

Making Connections, Building Community

Goals for 2012 and Beyond

Partnering for the Future Capital Campaign Goals 2009 - 2013

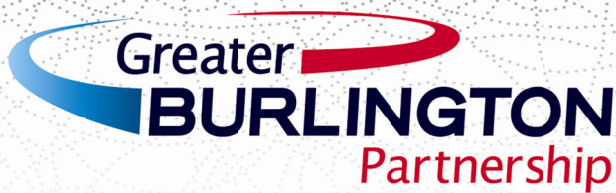
- Create 1,000 primary jobs paying an average of \$28,000/yr.
- Increase annual Des Moines County payroll by \$39,118,170.
- Realize \$100 million in private capital investment.
- Conduct 60 existing business visits per year.
- Increase tourism expenditures from \$450 million to \$500 million.
- Add 25 residential and 25 business units in the downtown.
- Retire RiverPark Place mortgage.

Greater Burlington Partnership 2012 Goals

- Improve financial stability of organization
 - Continue progress toward goal of 50% of annual operations budget in reserve for each entity
- Seamlessly transition to the leadership of a new President and CEO
- Continue initiatives to brand the Partnership and its four divisions
- Continuously improve internal and external communication
 - Continue/expand dialogue meetings with public partners
 - Enhance traditional communication tools and implement the use of new strategies to communicate with internal and external customers
- Provide support to the implementation of the selected "Imagine" vision elements

Chamber of Commerce 2012 Goals

- Continue to review U.S. Chamber accreditation report and take necessary steps to achieve five star accreditation in 2015
- Implement a buy local program
- Continue Greater Burlington Leadership with at least 15 participants
- Recruit and support business friendly candidates for public office
- End year with 700 members
- Achieve a Greater Burlington Young Professionals membership of 225 and develop/maintain a diverse and active program of activities
- Implement a member retention program that will include visits to 75% of members
- Provide support and assistance to City of Burlington in recruitment of new City Manager



Making Connections, Building Community

Grow Greater Burlington 2012 Goals

- Hire an Economic Development Professional as part of the leadership transition process
- Conduct 90 existing business calls
- Continue and enhance Business Plan Competition
- Conduct 10 outbound marketing events
- File New Markets Tax Credit application
- Continue to improve quantity and currency of available data and enhance the quality of marketing materials
- Initiate two new workforce strategies to address short and or long term workforce needs of existing business and industry
- Continue efforts to retain and recruit retail to the community
- Work with city officials to “streamline” building code procedure and process

Greater Burlington Convention and Visitors Bureau 2012 Goals

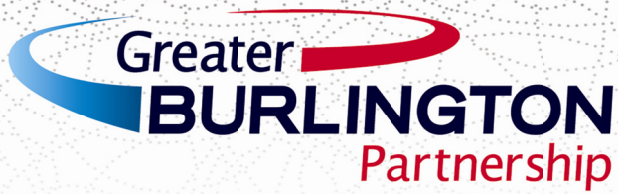
- Grow county tourism expenditures to \$103 million
- Build partner and community awareness of the importance of visitors and conventions as an economic driver
- Develop new itineraries for visitors
- Actively solicit conference bid opportunities from local persons and organizations
- Work to implement the recommendations of the attraction study
- Aggressively market Greater Burlington as a convention/visitor destination at trade shows determined to be a solid investment of marketing resources
- Pursue the establishment of a Sports Commission
- Expand media list in order to garner additional “free” advertising
- Expand the “Golden Ticket to Your Backyard Adventure” to a 10 day/8 attraction promotion
- Expand the hospitality manual into six additional businesses
- Investigate the possibility of bike rentals at the Port of Burlington (Plan in 2012 and implements in 2013)

Downtown Partners 2012 Goals

- Market the bookend buildings to identify a qualified redeveloper
- Complete a comprehensive property/business survey of the Self Supporting Municipal Improvement District
- Complete “revitalization handbook”
- Apply for Community Development Block Grant funds to undertake a façade master plan project
- Create additional murals, signage and plantings in the downtown
- Enhance communications with SSMID property owners and increase engagement of owners in downtown development

RiverPark Place | 610 N. 4th Street, Suite 200 | Burlington, IA 52601

Phone: 319-752-6365 | Fax: 319-752-6454 | info@greaterburlington.com | www.greaterburlington.com



Making Connections, Building Community

Greater Burlington Partnership 2012 – 2016 Goals

- Achieve U.S. Chamber five star accreditation status
- Promote the development of infrastructure critical to the community's future, including high speed internet
- Launch a public office candidate school
- Partner in the improvement of the physical appearance of Greater Burlington
- Focus resources and energy on prioritized development projects in the downtown
- Fill Flint Ridge Business Park and develop a business park or parks for future growth
- Maximize the use of riverfront property for commercial purposes
- Assist in the redevelopment of the depot
- Establish a cultural and entertainment district
- Increase volunteer engagement
- Lend organizational support to community efforts to enhance citizen wellness