



GREATER BURLINGTON
CHAMBER of COMMERCE

Grow Your Business with the Chamber

See what the Chamber of Commerce can do to help your
business & the community thrive.



greaterburlington.com

About The Chamber of Commerce



The Chamber of Commerce represents over 600 businesses and organizations in Greater Burlington, all working together to advance the region's business and professional community. Our mission is to ensure the continued economic growth of the area while providing members with the services, information, and resources they need to succeed.

We are proud to play a key role in fostering Greater Burlington's reputation as a dynamic hub for commerce, industry, education, healthcare, entertainment, and culture. Ultimately creating a place where people love to live, work, and conduct business.

As a member-driven organization, the Chamber serves as a catalyst for economic growth and community development. Whether you're already

a member or considering joining, you'll have access to local networking opportunities, the chance to engage in civic matters, and a platform to capitalize on economic growth initiatives.

Join us in creating a vibrant future for Greater Burlington. Let's work together to continue building a thriving community.

A handwritten signature in black ink that reads "Melissa Jones". The signature is fluid and cursive, with a large initial "M" and "J".

Melissa Jones, *Business Engagement Manager*



Building Community

We love our members & our community.



Relocation Services

The Greater Burlington Partnership provides a number of resources to potential and new residents. Member listings are promoted through these materials.



Community Event Calendar

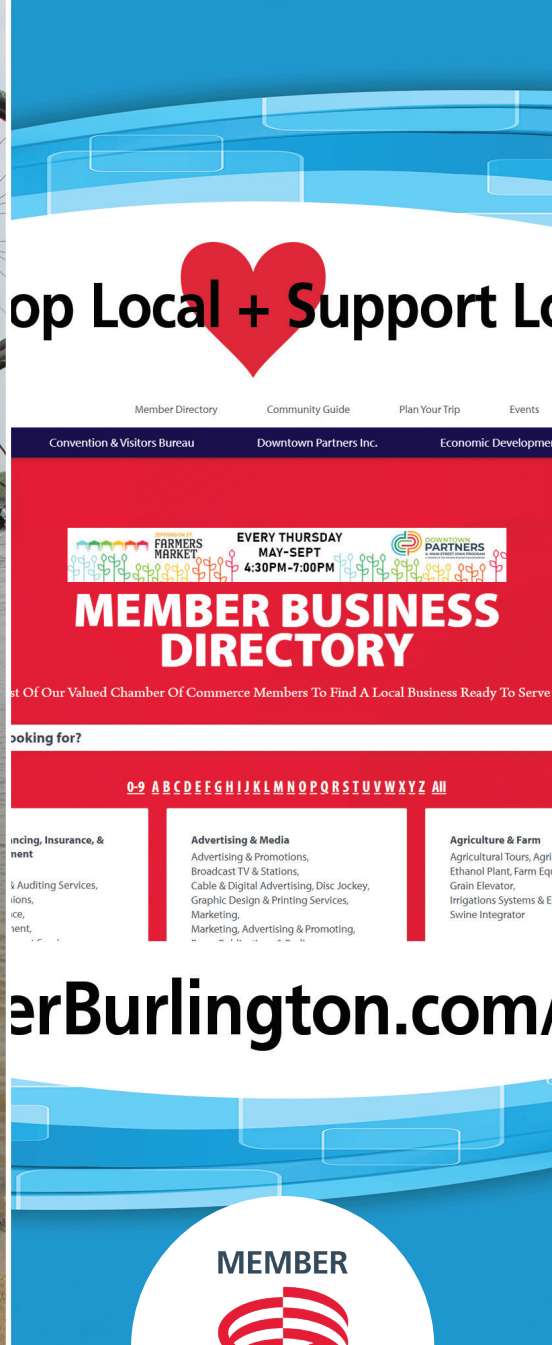
An online community calendar of events is maintained by the Greater Burlington Partnership as a resource to residents and visitors. All members have the opportunity to submit their event, celebration, or open house.

The calendar can be found at GreaterBurlington.com/events.



Community Profile and Business Directory

The annual Community Profile and business directory features members in a full color, award winning publication. Copies are distributed through local businesses, hotel rooms and relocation packets. An electronic version is also at GreaterBurlington.com, which receives thousands of



The Chamber of Commerce and the Greater Burlington Partnership not only provides resources for members, but also for the community as a whole.

Building Awareness

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WE ARE **PASSIONATE** ABOUT WHAT WE DO

Southeast Iowa Days | Des Moines



The Chamber of Commerce is very involved in influencing public policy at the local, state and national levels. The Chamber of Commerce promotes positions that are favorable to business and will help develop the local community.



Friday Forums

Friday Forums are an excellent opportunity for members to talk informally with Greater Burlington's state legislators and hear their updates and forecasts on legislative action. These are typically held monthly from November through April. These are held in-person & simulstreamed on Zoom. For more information, visit the Greater Burlington Partnership events calendar.



Southeast Iowa Days

Des Moines | Washington DC

Regional trips are organized for attendees to advocate about community projects and policy concerns important to Southeast Iowa. Delegates hold meetings with elected officials to influence legislation and directed targeted funding towards essential projects in the region.



Local Elected Officials

Forum

Candidates seeking election to available seats on area school boards, city councils or the County Board of Supervisors address questions presented by the Chamber of Commerce Government Relations Committee. Forums are held for contested primary and general elections and are live streamed.

Building Business

The Chamber of Commerce provides members and their employees a variety of benefits and services that serve as networking and marketing tools. All of which are designed to help make new business contacts and increase their bottom line.



Friday Facts Weekly E-News

A weekly update featuring “What’s New” in and around Greater Burlington, the Greater Burlington Partnership and its members is emailed to over 6,000 subscribers each Friday.



The Partnership Newsletter

The Partnership is printed monthly and distributed to over 2,000 recipients. New members receive a welcome listing and all members are invited to place special promotions, celebrations, and announcements in the Members Spotlight section or Business Briefs as a benefit of membership.



Ribbon Cuttings & Ground Breakings

When celebrating a grand opening, new location or milestone, don’t forget to invite the Chamber Ambassadors. A special ceremony will be brought to you and live-streamed on Facebook. Your photo will also be featured in *The Partnership* Newsletter.



GrowthZone Info Hub

GrowthZone is an Association Management System that allows Chamber of Commerce members to easy access to their membership resources and benefits. Submit job openings, events, Hot Deals, and more.



Facility Room Use

With three conference rooms of varying sizes available, your next meeting will be as successful as you want it to be. The Partnership offers the use of the conference rooms at limited or no charge for members.



Notary Public

Members can use the services of a Notary Public on Partnership staff at no charge. Please call for an appointment.

Build Bridges & Expand Your Network

Networking

Chamber membership provides numerous opportunities to connect with new people, both personally and professionally. Through monthly events hosted by the Chamber, you can network with fellow business owners, organization leaders, and local community members. Not only can you build valuable relationships, but you'll also have the chance to promote your business or services to potential customers.

Events

- Annual Awards Dinner
- 7 Business After Hours*
- Holiday Business Showcase*
- Small Business Breakfast*
- Manufacturers Appreciation Luncheon*
- 6 Friday Forums*
- Public Officials Meet & Greet*
- Chamber Golf Classic
- Teachers Appreciation Reception
- 4 Coffee with The Chamber*

**Free for members to attend.*



Networking
Events



Committee
Involvement



Professional
Growth

Committee Involvement

For those looking to get more involved and share their talents, the Chamber offers a variety of committees to join. As a committee member, you'll gain insider access to Partnership programs, initiatives, and community happenings, while also benefiting from one-on-one networking opportunities with peers and new businesses at committee gatherings.

Committees

- Annual Dinner and Fundraising
- Chamber Ambassadors
- Golf Classic Planning
- Government Relations
- Greater Burlington Housing
- Greater Burlington Leadership Planning
- Greater Burlington Young Professionals

Chamber of Commerce Membership as a Marketing Tool

1 Month Social Media Campaign	\$300+
1 Month Local Marketing Ad Campaign	\$300+
1 Year Basic Website Hosting + Domain Fees	\$450+

1 Year Chamber of Commerce Membership as little as **\$390**

A Chamber of Commerce membership is a powerful and affordable marketing tool for small businesses, providing year-round exposure, networking, and promotional opportunities. For a modest annual investment, businesses gain access to a variety of platforms that help elevate their visibility in the Greater Burlington community. A prominent feature is the listing on GreaterBurlington.com, which attracts both local and out-of-town visitors. This listing ensures businesses benefit from the Chamber's established search engine optimization (SEO), making it easier for potential customers to find them online. Additionally, businesses are listed in the Community Profile, a trusted resource for residents and visitors alike, enhancing local awareness.

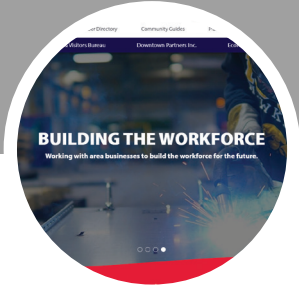
Beyond digital visibility, Chamber members can utilize Friday Facts Weekly E-news, which reaches thousands of local subscribers weekly. This platform offers businesses a direct channel

to promote events, deals, or announcements to an engaged audience, without the ongoing costs associated with traditional advertising. Coupled with access to networking events like Business After Hours and exclusive invites to events like the Small Business Breakfast and Manufacturers Appreciation Luncheon, Chamber membership allows businesses to build meaningful relationships with both customers and fellow business owners. Whether you're posting open jobs, promoting special offers in Hot Deals, or using the Partnership Conference Room for important meetings, Chamber membership serves as a versatile marketing tool that extends far beyond a one-time investment, making it an essential part of a small business's marketing strategy.





Greater Burlington Platform Stats



GreaterBurlington.com

GreaterBurlington.com is actively promoted to community residents & regional shoppers. All digital Chamber marketing links to GreaterBurlington.com.

- 80K Users
- 598K Total Page Views
- 161K Event Calendar Page Views
- 40K Member Directory Page Views

**September 2023 - Sept 2024 Google Analytics*



Friday Facts Weekly E-News

Readers include area business people, workers, & residents. Open to everyone, Friday Facts is a perfect way to get your message out to the Community.

- 4,000+ Weekly Recipients
- Above National Average Open Rate



The Partnership Newsletter

The Partnership is distributed to business people & community residents alike. The digital version is available for anyone to subscribe & distribution is growing.

- 900+ Printed Copies Delivered Each Month
- 1,500+ Digital Copies Delivered Each Month

Value of Membership

Chamber of Commerce Membership just makes **dollars** and **cents**.



Manufacturers Appreciation Luncheon

Becoming a member of the Chamber of Commerce is more than just joining a business organization; it's making a strategic investment in the future of your business. The value provided by Chamber membership far exceeds the cost, offering an unmatched opportunity to grow your business's visibility, network, and influence in the Greater Burlington community. From online listings and exclusive promotional opportunities to access to high-profile events and community resources, the Chamber provides year-round support that helps businesses of all sizes thrive.

Membership also ensures your business is continuously visible to local consumers, legislators, and fellow business owners, while benefiting from advocacy efforts that promote a pro-business environment. Whether it is through posting hot deals, networking at Business After Hours events, or being featured in Friday Facts e-news, the Chamber provides a comprehensive marketing platform that is always working to elevate your business. When you consider the range of services and benefits included, it becomes clear that Chamber membership is a smart choice. It is a resource that amplifies your marketing efforts and supports the growth of your business in ways that would be difficult and costly to achieve on your own.

Chamber Membership Value: **\$2,021+**

Membership Listing on GreaterBurlington.com	\$140
Membership Listing in Community Profile	\$336
Friday Facts Submission Access	\$260
Ribbon Cuttings & GroundBreakings	\$165
8 Business After Hours Events	\$200
Small Business Breakfast Invite for 4	\$200
Manufacturers Appreciation Luncheon for 4	\$200
Post Hot Deals	\$150
Post Open Jobs	\$150
Small Business Workshops	\$200
Notary Public Use at No Cost	\$20+
Enhanced Calendar Events	✓
Public Officials Meet & Greet	✓
Partnership Conference Room Use	✓
Greater Burlington Restaurant Week Perks	✓
Exclusive Business Marketing Opportunities	✓
Advocacy with Local, State, & Federal Legislators	✓
Candidate Election Forums	✓
6 Friday Forums with State Legislators	✓
Much More	✓

TOP 10 REASONS TO JOIN



Still on the fence and need more reasons to join the Chamber of Commerce? Here are ten quick perks of being a member.

Chamber Advocacy

The Chamber is a strong voice working on your behalf at all levels of government.

Business Assistance and Support

The Chamber works with members to facilitate introductions and provide you with access to services to help your business.

Education

The Chamber provides a variety of training options, including Greter Burlington Leadership and Leadership 2.0.

Business Promotion and Advertising

Market your products, services and events in the monthly newsletter, Friday Facts, on your personalized online Chamber Directory listing, and through sponsorships.

Connecting

Network at any of the Chamber events and grow your circle of influence in the business community.

Referrals

Your business is referred 24-7 online as well as by phone and email. Let people know you're in business even if you don't have time to attend events.

Visibility

Expose your business to a wider audience of business owners and decision makers through membership, Ribbon Cuttings, and marketing and sponsorship opportunities.

Leadership and Volunteer Opportunities

Voice your opinions. Participate in committees, task forces or community groups. Opportunity to be nominated for Board of Directors.

Community

Heighten your knowledge of how the community is moving ahead by receiving communications like The Partnership monthly newsletter and Friday Facts.

Fun

It's Fun!

Don't Just Take **Our Word** For It

Hear what our members are saying about
the Chamber of Commerce.

Heather Lange
Brent Slocum Foundation

Our partnership with Greater Burlington Partnership is invaluable to the work that the Brent Slocum Foundation does, and we are grateful for the relationship we have with our local Chamber of Commerce.

Craig Smith
Sterzing Food Company

On behalf of Sterzing Food Company and each of our employees, I wish to sincerely offer our deep appreciation to you for the acknowledgement of Sterzing's as the Local Manufacturer of The Year... Countless e-mail responses from potential customers seeking our products throughout the state... If you have ever doubted the impact that the Partnership provides, I can attest to the tangible results that your influence has provided.

Chris Murphy
Burlington By The Book

I really loved the visit and I even participated in a few of the other store visits. We did great for that day. 60% better than the same day last year. The day itself was 33% of the week. It was very reassuring to see so much support. I thank you so much. I also enjoyed myself by being part of the cash mobs for fellow merchants.

Eric Benne
Two Rivers Bank & Trust

The Chamber of Commerce is an invaluable resource for the Burlington area. We are fortunate to have a partner a phone call away who directly supports local business through any number of functions, provides networking opportunities, attracts new investment in our communities and serves as a voice on governmental issues impacting our well-being. There's always a willingness to help.

Scott F.
West Burlington Independent
School District

The Manufacturer's Luncheon exceeded my expectations and the expectations of my students. The opportunity to sit with a group of professionals from an area business provided the students who attended from West Burlington High School with a fantastic opportunity to develop networking skills and to learn about the business in a way that just can't be done in the classroom.

Tim Lundgren
Farm Bureau Financial
Services

... There is no other entity that works so tirelessly to bring good to our community. That works to champion those who live here, who work here, and who visit here...

Tracy Dunn
Traces Boutique

The annual dinner is a night of elegance, fun, community, and joy. This event is a time for the community to come together and recognize all of the hard work and wonderful contributions that businesses have made over the past year. You truly see how much the community cares about each other at this event with the camaraderie that is shown.

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Chamber of Commerce

A Division of the Greater Burlington Partnership

610 N 4th St, Suite 200
Burlington, Iowa 52601

Ph: 319-752-6365 E. mjones@greaterburlington.com

