



## 2017 BOARD OF DIRECTORS

### Officers

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**Ginger Williams**

Charles City Chamber/  
CC Whitewater

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Fort Dodge Convention  
& Visitors Bureau

Treasurer

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Ames Convention  
& Visitors Bureau

**Holly Berg**

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**Rustin Lippincott**

Fairfield Convention  
& Visitors Bureau

**Diane Van Wyngarden**

Iowa State University

**Gaela Wilson**

Gaela Wilson Consulting

## REGION STAFF

Executive Director

**Ann Vogelbacher**

Administrative Assistant

**Kasie Tudor**



# 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

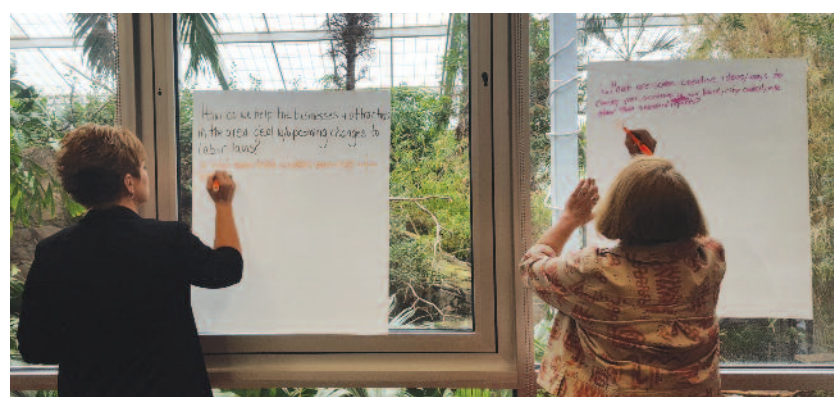
**CITR liaisons to the Travel Federation of Iowa Board: Greg Edwards, Carla Eysink, Libbey Patton, Gaela Wilson, and Ann Vogelbacher.**

- 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.



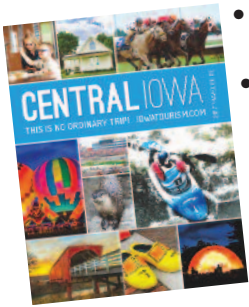
## The Central Iowa Tourism Region,

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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