



## DPI's Priorities & COVID-19 Statement

Over the past two months, COVID-19 has impacted the community in many ways that we could never have imagined. This includes downtown small businesses and their employees; Downtown Partners' neighbors and friends. The Downtown Partners, Inc. Board of Directors would like you to know DPI is here to help downtown constituents navigate these tough times and will be focusing on the following items in the months ahead:

### **Listening to your Needs**

DPI will be sure to provide a regular check-in with businesses to ensure owners and employee concerns are heard. DPI wants to listen to the needs of the downtown community to gather multiple points of view for how to move through the pandemic and solve issues that downtown is facing together.

### **Being a Resource**

DPI wants to be a strong partner in developing strategies to safely return business to a new normal by providing businesses with resources. This may come in the form of notifying you about funding opportunities, bringing in speakers on current topics, assisting in transition to digital sales such as "Shop Where I Live", or providing materials such as safety messaging throughout downtown e.g. signs and fliers. The team will provide a number of resources to assist you through this pandemic.

### **Promotion of Events, business, and all Downtown Benefits**

DPI will do everything possible to promote all aspects of downtown Burlington, so that the community doesn't forget about all of the great local things offered. This includes promoting events or innovative/creative way to provide safe alternatives to an event. Some alternatives might include highlighting individual downtown businesses, providing updates on new projects happening, and showcasing all of the other amazing things about downtown.

### **Re-emphasize the 4 Point Main Street Approach**

As a Main Street Iowa Community, DPI must abide by the Main Street Approach which focuses on economic vitality, design, organization, and promotion. The team will take this time to revisit and re-emphasize the 4 Points of Main Street approach with the Board of Directors, each of the committees, and downtown businesses to create a path for the future after the pandemic. This plan will help to create an atmosphere of partnership and collaboration with all of the downtown partners to ensure the downtown community comes out of this pandemic stronger than before.