

2009 ANNUAL REPORT

Greater Burlington Partnership



Experience it!

GREATER BURLINGTON PARTNERSHIP

Burlington/West Burlington Area Chamber of Commerce

ACCOMPLISHMENTS:

- Increased actions to protect and improve the business climate in Iowa
- Encouraged Chamber members to participate in and consider their business interests in local elections
- Began the process of researching best practices for “Buy Local” and “Leadership” programs to be implemented in 2010
- Greater Burlington Partnership “Facebook” page launched
- Reduced indebtedness on mortgage by \$40,000
- Provided opportunities for business people to network and advertise their business at events including Business After Hours, the Annual Dinner, Chamber Business Appreciation Golf Classic and educational workshops



Grow Greater Burlington, Inc.



ACCOMPLISHMENTS:

- Assisted in projects that will create 52 jobs and attract \$10.8 million in private capital investment
- Conducted over 70 existing business calls
- Participated in 11 Greater Burlington Partnership and 6 regional sell trips
- Sold three lots in Flint Ridge Business Park
- Redesigned key marketing materials
- Conducted very successful business plan competition with three winners, all of which have launched businesses
- Worked aggressively with BNSF and the Iowa Department of Economic Development to market the Burlington Shops property

MEMBERSHIP ACCOMPLISHMENTS

Greater Burlington Convention Visitor's Bureau

ACCOMPLISHMENTS:

- Awarded the Best Community Publication by the Iowa State Tourism Office for the 2009 Community Guide
- Completed an aggressive external marketing campaign using print, television, web and billboard advertising
- Attended six tradeshows to promote Greater Burlington to the leisure traveler and attract group travel and conferences
- Directed the community's hosting of RAGBRAI®, welcoming over 20,000 visitors to the community
- Assisted in organizing meetings / conferences and tours for 12 groups
- Provided funding to 12 community events promoting "heads in beds"



Downtown Partners, Inc.

ACCOMPLISHMENTS:

- Six new residential apartments are under construction
- Two residential condos have been completed and one is under construction
- An upper story grant has been applied for to provide for 15 rental apartment rehabs
- Seven substantial commercial rehabs have been completed
- 14 new businesses have opened in the downtown
- Partnered on "Upstairs Downtown" tour of homes
- Downtown "Facebook" page and "Downtown" newspaper insert have been launched
- Several downtown beautification projects completed, including the County Seat bench project, Sixth Street Mural, and three facade loans



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Scott Smith, Alliant Energy *2009 Chairman of the Board*

I want to thank everyone for the opportunity to serve as the 2009 chair of this great organization. Where there were many challenges in 2009 and there were many more accomplishments. As I reflect over this past year I am proud to proclaim that this Chamber of Commerce, an organization of people who believe in “we can”, achieved what we set out to do.

Vince Lombardi once said, “The achievements of an organization are the results of the combined effort of each individual.” I could not agree more. Together our Partnership:

- Exceeded the \$1.5 million goal of the Partnering for the Future Campaign
- Increased member awareness of ways to protect and improve the business climate in Iowa
- Sold three lots in Flint Ridge Business Park, helped to facilitate the addition of 52 new jobs, and \$10.8 million in capital investment
- Directed the community’s hosting of RAGBRAI®, welcoming over 20,000 visitors to the community
- 14 new businesses opened in the downtown
- Worked with the City of Burlington to create the “quiet zone” which will maintain public safety while opening economic development opportunities in our downtown area and preserve the sanity of residents and business persons in the downtown.

The year 2009 brought many challenges, fortunately it brought many more accomplishments. I want to thank each of you for your support and willingness to work together to strengthen the Greater Burlington Partnership during a very difficult time in our nation’s history.

I cannot predict the future, but I am confident that this organization will continue to do great things and add many more accomplishments as we maintain a “can do” perspective.

I wish you all a prosperous 2010.

“Together We Will”

Scott Smith,
Past Chair

Experience it!