



Welcome to the **Chamber of Commerce**

GREATERBURLINGTON.COM

Welcome

to the Chamber of Commerce

Thank you for joining the 500+ businesses that believe in our mission to promote economic growth, employment opportunities, government advocacy, excellence in education, and quality of life in Greater Burlington.

Figuring out how to take advantage of your Chamber of Commerce membership may seem a bit overwhelming but don't fret. This booklet serves as a reference guide to help you understand and get the most out of your Chamber of Commerce benefits.

Each of the following sections will cover a different aspect of your membership.

- What are your Chamber of Commerce Benefits
- How to Get the Most Out of Your Benefits
- Chamber of Commerce Programs
- Chamber of Commerce Events
- How to Get Involved
- Working in the Background
- Chamber Annual Calendar at a Glance

If you have any questions, please feel free to contact our office. Our staff is here to help you navigate and get the most out of your membership.

Thank you again for joining the Chamber. Here is to a prosperous future for your business and the community.

■ Contact 319-752-6365

■ mjones@greaterburlington.com | greaterburlington.com

■ 610 N 4th St, Ste 200 | Burlington, Iowa 52601



GREATER BURLINGTON PARTNERSHIP

DIVISIONS



Chamber of Commerce

- **Connects businesses** through networking events, committees, and member programs.
- **Advocates for pro-business policies** at the local, state, and federal levels.
- **Promotes economic vitality** by supporting entrepreneurship and workforce development.



Convention & Visitors Bureau

- **Attracts visitors** by promoting Greater Burlington as a travel, event, and leisure destination.
- **Showcases local attractions** including dining, shopping, entertainment, and cultural experiences.
- **Supports tourism growth** through marketing campaigns, event coordination, and visitor services.



Downtown Partners, Inc.

- **Revitalizes Downtown Burlington** through historic preservation and economic development.
- **Supports Downtown businesses** with resources, promotions, and Main Street Iowa programming.
- **Organizes community events** that attract visitors and enhance downtown vibrancy.



Economic Development

- **Attracts & retains businesses** to grow the regional economy and tax base.
- **Supports job creation** by partnering with employers and developing workforce initiatives.
- **Secures private investment** through strategic development and incentive programs.

■ Introducing Our Team

When you join the Chamber of Commerce, you're not just joining an organization, you're connecting with a team that's here to support you every step of the way. From big-picture planning to everyday details, the Chamber staff is your go-to resource for navigating membership, events, and opportunities in Greater Burlington.

Whether you're looking to make connections, grow your business, or just have a question, we're always happy to help. Get to know Amy, Melissa, Mac, and Pam, you'll see they're not just experts in what they do, they're passionate about helping our members thrive.



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We're so excited to welcome you to the Chamber of Commerce! This booklet is a great starting point, filled with helpful information to guide you as you get connected. I encourage you to use it often and don't hesitate to call or reach out if you have questions. We're here to help you make the most of your membership.

- Amy O'Brien, President & CEO



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Member Benefits

In this section we'll walk you through what they are, why you should use them, and how you can begin taking advantage of them right now.

While we cover the highlights, you may want more information or have questions. All this information and more can be found at GreaterBurlington.com/Chamber. Or if you'd rather go right to the source, give us a call. We're happy to help answer any questions.



Friday Facts



The Partnership Newsletter



GrowthZone Info Hub



Business After Hours & Holiday Showcase



Ribbon Cuttings & Groundbreakings



Marketing & Sponsorship Opportunities

Friday Facts is our weekly email blast sent out to 3,000+ business people & area residents of Greater Burlington.

Each email highlights what's going on at the Partnership and member businesses.

Only members can submit a Friday Fact to promote deals, specials, events, or share news. A Friday Fact can run for 2 weeks.

The submission deadline for your item to be published that week is Wednesday at 12 PM. Anyone can receive Friday Facts.

The Partnership Newsletter is our monthly printed publication that is mailed to 1,000+ member employees in Greater Burlington. An e-version of the newsletter is also sent to 1,000+ people throughout the community and beyond. Members are able to submit articles for the Business Briefcase and Member Spotlight sections. In the Business Briefcase section, you can highlight a work anniversary, a retirement, a special award or recognition, a conference attended, a sales record, a name change or a location change. In the Member Spotlight section, you can highlight an event or promotion.

GrowthZone Info Hub is the perfect way to get your business listed and noticed on GreaterBurlington.com.

GrowthZone Info Hub is your one stop shop to create your business directory listing. Once completed, your business will be searchable on the member directory, GreaterBurlington.com/BizList. Plus you have access to post Hot Deals (coupons, specials, deals) at your business that will show up on GreaterBurlington.com/HotDeals.

You can also post job openings that show up on GreaterBurlington.com/Jobs.

Business After Hours (BAH) and the **Holiday Showcase** are engaging ways to highlight a business in a networking and social gathering atmosphere after work hours. *BAH* events often show off a new facility, an expansion or renovation, or raise awareness of your place for people who haven't been there before. Business After Hours is typically held on a Thursday night and is held in March through June, September and October.

The Holiday Showcase is a holiday-themed Business After Hours.

Ribbon Cuttings and **Ground Breakings** are a perfect way to recongnize your business or organization. We help member businesses, celebrate grand openings, milestone anniversaries, new locations, products, or services with a Ribbon Cutting. The Chamber of Commerce Ambassadors host the event. Ribbon Cuttings and Ground Breakings entail a Facebook livestream and a photo plaque presented to the business owner. Businesses also receive a photo in The Partnership Newsletter.

The Chamber of Commerce offers numerous marketing, sponsorship, and advertising opportunities for your business. Rolled out mid-third quarter, The **Marketing & Sponsorship Opportunities** catalog offers ways to get your business in front of the right people and decision makers in the community. Opportunities include event sponsorships, vendor booths, advertising options, and more. If you have questions, contact Melissa Jones. She is happy to answer any questions you may have.

While you may only use this occasionally, the Chamber of Commerce has a **notary on staff** ready to notarize member documents for free. To use simply schedule an appointment with Pam Wright or Brenda Levitt at 319-752-6365.

Host your next business meeting or training at the Partnership with our **Conference Room Rentals**. The Greater Burlington Partnership facilities are available for members to use at little or no cost. The Winegard Board Room seats up to 56 people, the Johnson Conference room will accommodate up to 30 people, and the Alliant Energy Conference Room can hold up to 10 people.

Get the Most Out of Your

While the last section highlighted your included benefits, here we cover how you can get the most out of your member benefits. It's one thing to know what comes with your Chamber of Commerce membership, but it's another to know how to take advantage of their full potential. This section will supercharge your efforts and have you on your way to maximizing your membership in no time.



Business After Hours & Networking Event Checklist



The Business After Hours & Networking Event Checklist is a valuable tool that serves to equip both newcomers and veterans alike.

For newcomers, the checklist acts as a comprehensive guide, covering essential aspects such as giving a professional elevator pitch, dressing appropriately, and bringing an ample supply of business cards. It also offers advice on engaging in meaningful conversations and making strong connections. By following this checklist, newcomers can feel confident and empowered, ready to make a positive and lasting impression at networking events.

For veterans, the checklist serves as a helpful reminder and refresher, enabling them to sharpen their networking skills and stay up to date with best practices. It provides a checklist of items to review and setting specific goals for the event. With the aid of this checklist, veterans can enhance their networking strategies, nurture existing relationships, and explore new opportunities.

Overall, the Business After Hours & Networking Event Checklist serves as an invaluable resource offering guidance and insights that ensure both newcomers and veterans are well-prepared to maximize their networking potential at upcoming events.



Success in BUSINESS

DISCOVER NEW BUSINESS OPPORTUNITIES

VIDEO ARCHIVE





Step One Create A New Account



Clockwise from top:

- GrowthZone Info Hub
- Small Business Breakfast
- Greater Burlington Restaurant Week
- Success in Business Video Archive
- Business After Hours Checklist



Greater Burlington

RESTAURANT WEEK

SEPT. 12-22 2024

Sponsored by Titan Broadcasting & Digital Group





- \$10** **Mango Strawberry Protein Smoothie with Passion Fruit Boba**

Mango and Strawberry real fruit puree, Greek yogurt, fresh banana, raw honey, and premium protein powder blended to creamy perfection. To take this smoothie to another level, we top it with our Passion Fruit Popping Boba so you can have some extra fun with your delicious smoothie!
- \$30** **Breakfast All Day Long**

Starting with Bananas Foster Stuffed French Toast: layers of custard-soaked cinnamon bread, fresh bananas, topped with a caramelized cheese foam and maple syrup. We make this the perfect pairing by adding an order of crisp bacon. In addition, an order of Avocado & Egg Toast and a side of our fresh fruit. To introduce our new fall offering, we add a side of our Cheesy Potato Breakfast Casserole.
- \$15** **Autumn Harvest Cobb Salad**

This hearty salad starts with a generous bed of chopped romaine. Layered with gala apples, roasted sweet potatoes, dried cranberries, slow roasted shredded chicken, crispy bacon, hard boiled eggs, candied pecans, and blue cheese crumbles and served with our house made Maple Vinaigrette dressing. Packed with protein and flavor, you'll forget you're eating something healthy!

Member Benefits

GrowthZone Info Hub is your one-stop shop for your Chamber of Commerce Membership. Here you can populate your Member Directory, post job listings, Hot Deals, internships, sign up for newsletters and more. While it may seem overwhelming at a glance, we've made taking advantage of it easy to learn.

We've created short training videos that will teach you step by step how to do everything. Visit GreaterBurlington.com/GZTraining and select which module you'd like to learn how to use. Within a few minutes, you will be a master of GrowthZone Info Hub.

While Business After Hours is a chance to relax and socialize after a hard day's work, it is, at its heart, a networking event. To get the most out of the opportunity, we created a **Business After Hours Checklist**. This list is an easy-to-follow guide to make sure you are prepped and ready to go at every Business After Hours.

The **Success in Business** (SIB) 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.

Speakers include local leaders and business owners, to industry experts.

The Chamber of Commerce hosts a number of **Events** throughout the year. As a member of the Chamber of Commerce, you have complimentary

tickets or are invited to attend many of our events **free of charge**. These events are the perfect place to build your network with other members and talk about your business. Here are a few of the events:

- **Small Business Showcase:** Held in May. Each Chamber of Commerce member has four (4) complimentary tickets to attend. RSVP is required prior to the event.
- **Business After Hours:** 6 in total. Held the second Thursday in March, April, May, June, September, and October. Open for Chamber of Commerce members and their employees to attend.
- **Holiday Showcase:** Held in November. Open for Chamber of Commerce members and their employees to attend.

Greater Burlington Restaurant Week, held in September, is a 10-day promotion where restaurants offer delicious deals to the community. Patrons then vote for their favorite restaurant in a variety of categories. Restaurants that sign up for Greater Burlington Restaurant Week receive a number of perks included in their membership to set them apart from non-member participants.

These benefits include:

- Customized Restaurant Week Menu featuring your businesses specials. Printed & delivered to you.
- Promotion on Greater Burlington Partnership social platforms each day during Restaurant Week highlighting member participants & their menus.
- Category winning restaurants receive a plaque commemorating their achievement & an enhanced listing in the Greater Burlington Community Profile showcasing them as a winner.

■ Chamber Programs

From Ribbon Cuttings to Greater Burlington Restaurant Week, the Chamber of Commerce loves to promote members and build future leaders. The following are a highlight of the programs offered by the Chamber of Commerce.

The Chamber of Commerce rolls out the red carpet for local **Ribbon Cuttings** and **Ground Breaking Ceremonies**. Whatever your special occasion, We help member businesses, celebrate grand openings, milestone anniversaries, new locations, products, or services.

At the event, the Chamber of Commerce Ambassadors host as they help you celebrate. Events are livestreamed on the Greater Burlington Partnership Facebook page reaching more than 6,400 followers. At the conclusion, a plaque is presented to commemorate the day. Businesses also receive a photo in the The Partnership Newsletter.

#GBPetey is the Greater Burlington Partnership's Elf who helps remind people to shop local during the holiday season.

For 21 days, #GBPetey visits a different member business daily around Greater Burlington spreading holiday cheer and urging people to explore the many unique shops in our community. He leaves clues to his location on the Greater Burlington Partnership's Facebook & Instagram pages. Members of the public are invited to play along and guess #GBPetey's location for a chance to win the weekly grand prize. Every correct guess of #GBPetey's location will be entered into a weekly drawing.

Chamber of Commerce member businesses are solicited to sign up in early October and are accepted on a first-come basis. To participate, members provide a \$25 donation

in the form of a gift card or product that is included in that week's grand prize. Businesses get exposure to 2,500 – 5,000 area shoppers through the promotion.

Greater Burlington Leadership is a professional development series designed for individuals looking to strengthen their leadership skills and make an impact in the community. The program offers experienced leaders and young professionals a broader understanding of civic leadership responsibilities and opportunities through hands-on experiences with various local institutions and those who shape our community.

Sessions include Education, Environment, Economic Development, Arts & Culture, Public Safety, Healthcare, and more. Participants also are tasked with creating and executing a class project that impacts the community.



Ribbon Cutting



#GBPetsy



Where is #GBPetsy?

Greater Burlington Leadership



■ Events



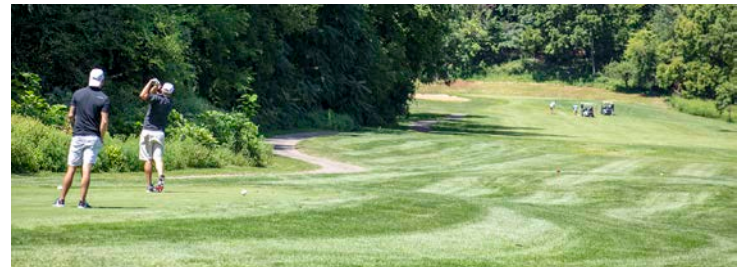
Annual Dinner



Event Calendar



Holiday Showcase



Chamber Golf Classic

While not technically an event, **GreaterBurlington.com** is home to the Greater Burlington Event Calendar. Members are invited to submit their events to the calendar. Entries can be dressed up with photos, videos, and a registration link. This is available through the GrowthZone Info Hub dashboard.

The **Annual Dinner** is the premier event of the year. The Greater Burlington Partnership hosts an awards celebration with great food and great company while celebrating people and organizations that have made an impact in our community. Awards include the Downtown Distinction Award, Best Renovation to a Facility, Community Impact Award, Project of the Year, Business Person of the Year, and the Emmy Award.

The dinner is held on a Friday in late January & tickets are available to purchase by Chamber of Commerce Members.

Business After Hours (BAH) is an engaging way to highlight a business in a networking and social gathering atmosphere after work hours. *BAH* events often show off a new

facility, an expansion or renovation, or raise awareness of your business. Business After Hours is typically held on a Thursday night March through June, September and October.

Chamber of Commerce members and their employees attend for free.

The **Holiday Showcase** is an annual event, a unique twist on Business After Hours in mid-November. There are several booths highlighting local non-profits. There are prizes, appetizers and beverages, with a holiday theme.

Chamber of Commerce members and their employees attend for free.

The **Chamber of Commerce Golf Classic** is an excellent networking opportunity to market your business and treat a client or potential client - to a great day of golf in a relaxed atmosphere.

The Golf Classic occurs on the second or third Thursday of August with a 10 AM shotgun start.

Everybody loves a good party and celebration! From social gatherings to Greater Burlington's Annual Dinner, the Chamber of Commerce hosts events around a number of different topics throughout the year. Being a member, a number of these are free to attend with others being exclusively for members and their guests. Find out more about each event below and start marking your calendars for events to attend.



Business After Hours



Small Business Breakfast



New Member Luncheon



Area Educator Expo

The Golf Classic is a chance for people to market their business and brand visibility, such as sponsoring a hole with games to have fun with the players.

Sponsorship and team participation are available to purchase exclusively for Chamber of Commerce members.

The **Small Business Breakfast** is held during Small Business Month in May. Attendees enjoy a free breakfast, hear from a keynote speaker, and celebrate the unveiling of the Small Business of the Year award.

Each Chamber of Commerce member receives four (4) complimentary tickets to attend. RSVP is required prior to the event for food count.

The **New Member Luncheon** is the perfect place to network with fellow new Chamber members while learning about your membership. At the event you'll enjoy a free lunch while Executive Director of the Chamber of Commerce gives an overview of how your investment makes a difference in

the community, and how to maximize your membership.

New Member Luncheons are held twice annually. You will receive an invitation to register to attend when the next date is close.

Free for Chamber of Commerce members to attend.

Every year Des Moines County educators are invited to attend the **Area Educator Expo**. It's a way to say thank you to our teachers and kick off the new school year. The Chamber of Commerce is committed to working on strengthening educators and business relationships.

Business booth sponsors highlight how they can assist educators, including field trips, classroom resources, hosting job shadows for students, and other free resources for teachers. Teachers are treated to a free buffet and program.

■ Get Involved

If you want to stay in the loop with what's going on or be a part of the team that plans Chamber of Commerce events throughout the year, you can do so by joining one of our committees. From event planning to government relations, we have a broad variety of committees to join.



Clockwise from top left:

- Annual Dinner
- Chamber Ambassadors
- Chamber Golf Classic
- Government Relations Friday Forum
- Greater Burlington Leadership Class



The **Annual Dinner and Fundraiser committee** plans the annual meeting for the investors of the Greater Burlington Partnership. This event features dinner, awards and a fundraising element. The Committee meets as needed, typically July through February.

The **Chamber of Commerce Ambassadors** extend warm welcomes during special events. They coordinate Business After Hours, attend and organize Ribbon Cuttings, Ground Breaking ceremonies, and host the New Member Luncheon. They meet on the first Thursday of each month at 8 a.m.

Chamber of Commerce Golf Classic Committee members coordinate a fun day on the course where members are encouraged to bring clients and vendors while raising funds for the Chamber of Commerce. Meets April - August, as needed.

For those who love politics, the **Government Relations Committee** is for you. This committee develops the annual legislative priorities and plans advocacy trips to Des Moines and Washington, D.C. The committee hosts Friday Forums spanning January through April. Friday Forums sessions will inform you about hot topics regarding the community and business-focused issues.

The Government Relations Committee meets the fourth Wednesday of each month at 8:00 AM.

The Greater Burlington Leadership Planning Committee develops and executes the annual leadership program. This includes designing the curriculum, securing the speakers, and reviewing the applications for the program. This committee is open to Greater Burlington Leadership graduates. The Planning Committee meets the 3rd Monday of each month at 4 PM.



Transfer VR Headset at SCC Career Exploration Day

While many of the Chamber's benefits are front and center, there's a whole world of behind-the-scenes work we do every day to help your business, and the Greater Burlington area, thrive. These efforts are included in your membership and are designed to move the needle on long-term growth, visibility, and community prosperity.

Advocacy that Protects Your Interests

Every day, our team advocates on your behalf to ensure Southeast Iowa remains a priority in policy decisions at the local, state, and federal levels. We work to protect a business-friendly environment, fight for resources that fuel growth, and ensure our region isn't left behind when funding and opportunities are on the line. These conversations may happen quietly, but their impact is felt broadly, shaping an environment where your business can flourish.

Driving Shoppers to Local Businesses

Through our regional marketing efforts, we make a strong case for shopping local. Our year-round, consumer-focused advertising campaign promotes Greater Burlington as a shopping destination, targeting consumers within a 45-mile radius who might otherwise

travel to larger retail hubs. Ads appear on social media, digital platforms, local and internet radio, with a goal of delivering more than 1 million impressions annually. Best of all, every click-through leads directly to the Chamber Member Directory, putting your business just one click away from potential new customers.

Investing in the Future Workforce

Workforce development is more than a buzzword here, it's a commitment. In partnership with Economic Development and local schools, we're helping students visualize a future right here at home. Our Transfer VR headsets and career exploration video series reached over 300 students last year, allowing them to explore more than 475 careers. We're working with every school district in Des Moines County to expand access and grow this pipeline of informed, career-ready talent. Programs like Community Leaders in the Classroom introduce elementary students to local leaders and help them understand how to plan for their futures. Our Greater Burlington Leadership program takes that one step further, shaping tomorrow's leaders by providing immersive, community-based leadership training.

Working In The Background

01 ADVOCACY

02 REGIONAL
MARKETING

03 WORKFORCE
DEVELOPMENT

04 BUILDING CONNECTIONS
& COMMUNITY

Supporting Business and Community, Quietly and Consistently

Some of the most important things we do are things people assume “just happen.” From organizing major regional events like RAGBRAI to securing grants, updating community event calendars, or connecting businesses with critical partnerships, our team is always working behind the scenes. The Chamber of Commerce is also the engine behind GreaterBurlington.com/ Jobs, a tool that connects local job seekers with high-quality employment opportunities right here in our region. We actively manage and promote the community calendar to keep residents and visitors informed about everything from festivals to business workshops, boosting visibility for events that might otherwise go unnoticed.

These are just a few of the essential, often invisible ways we’re working to create a stronger, more vibrant business community. When you invest in the Chamber of Commerce, you’re not just investing in your own business, you’re investing in a bigger picture that benefits us all.



■ Chamber Calendar

The Chamber hosts a wide variety of events throughout the year designed to connect, celebrate, and support our members. From networking breakfasts and educational seminars to community celebrations and the Annual Chamber Dinner, there's always something happening. This calendar offers a quick snapshot of key events to help you plan ahead and get involved. Whether you're looking to grow your business, meet new people, or stay informed, there's a place for you at every event.

January

- Annual Dinner
- Friday Forum
- Greater Burlington Leadership Session

February

- Friday Forum
- SEIA Days: Des Moines Trip
- Greater Burlington Leadership Session

May

- Small Businesses Breakfast
- New Community Profile Released
- Business After Hours
- Greater Burlington Leadership Graduation

June

- Business After Hours
- SEIA Days: Washington D.C.
- Greater Burlington Leadership Applications Open

September

- Business After Hours
- Marketing & Sponsorship Opportunities Booklet Released
- Greater Burlington Restaurant Week
- Greater Burlington Leadership Begins

October

- Manufacturers Appreciation Luncheon
- Area Educators Expo
- Business After Hours
- Greater Burlington Leadership Session
- Candidate Forums (election years)

At A Glance

March

- Business After Hours
- Friday Forum
- Greater Burlington Leadership Session

April

- Business After Hours
- Friday Forum
- Greater Burlington Leadership Session
- New Member Luncheon

July

- Greater Burlington Leadership Applications Close

August

- Chamber Golf Classic

November

- Holiday Showcase
- Greater Burlington Leadership Session
- Small Business Saturday
- #GBPetey

December

- Public Officials Meet & Greet
- Greater Burlington Leadership Session
- New Member Luncheon
- #GBPetey

* Dates are subject to change. Visit GreaterBurlington.com/Events or read The Partnership newsletter for up-to-date information.



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The Chamber of Commerce is a division of the Grater Burlington Partnership.
Making Connections, Building Community.