



2017 BOARD OF DIRECTORS

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REGION STAFF

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2017 ANNUAL REPORT

CENTRAL IOWA TOURISM REGION





SPECIAL PROJECTS

Iowa Tourism Leadership Institute

Program designed to expand industry knowledge and leadership skills, while developing professional networks among attendees.

- Attendees apply to attend the Institute. Curriculum of required core courses & electives, with a third year added in 2017.
- Core courses include personality assessment, marketing & branding, board/staff partnerships, time management, leading change, innovation & creativity.
- Electives offered on social media ROI, networking etiquette, speaking for business professionals, ethics, communicating difficult workplace issues & facilitation skills.
- Held in April at the Hotel Pattee, 23 industry members from across Iowa participated with nine 1st Year graduates, six 2nd Year graduates and eight 3rd Year graduates.

"I love everything about the Leadership Institute! The sessions & networking are outstanding."

– Iowa Tourism Leadership Institute Attendee

"One of the best educational opportunities I go to! The sessions are tailored to helping us grow as professionals."

– Iowa Tourism Leadership Institute Attendee



Mission Statement

To enhance tourism in central Iowa through information, education, and promotion in cooperation with government and business.



Power of Travel Day

Partnership with Iowa's three tourism regions and the Iowa Tourism Office/Iowa Economic Development Authority.

- One day education & networking event to engage and energize industry members.
- Expanded this year with morning & afternoon break-outs and keynote session focused on sales, capturing mindshare and problem solving.
- Held April 2017 with over 140 industry members attending.

Your Design on Our Dime

Provided consultation services for social media campaigns, profile forms, taglines, rack cards or flyers with professional copywriter & designer.

- Assisted ten industry members with projects.
- Participants completed pre-consultation questionnaire and met with consultants during one-on-one appointments.
- Provided finalized materials and templates to implement efforts.

"We had overall excellent reviews. Attendees said what was most helpful was how to handle complaints, the importance of empowering front line staff and learning more about their community."

– Allyson Walter, Ames Convention & Visitors Bureau

Customer Service/ Hospitality Training

Partnered with community organizations and Iowa State University Extension & Outreach to provide training for front line staff. Expansion of a pilot program initiated by CITR in 2015, with all three tourism regions offering statewide in 2016-2017.

- Local hosts provide training venue and are responsible for promoting & coordinating session in their community.
- CITR participating communities:
 - Ames Convention & Visitors Bureau
 - Boone County CVB
 - Clear Lake Area Chamber & Visit Mason City
 - Charles City Area Chamber
 - Greater Des Moines CVB
 - Grinnell Area Chamber
 - Greene County Chamber
 - Madison County Chamber
 - Marshalltown CVB
 - Oskaloosa Area Chamber & Development
 - Tama County Tourism
 - Tourism Lucas County/Chariton Chamber Main Street
 - Wright County Extension Tourism Partners

LEGISLATIVE

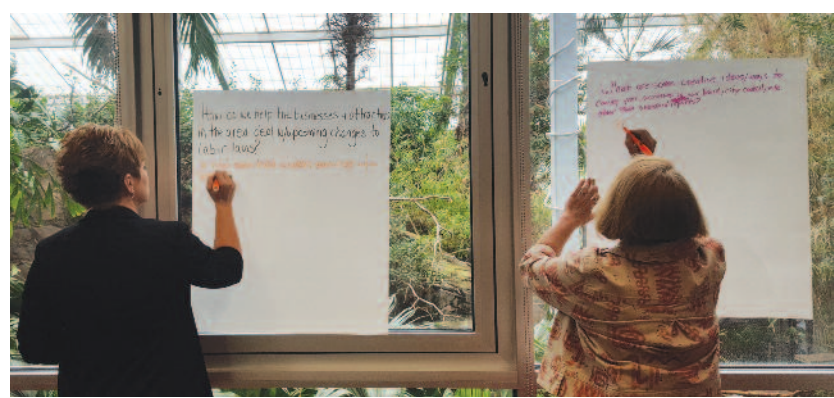
CITR liaisons to the Travel Federation of Iowa Board: Greg Edwards, Carla Eysink, Libbey Patton, Gaela Wilson, and Ann Vogelbacher.

- CITR leadership roles in 2017: Libbey Patton – Vice President, Carla Eysink – Past President, and Greg Edwards – Treasurer.
- Conducted survey to determine legislative needs & priorities of the tourism industry.
- District leader program facilitates industry communications with elected officials about issues facing the tourism industry.
- Published annual Fast Fact Tourism statistics and awareness information, along with a new website.
- Hosted Legislative Showcase that provides forum for industry members to share information with elected state officials about the importance of tourism to Iowa.
- Co-sponsor of the annual Iowa Tourism Conference and Tourism Awards.
- Continued to raise awareness and embark on programs from the Iowa Tourism Sector Plan, a five-year industry vision for tourism in Iowa.



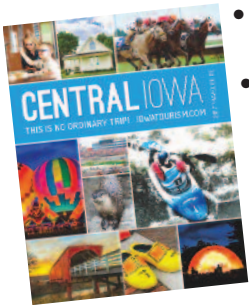
The Central Iowa Tourism Region,

also known as CITR is a non-profit organization that was incorporated in 1987. One of three tourism regions in the state, CITR works with communities, attractions, events and visitor services on tourism development and marketing initiatives. Programs are determined by the board with input from the membership and facilitated by region staff and committees.



MARKETING

Central Iowa Travel Guide



- Produced 2017 Central Iowa Travel Guide, a 72-page magazine style publication.
- Partnered with nearly 50 industry members who purchase advertising in the guide which is solely supported through ad sales.
- Over 25,000 guides distributed to the Iowa Welcome Centers, in response to web site inquiries and other visitor inquiries.

Travel Iowa Marketplace

2016 Travel Iowa Marketplace Committee: Linda Baynes, Emily Counts, Kelly Halbert, Abby Kisling, Jill Vandevort, Ginger Williams, and Nancy Roth.

- Coordinated 21st annual Travel Iowa Marketplace in November 2016 at Bridge View Center, Ottumwa.
- Fifty-four exhibitors and ten sponsors participated as partners in the marketplace with fifty-five planners attending marketplace.
- Offered one-day FAM (familiarization) tour for tour planners the day before marketplace. The tour was hosted by the Albia Area Chamber of Commerce.
- Partnered with Iowa Group Travel Association to bring planners participating in IGTA's multi-day Iowa FAM tour to the Marketplace. Majority were from out-of-state and provided exhibitors with exposure to these tour planners.
- Researched formats for the marketplace and surveyed tour planners and industry members. Results showed preference for the tradeshow format, a central location, and continued coordination with the IGTA multi-day FAM tour.

EDUCATION

Education Committee Members: Linda Baynes, Valinn McReynolds and Maureen Seamonds. Annual Meeting Committee Members: Linda Baynes, Carla Eysink, Lisa Hanrahan, and Lindsey James.

Hosted professional development sessions in conjunction with CITR meetings:

- Business Writing for Professionals. Bonus Session: Tell Your Story through various platforms with the Iowa Tourism Office.
- It's a Jungle Out There, Let CITR Be Your Guide – interactive session with solutions for real-world problems & challenges; CITR Project Ideas & Input Session and Bonus Session: Advocacy Training.
- Our Permanent Whitewater Work World – Adapting & Leading through Organizational Change. IGTA Bonus Session - Itinerary & Profile Form Development.
- Iowa Tourism Town Meeting with Iowa Tourism Office Staff.
- Annual Meeting - Uncork Your Volunteer & Staffing Potential

GRANTS/SCHOLARSHIPS

- Awarded Iowa Tourism Conference Scholarships to thirteen industry members.
- Encouraged industry members to serve on review committees for the Iowa Tourism Grants program.
- Participated in industry input committee for the grant programs.

CITR BUSINESS/ORGANIZATION MEMBERS

Membership is available to counties within the region and to businesses, organizations and others interested in tourism in Central Iowa. In 2017, membership in CITR totaled nearly 200 members.

Adventureland
Adventureland Inn
Albia Chamber of Commerce
Altoona Area Chamber of Commerce
AmericInn of Fort Dodge
AmericInn Motel & Suites of Grimes
AmericInn of Newton
AmericInn Hotel & Suites of Osage
AmericInn Motel & Suites of Osceola
Ames Convention & Visitors Bureau Associations Inc.
Barn Boutique, Northwood
Blank Park Zoo
Bluegrass Music Association of Iowa
Boone Area Chamber/CVB
Boone County Fair
Boulders Inn Clarion
Boulders Inn Newton
Boulders Inn & Suites - Polk City
Boxwoods Fine Furnishings
Bridge View Center
Brooklyn Chamber of Commerce
Cedar River Complex
Center Grove Orchard
Centerville Area Chamber of Commerce
Chariton Valley Planning & Development
Charles City Area Chamber of Commerce
CIT Signature Transportation
City of Eldora
Clear Lake Area Chamber of Commerce
Country Cabins LLC
Country Inn & Suites, Northwood
Country Inn & Suites, Pella
Courtyard By Marriott, Ankeny
Creston/Union County Tourism
Greater Des Moines Botanical Garden
Dallas County Fair Association
Des Moines Marriott Downtown
Des Moines Metro Opera
Des Moines Performing Arts
Des Moines Playhouse
Des Moines Register/Register Media

Dexter Museum
Diamond Jo Casino, Worth County
Dysart Development Corporation
Fairfield Iowa CVB
Fort Dodge CVB
The Fort Museum
Fox Ridge Winery LLC
Franklin County Fair Association
Franklin County Tourism
Frontier Trading Post, Inc.
Gaela Wilson Consulting
Greater Des Moines Convention & Visitors Bureau
Greene County Chamber of Commerce
Griff's Valley View RV Park
Grimes Chamber & Economic Development
Grinnell Chamber/Convention & Visitors Bureau
Growing Family Fun, Geisler Farms, Inc.
Hamilton County Conservation
Hamilton County Economic Development
Heart of America Group
Heart of Iowa Wine Trail
Hilton Garden Inn, West Des Moines
Historic Park Inn
Historic Valley Junction Foundation
Holiday Inn Conference Center, Des Moines Airport
Holiday Inn & Suites, Des Moines Northwest
Honey Creek Resort
Hotel Grinnell
Hotel Ottumwa & AmericInn of Ottumwa
Hotel Pattee
Image Solutions
Inbound Iowa, LLC
Indianola Chamber of Commerce
Iowa Arboretum, Inc.
Iowa Bed & Breakfast Guild
Iowa Falls Chamber/Main Street
Iowa Gold Star Military Museum
Iowa Golf Council
Iowa Mormon Trails Association

Iowa Museum Association
Iowa Quilt Museum
Iowa Railroad Historical Society - Boone & Scenic Valley Railroad
Iowa Restaurant Association
Iowa Speedway
Iowa State Fair
Iowa State Historical Museum
Iowa State Snowmobile Association
Iowa State University
Jasper Winery
John Wayne Birthplace Society
Jordan Creek Town Center
Knoxville Raceway
Knoxville Tourism Advisory Commission
Lake Red Rock
Lakeside Casino Resort
Legacy Hotel Group - County Inn & Suites & AmericInn, Ames & Country Inn, Grinnell & Coralville
Legacy Learning Boone River Valley
Legacy Travel Group
Living History Farms
Madison County Chamber of Commerce
Mahaska County Historical Society
Main Street Cultural District, Ames
Marion County Development Commission
Marshalltown Convention & Visitors Bureau
Matchstick Marvels Tourist Center
Maytag Dairy Farms
MyCountyParks.com - Iowa's County Conservation System
National Balloon Classic
National Balloon Museum
National Sprint Car Hall of Fame & Museum, Knoxville
Nevada Chamber of Commerce
Newton Convention and Visitors Bureau
Niland's Café & Colo Motel
Osage Chamber of Commerce
Osceola Chamber-Main Street
Oskaloosa Area Chamber of Commerce/MCRF

Ottumwa Area CVB
Our Iowa Magazine
Pella Convention and Visitors Bureau
Pella Historical Society
Pella Opera House
Polk County Conservation
Prairie Meadows
Prairie Rivers of Iowa
Premier Travel Media
Queen Anne Bed & Breakfast, Nevada
R Campground Inc.
Reiman Gardens, Ames
Renaissance Des Moines Savery Hotel
Royal Amsterdam Hotel, Pella
Science Center Of Iowa
Seven Oaks Recreation, Inc.
Silos & Smokestacks National Heritage Area
Star Destinations, Inc.
Story City Greater Chamber Connection
Summerset Winery
Surf Ballroom & Museum
Tassel Ridge Winery
Terrace Hill
"The Cow" Coffee & Pie Shoppe
The Hemken Collection
The Iowan Magazine/Pioneer Communications
Top of Iowa Welcome Center
Tourism Lucas County/Chariton Chamber Main Street
Traer Historical Museum
Traer Salt and Pepper Shaker Gallery
Trainland U.S.A.
Trans Iowa Charters, L.C.
Tyden Farm No. 6
Valley West Mall, West Des Moines
Villages of Van Buren
Visit Mason City
Waterloo Convention & Visitors Bureau
Webster City Chamber
Winn-Worth Betco

CITR COUNTY MEMBERS

Appanoose, Boone, Butler, Cerro Gordo, Clarke, Dallas, Davis, Decatur, Floyd, Franklin, Greene, Grundy, Hamilton, Hancock, Hardin, Jasper, Keokuk, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Monroe, Polk, Poweshiek, Story, Tama, Wapello, Warren, Wayne, Webster, Winnebago, Worth and Wright.



Central Iowa Tourism Region

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