Central Iowa Tourism Region 2018 Annual Report

2018 BOARD OF DIRECTORS

Officers
President
Kerrie Kuiper
Fort Dodge Convention & Visitors Bureau

Vice President
Allyson Walter
Ames Convention & Visitors Bureau

Treasurer
Holly Berg
Area 15 Regional Planning Commission

Past President
Ginger Williams
Charles City Chamber/CC Whitewater

Angie Bolinger
Boulders Inn & Suites

Lori Foresman-Kirpes
Polk County Conservation

Rustin Lippincott
Fairfield Convention & Visitors Bureau

Travis Stevenson
Boone & Scenic Valley Railroad

Diane Van Wyngarden
Iowa State University

REGION STAFF

Executive Director
Ann Vogelbacher

Administrative Assistant
Kasie Westrum
SPECIAL PROJECTS

In FY 18 the Iowa Tourism Office invited the tourism regions to submit proposals to implement special projects. After soliciting input from the industry, three projects were chosen for funding this year.

**Iowa Tourism Leadership Institute**

*Committee Members, Allyson Walter, Ann Vogelbacher, Carrie Koelker and Julie Stow.*

In its fourth year, the institute is dedicated to expanding the leadership skills of industry members, while developing professional networks among industry peers.
- Held April 12-13 at the Hotel Kirkwood in Cedar Rapids with 29 industry members from across Iowa participating, including nineteen 1st Year graduates, four 2nd Year graduates and four 3rd Year graduates.
- Partnered with the Eastern Iowa Tourism Region to pool funding resources and enhance collaborative efforts.
- Curriculum consists of core courses based on the year of attendance and electives. Courses included developing your leadership influence, team building & personality assessment, board & staff partnerships, high impact communications, leading change, collaboration & strategic alliances, and negotiation skills. Electives were working with volunteers, ask an attorney, facilitation skills, best practices & local case studies, grant writing and effective meeting skills.

**Career Fair**

Participated at two Iowa State University Career Fairs.
- Shared employment and internship opportunities with over 50 students.
- Students attending are majoring in hospitality and event management, health, wellness, government, or human & social services.
- Industry members were invited to assist at the career fairs.

**Ask the Experts**

Provided consultations related to marketing, grants, working with volunteers, board members, succession planning, and human resources.
- Participants provided information in advance of their appointments.
- Assisted ten industry members with consultations.

**ADVOCACY/LEGISLATIVE**

*CITR liaisons to the Travel Federation of Iowa Board: Greg Edwards, Libbey Hohn, JoAnn Ruopp, Julie Weeks, and Ann Vogelbacher.*

- CITR leadership roles in 2018 - Libbey Hohn – President Elect and Greg Edwards - Treasurer.
- Surveyed industry members to determine legislative needs & priorities.
- District leader program to facilitate industry communications with elected officials about issues facing the tourism industry.
- Produced annual fast fact tourism statistics and awareness information.
- Held This is Iowa Tourism Legislative Showcase, a 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.
MARKETING
Central Iowa Travel Guide
• Produced 2018 Central Iowa Travel Guide, a 72-page magazine style publication supported solely through advertising.
• Partnered with over 60 industry members that purchased advertising in the guide.
• Over 25,000 guides distributed to the Iowa Welcome Centers, in response to web site inquiries and other visitor inquiries.

Travel Iowa Marketplace
2017 Travel Iowa Marketplace Committee Members: Kris Blocker, Lindsey James, Laura Teno, Jill Vandevoort and Erin Schmitz.
• Coordinated 22nd annual Travel Iowa Marketplace in November 2017 at Vermeer Global Pavilion, Pella.
• Attendance included 47 exhibitors and 56 tour planners.
• Offered one-day FAM tour for tour planners the day before marketplace.
• Partnered with Iowa Group Travel Association to bring planners participating in multi-day Iowa FAM tour to the marketplace.

EDUCATION
Annual Meeting Committee Members: Lee Ann Bakros, Lisa Hanrahan, Kerrie Kuiper and Katie Stien.
Hosted educational programs in conjunction with CITR meetings:
• Improving Your Personal Productivity & Industry Round Tables
• Ask the Experts – Marketing, Grants, Working with Volunteers, Boards and Human Resources Topics
• Media Relations Training & Bonus Session – Exercise Your IGTA Membership
• Iowa Tourism Town Meeting with Iowa Tourism Office Staff
• Annual Meeting – Purpose Driven Innovation

COOPERATIVE PARTNERSHIPS & INDUSTRY RELATIONS
The Central Iowa Tourism Region is funded on a successful and strong private and public partnership. Membership investments and involvement represent businesses and organizations from all facets of the tourism industry. These investments and our contract with the Iowa Economic Development Authority’s Iowa Tourism Office are critical to our unified voice.
• Partnership with the Iowa Group Travel Association to host Travel Iowa Marketplace in November and educational session in January.
• Member of Iowa Destination Marketing Alliance and attended bi-monthly meetings.
• Served on statewide committees.
• Assisted and served industry members with technical assistance and support.

GRANTS/SCHOLARSHIPS
• Awarded scholarships to twelve industry members to attend the annual Iowa Tourism Conference.
• Encouraged and recruited industry members to serve on the statewide review committee for the Iowa Tourism Grants program.
Membership is available to counties within the region and to businesses, organizations and others interested in tourism in Central Iowa. In 2018, membership in CITR totaled nearly 200 members.

CITR Business/Organization Members

Advenureland
Adventureland Inn
Albia Chamber of Commerce
Altoona Area Chamber of Commerce
AmericanInn of Fort Dodge
AmericanInn Motel & Suites of Grimes
AmericanInn of Newton
AmericanInn Hotel & Suites of Osage
AmericanInn Motel & Suites of Osceola
Ames Convention & Visitors Bureau
Area 15 Regional Planning Council
Arts R Alive Webster City 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
Bricker-Price Block
Bridge View Center
Brooklyn Chamber of Commerce
Cedar River Complex
Center Grove Orchard
Centerville Rathbun Lake 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
Court Yard By Marriott, Ankeny
Creston/Union County Tourism
Greater Des Moines Botanical Garden
Dallas County Fair Association
Des Moines Marriott Downtown
Des Moines Performing Arts
Des Moines Playhouse
Dexter Museum
Diamond Jo Casino, Worth County
Dysart Development Corporation
Fairfield Iowa C VB
Fort Dodge C VB
The Fort Museum
Fox Ridge Winery LLC
Franklin County Fair Association
Franklin County Tourism
Frontier Trading Post, Inc.
Gaels 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
Indiana Chamber of Commerce
Int’Veld’s Meat Market
Iowa Arboretum, Inc.
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
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 Hobo Museum
National Sprint Car Hall of Fame & Museum, Knoxville
Nebraska Chamber of Commerce
Niland's Cafe & Colonial Motel
Osage Chamber of Commerce
Osceola Chamber-Main Street
Oskaloosa Area Chamber of Commerce/MCRF
Ottumwa Area C VB
Our Iowa Magazine
Pella Convention and Visitors Bureau
Pella Historical Society
Pella Opera House
Peppercom Pantry
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.
Silo's & Smokestacks National Heritage Area
Star Destinations, Inc.
Story City Greater Chamber Connection
Summerset Winery
Surf Ballroom & Museum
Tassel Ridge Winery
"The Cow" Coffee & Pie Shoppe
The Hemken Collection
The Iowa 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
Van Wijk Winery
Villages of Van Buren
Visit Mason City
Waterloo Convention & Visitors Bureau
Webster City Chamber
Wild Rose Casino & Resort, Jefferson
Winn-Worth Betco

CITR County Members


iowatourism.com