbside delivery, home delivery, adjusting menus, serving the medical community, and rallying to whatever need was expressed. These small businesses are what makes Greater Burlington unique. The community is going to come out of this storm smarter, leaner, and hungrier than ever to succeed. All small businesses are deserving, you are all “the best.”



- 2018 – Energyefficient Systems, Inc., Chad Palmer
- 2012 – Rheinschmidt Flooring, LLC,
jim Rheinschmidt & Michelle Russell
- 2008 – Ivy Bake Shoppe, Inc., Martha Wolfe
- 2017 – Bark and Play Daycare & Suites, Ann March
- 2005 – Drake Hardware & Software, Dana Johnston and Jeff Johnson
- 2016 – Bickel’s Cycling & Fitness, Tyler and Melinda Bickel
- 2014 – C-CAT, Inc, Anthony Boyle and Bob Boyle
- 2019 – Red Screen Door, Doreen Roy



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VIRTUAL

Greater Burlington Leadership LIP SYNC BATTLE FOR THE BADGE

The Lip Sync Battle for the Badge has gone viral! Get your air guitar ready and put your best Lip Sync video together with your family. Then post on Facebook for a chance to win one of the top three prizes. As all businesses have done, Greater Burlington Leadership changed direction with their project that supports local law enforcement.

The Greater Burlington Leadership class of 2019 - 2020 Lip Sync Battle for the Badge will benefit an interactive training simulator for Des Moines County law enforcement agencies, providing local officers with an efficient and cost-effective way to get or receive scenario-based training.

Join the fun by posting your video, then view and vote on other's videos in the event at [Facebook.com/events/187513895685497](https://www.facebook.com/events/187513895685497). Additional donations by check may be mailed to: Greater Burlington Partnership, 610 N 4th St, Ste 200, Burlington, IA 52601.

For more information email leadership@greaterburlington.com.

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CONTEST RULES

1. Upload a 60-second or less lip sync or singing video of you or friends or family members to the Lip Sync Battle for the Badge Facebook Event.
2. Add "Support Nonprofit" to your post: select Burlington West Burlington Area Development Foundation. This foundation is the non-profit behind the Greater Burlington Partnership and Leadership Class.
 - a. This is how people can donate which will give you an additional "vote" for every \$1 donated.
3. In your post state "I do not own the rights to this song."
4. The winner must live or work in Des Moines County. Anyone is welcome to participate, post, or raise funds.
5. Videos must be posted by May 2, 2020 at midnight, and voting ends on May 8, 2020 at Noon.
6. Videos with the most votes will win. A vote is counted as 1 like or a \$1/donation (\$150 = 150 votes)
7. Winners receive cash: First place \$250, Second place \$150, Third place \$100
8. Winners will be notified on Facebook. The winner must respond with their contact information within 7 days or a new winner will be chosen.
9. Videos, profiles, and posts must comply with all Facebook policies.
10. This is in no way sponsored, endorsed, or administered by or in association with Facebook.
11. By participating you and all parties release Facebook and the Greater Burlington Partnership of any responsibilities.



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continues to "pop in" for her tour of Greater Burlington. She has been busy visiting Chamber of Commerce members and hearing of all the wonderful things happening around Greater Burlington.



FAREWAY DONATES MORE THAN \$200,000 TO SUPPORT SMALL BUSINESSES AND THEIR EMPLOYEES

Fareway Stores, Inc. recently announced a \$200,000 donation to the Iowa Chamber of Commerce Executives (ICCE). The donation provided for \$1,000 or more in gift cards to ICCE Chamber of Commerce members in the communities Fareway serves.

The Greater Burlington Partnership's Chamber of Commerce division applied for the grant and received several gift cards, which were distributed to long time Chamber of Commerce members with 1-25 employees and have been impacted by the recent closures.

"Local chambers have the pulse in each community and how best to serve its small business members during

this time of need," said Fareway President and CEO Reynolds W. Cramer. "We hope this relief reduces some of the stress our community business partners are facing."

"Our members work diligently every day to strengthen Greater Burlington," said Vice President, Kay Sackville Breuer. "Through this generous donation from Fareway, long time members who are the heart of Greater Burlington will be thanked for all that they do."

Follow the movement on Facebook with #FarewayShopsLocal.



ITC Midwest Supports Pandemic Response with Disaster Relief Funding

FIRST-ROUND GRANTS PROVIDED TO FOOD BANKS TO BENEFIT FAMILIES IN NEED

As the nation rallies to support the fight against the pandemic, ITC Midwest is committing \$175,000 in disaster relief funding to support agencies in need throughout its footprint in Iowa, Minnesota, Illinois and Wisconsin. The funding will be distributed in two rounds – the first for food charities and the second to support mental health and substance abuse agencies.

“ITC Midwest has always taken an active role in the communities we serve by offering support beyond providing reliable energy,” said ITC Midwest President Dusky Terry. “During these unprecedented times, there are tremendous needs across the country. Given the significant need being experienced from food charities, we felt it was important to step up to support organizations that can make an immediate impact in this region.”

In collaboration with the Greater Burlington Partnership and Burlington/West Burlington Chamber of Commerce, ITC Midwest was able to identify four area organizations that are facing increased needs during this challenging time. The organizations that will be using the funds to supply food to those in need include: Community Action of Southeast Iowa, Kayla’s Cupboard, The Nest of Des Moines County, and the Salvation Army.



JOIN THE PARTNERSHIP'S NEW FACEBOOK GROUP

Post videos, skits, songs, pictures or make a comment about **YOUR** favorite things about living, working and playing in Greater Burlington/Des Moines County. Then invite your Facebook friends to join in the fun!



YP SPOTLIGHT
Ashlee Darley

Employer: Sunnybrook Assisted Living
Hometown: Fort Madison, IA | YP Member: 2 years

Why did you join YP? I joined Young Professionals to learn more about the professional world and to network with others. I wanted to know more about what Burlington had to offer and about the community.

Which community organizations/events do you volunteer for? I'm involved in Kiwanis, Rotary, Burlington Fine Arts, Chamber of Commerce, Young Professionals, and the Southeastern Community College EMS Advisory Board. I plan all of the community events and fundraisers for the Burlington community at Sunnybrook as well.

What do you enjoy most about Greater Burlington? I absolutely love going down to Jefferson Street. There is so much beauty in the area and so much to explore. The history and shopping are my favorite things about downtown. The people of Greater Burlington are so friendly. I love the way that the community comes together. Right now, we are all in this together and the community has been great at helping those in need.

Unique about me: I love to volunteer and be involved in the community. I love to make a difference in others' lives. I am very driven and I always strive to improve myself and the lives of others.

Follow the Greater Burlington YP Facebook group page for updates on events.

2020 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.

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Gus Macker

The Greater Burlington Convention & Visitors Bureau continues to work with the Gus Macker national organization to monitor the COVID-19 situation. A decision in regards to hosting the Gus Macker – Burlington tournament in August will be made in the coming weeks. Stay tuned for details to be posted on the Gus Macker – Burlington Facebook page.

LEGISLATIVE SHOWCASE

Chelsea Lerud from the Greater Burlington Convention & Visitors Bureau team attended the #ThisIsIowa Legislative Showcase in March along with over 100 tourism professionals from around the state. Representative Cohoon and Senator Greene attended to discuss the importance of tourism across Iowa and in Des Moines County. Specific legislation discussed included the need to collect taxes from hotel stays longer than 30 days.



IN 2018, TRAVELERS IN DES MOINES COUNTY GENERATED OVER \$144 MILLION IN REVENUE, 1,070 JOBS, AND PAYROLL INCOME OF \$26.14 MILLION FOR BUSINESSES THROUGHOUT THE COUNTY. IN TURN, THESE DOLLARS GENERATED MORE THAN \$9.2 MILLION IN STATE AND LOCAL TAX REVENUE.



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DINING AND RETAIL UPDATE

While closure orders are having a significant impact, many restaurants and shops are still working hard to serve customers in every way they can. Visit GreaterBurlington.com for regularly updated directories of local shopping and dining options, including links for social media platforms and online ordering. These businesses are owned by your friends and neighbors, doing their best for you. Rally to do your best for them, too.



ACHIEVEMENTS RECOGNIZED by Main Street Iowa Awards



The 2020 Main Street Iowa Awards ceremony last month was canceled, but Downtown Partners is still celebrating the achievements that were to be honored. Last September, Downtown Partners reached the \$100 million benchmark for completed private property acquisition and investment in downtown Burlington. To put that into perspective, Burlington's Main Street program started in 1986 and reached the \$50 million benchmark in 2011. It took twenty-five years to reach \$50 million, and only eight years to reach the next \$50 million.

In addition, Zach James is the recipient of Downtown Partners' Leadership Award. Zach exemplifies a true revitalization leader. As Assistant Director of the Southeast Iowa Regional Planning Commission (SEIRPC), he helped create Burlington's downtown parking study, a Complete Streets policy, the downtown area-wide plan, and more. Zach has been on the Downtown Partners board since 2014 and is a past chair. His planner's mind and genial nature have moved many projects forward, including Downtown Partners' current rehab of 300 Washington.

And although they did not win in their highly competitive categories, Downtown Partners also recognized two worthy local projects. Good Restaurant + Lounge at 423 N Third was nominated for Best Total Building Rehab, and Corked 101 at 413 Jefferson was nominated for Best Interior Rehab. Both are great additions to the downtown.

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Downtown Flower Planting

Springtime comes no matter what, and it's time again to beautify downtown Burlington with colorful flowers! Interested people of all ages are invited to bring their gloves and trowels to Nancy Neafie Park at the corner of Jefferson and Sixth Streets at 5 PM on Monday, May 18 – no experience needed, and there will not be gathering in groups. Contact Vicki Koeller at Zaiser's, 319-752-6871, for more information.



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. Those listed in bold have made an additional commitment by making a voluntary contribution.

- Alzheimer's Association
- Buffalo Wild Wings**
- Burlington Little League**
- Cheryl's School of Dance, Inc.**
- DMC Democratic Central Committee
- Elks Lodge
- Flint Cliffs Manufacturing
- Horse & Hound Country Store**
- Iowa Wesleyan University
- Industrial Service Corp**
- Ivy Bake Shoppe, Inc.
- JB Designs
- L.J. Roth Restoration Service
- Sagacity Benefits
- Shug's Tiny Town & Educational Toys
- The Sherwin-Williams Company**
- Therapy Group, Inc. Counseling Services
- Vernon Promotions
- W.W. Transport, Inc.**

Those listed are renewals received from 02-29-2020 through 04-16-2020.

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Great Tastes a Virtual Event, Southeastern Community College



We can't be together in person this year, but that won't stop the party. New times call for new ideas, so join the SCC Foundation for the Great Tastes Virtual Event. It's a week-long online party.

Join us online from May 1- 8 on Facebook for a live happy hour featuring celebrity guests. And be sure to check out over 100 exciting auction items on our online bidding site: original artworks, fun gift baskets, exciting activities, weekend getaways - there's

something for every taste and every budget! Our students and communities need us now more than ever, and this event will help us continue to provide the important support they need.

Follow us on Facebook at SCCIowa.

More details at scciowa.edu.

Kodiak Cakes - For the Win

Kodiak Cakes has taken this trying time as an opportunity for goodness. 1,000 Bear Bites Honey Graham sample packets were sent to the Burlington School District for distribution in their meal program. 500 Bear Bites Honey Graham sample packets were sent to the Burlington office of Community Action for their food bank. All folks who filled out slips at the Chocoholic Frolic are receiving a free box of product.

Contact Marty Mogk at 425-443-6482 for more information.



Milestones Area Agency on Aging Volunteers Deliver Meals to Seniors



Every Monday through Friday, like clockwork, five community volunteers arrive at 10:30 AM to claim their assigned route, maybe a treat and cup of coffee, and deliver 10 - 15 meals to homebound seniors. The meal deliveries are dependent on a team of volunteers to support the nutrition program's mission. We have a great team of volunteers and are looking for others to join in the effort.

To participate or for more information, contact Renee Quinn at 319-758-5084 or Kelly Ripperger at 319-758-5082.

Whitetail Country Estates Celebrates 10th Anniversary



Whitetail Country Estates is a 300-acre, one-of-a-kind venue for weddings, receptions, retreats, special occasions, hunting, and lodging. The stunning vintage barn has heat, air, and new restrooms. The pergola by the pond is perfect for any outdoor wedding. The property includes a Rehearsal Hall and the Bridal Cottage accommodates 12 guests and has a six-chair salon. Whitetail Lodge has a wrap-around deck and can sleep up to 27 guests, perfect for guests, hunters, reunions, and retreats. Go to WhitetailCountryEstates.com or call Zana at 319-461-4291.

Burlington Vintage & Co Website Launch

Burlington Vintage & Company has recently launched their online shopping website! New community pride items have been added, in addition to many items carried regularly in the shop.

Visit burlingtonvintageandco.com

To submit member information, contact Brenda Levitt



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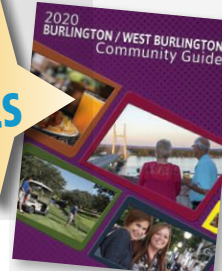
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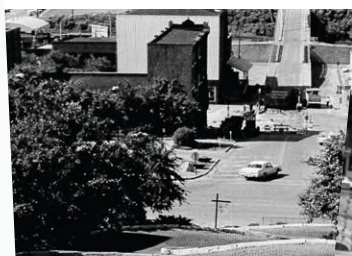
During the 1920's the GBA/Chamber of Commerce office maintained "an up-to-date road information department" for the use of its members and tourists, providing maps covering the main highways, suggested routes, and detailed road information. The office used telephone, telegraph, and interviews with tourists to check-up on roads throughout the region. The goal was to provide courteous service and free information that would attract people to southeast Iowa. The members were especially hopeful that "a new state park just north of Burlington on the Mississippi River Scenic Highway" would become a "public playground for people of southeastern Iowa and western Illinois." Today the area now known as Starr's Cave Park and Preserve continues to offer educational and recreational opportunities to residents and tourists alike.

Throughout the years a number of efforts had been made by various committees to attract more visitors to the area. The Chamber of Commerce joined the Mississippi River Parkway Commission to work with the other states along the length of the river to promote our "city on the river." Finally, in August, 1983, the Burlington Area Convention and Tourism Bureau was opened. Funded by proceeds from the recently passed hotel/motel tax, there were three primary goals of the new CTB: to encourage groups to hold meetings, conventions and trade

shows in Burlington; to assist those groups with their meetings; and to encourage tourists to visit Burlington.

The first CTB director was Teri Reese, a graduate of Iowa State, who worked closely with a number of other organizations (such as the Great River Region Tourism Council and the Iowa Development Commission) to promote visits to Burlington. During her first year on the job, Burlington was represented with an information booth at each of seven major travel shows.

In 1987 Burlington was selected by the State of Iowa to be the site of a new "Iowa Welcome Center." This center opened in the refurbished Port of Burlington building on July 16, 1988. This visible spot has welcomed thousands of visitors to southeast Iowa with the assistance of many dedicated volunteers. Displays arranged by local businesses and groups help people get a glimpse into the rich history and vitality of the community. Organized tours led by trained volunteers are available upon request to groups visiting the area. Maintaining an informative and functional web presence, creating brochures and booklets to enhance information found by folks doing internet searches, and providing personal interaction are still important aspects of the work of the Convention and Visitors Bureau today.





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