



Central Iowa Tourism Region 2019 Annual Report

2019 BOARD OF DIRECTORS

Officers

President
Holly Berg
Area 15 Regional
Planning Commission

Vice President
Jill Vandevort
Pella Convention
& Visitors Bureau

Treasurer
Lori Foresman-Kirpes
Polk County Conservation

Kris Blocker
Boone County Convention
& Visitors Bureau

Laura Elfers
Silos & Smokestacks
National Heritage Area

Val Ruff
Marshalltown Convention
& Visitors Bureau

Travis Stevenson
Boone & Scenic
Valley Railroad

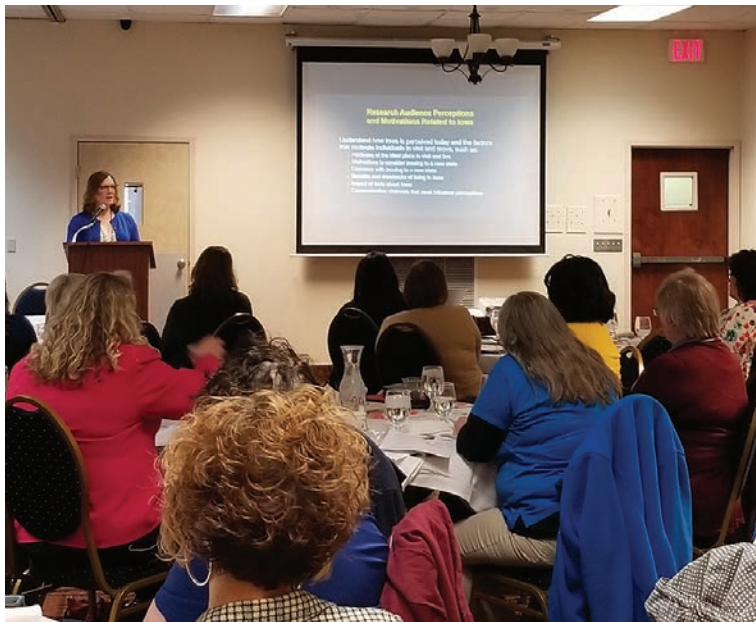
Katie Stien
Catch Des Moines

Diane Van Wyngarden
Iowa State University

REGION STAFF

Executive Director
Ann Vogelbacher

Administrative Assistant
Kasie Westrum





MISSION STATEMENT

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

One of three tourism regions in the state, the Central Iowa Tourism Region (CITR) works with communities, attractions, events and visitor services on tourism development and marketing initiatives. Programs are determined by the board of directors with input from the membership and facilitated by region staff and committees.

"Love attending Iowa Tourism Leadership! The speakers were top notch focusing on some key areas of leadership. I've recommended this to many in our industry."

SPECIAL PROJECTS

Guide Training & Certification Program

Pilot program with Iowa State University. Includes one-day workshop and optional opportunity to receive Professional Guide Certification through onsite coaching and assessment.

- Solicited proposals from local partners with two selected to host.
- Ames CVB/Boone County CVB session held in April with 80 attendees and 13 pursuing professional certification.
- Visit Mason City session scheduled for June.

Iowa Tourism Leadership Institute

In its fifth year, the institute is dedicated to expanding the leadership skills of industry members, while developing professional networks among industry peers.

- Held March 28-29 at the Hotel Kirkwood in Cedar Rapids with 24 industry members participating.
- Curriculum features core courses based on year of attendance and electives. Core courses include developing your leadership influence, team building & personality assessment, board & staff partnerships, developing & communicating your personal brand, social media, and sharpening your presentation skills. Electives were problem solving skills, meeting facilitation skills, working with volunteers, time management, social media strategies and financial/fraud control.
- Partnered with the Eastern Iowa Tourism Region to pool funding resources and enhance collaborative efforts.

Career Fair

Participated at two Iowa State University Career Fairs.

- Shared employment and internship opportunities with over 40 students.
- Students are majoring in hospitality and event management, health, wellness, government, or human & social services.
- Industry members invited to assist at the career fairs.

POWER OF TRAVEL DAY

Partnership with Iowa's three tourism regions and the Iowa Tourism Office.

- One day education & networking event to engage and energize industry members.
- Branding keynote and break-out sessions on competition assessment, digital marketing, research analytics, and creative collaborations.

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 2019: Libbey Hohn – President, Greg Edwards – Treasurer and Ann Vogelbacher – Secretary.
- 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.
- 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 and sponsored the Silent Auction.

The sessions are relevant & engaging. I learned so much and came back with useful tips, practical applications and insight from other professionals.

MARKETING

Central Iowa Travel Guide

- Produced 2019 Central Iowa Travel Guide, a 72-page magazine style publication supported solely through advertising.
- Partnered with 50 industry members that purchased advertising in the guide.
- Distributed over 25,000 guides through the Iowa Welcome Centers, in response to web site and other visitor inquiries.



Travel Iowa Marketplace

2018 Travel Iowa Marketplace Committee Members: Lori Foresman-Kirpes, Lindsey James, Jill Vandervoort, Diane Van Wyngarden, Ginger Williams, Whitney Sanger and Erin Schmitz.

- Coordinated Travel Iowa Marketplace in November at Central College, Pella.
- 2018 was the 23rd year of the event with 46 exhibitors and 38 tour planners attending.
- Offered FAM tour for tour planners the day before marketplace.



GRANTS/SCHOLARSHIPS

- Awarded scholarships to ten industry members to attend the annual Iowa Tourism Conference.
- Encouraged industry members to serve on the statewide review committee for the Iowa Tourism Grants program.



EDUCATION

Education Committee Members: Lee Ann Bakros, Laura Elfers and Travis Stevenson.

Annual Meeting Committee Members: Crystal Davis, Anne Drannen, Sami Good, Kerrie Kuiper and Jill Vandervoort.

Hosted educational programs in conjunction with CITR meetings:

- Innovative Partnerships – Developing, Leading & Case Studies
- Marketing to Millennials and Generation Z – Keynote & Panel Session
- Iowa Tourism Town Meeting with Iowa Tourism Office Staff
- Annual Meeting – Partnering for Success: Keynote & Panel Session

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 Iowa Group Travel Association to host Travel Iowa Marketplace.
- Member of Iowa Destination Marketing Alliance.
- Assisted and served industry members with technical assistance and support.
- Served on statewide committees.

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 2019, membership in CITR totaled over 200 members.

Adventureland
Adventureland Inn
Albia Chamber of Commerce
Altoona Area Chamber of Commerce
AmericInn of Fort Dodge
AmericInn of Newton
AmericInn Hotel & Suites of Osage
AmericInn Motel & Suites of Osceola
Ames Convention & Visitors Bureau
Area 15 Regional Planning Council
Barn Boutique, Northwood
Best Western Regency Inn, Marshalltown
Blank Park Zoo
Bluegrass Music Association of Iowa
Boone County CVB
Boone County Fair
Boulders Inn Clarion
Boulders Inn Newton
Bricker-Price Block
Britt Hobo Museum
Catch Des Moines
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
City of Newton
Clarion Chamber & Development
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 Performing Arts
Des Moines Playhouse

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
Garner Inn & Suites
Greene County Chamber of Commerce
Greenfield Chamber/Main Street
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
Hartwood Inn
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
Indianola 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 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
Legacy Learning Boone River Valley
Legacy Travel Group
Living History Farms
Madison County Chamber of Commerce
Mahaska County Historical Society
Marion County Development Commission
Marshalltown Convention
& Visitors Bureau
Matchstick Marvels Tourist Center
Maytag Dairy Farms
McNeill Stone Mansion B&B
MyCountyParks.com - Iowa's County
Conservation System
National Balloon Classic
National Balloon Museum
National Hobo Museum
National Sprint Car Hall of Fame
& Museum, Knoxville
Nearwood Winery & Vineyards
Nevada Chamber of Commerce
Osage Chamber of Commerce
Osceola Chamber-Main Street
Oskaloosa Area Chamber of
Commerce/MCRF
Ottumwa Area CVB
Our Iowa Magazine

Outlets of Des Moines
Pella Convention and Visitors Bureau
Pella Historical Society
Pella Opera House
Peppercorn Pantry
Polk County Conservation
Prairie Meadows
Prairie Rivers of Iowa
Premier Travel Media
Qube Hotel, Polk City
R Campground Inc.
Reiman Gardens, Ames
Renaissance Des Moines Savery Hotel
Royal Amsterdam Hotel, Pella
Sciencæ 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
"The Cow" Coffee & Pie Shoppe
The Hemken Collection
The Iowan Magazine/Heuss Printing
Thomas Jefferson Gardens of Greene
County
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.
Tyden Farm No. 6
Villages of Van Buren
Visit Mason City
Waterloo Convention & Visitors Bureau
Wild Rose Casino & Resort, Jefferson
Winn-Worth Betco
Wow! Des Moines Tours

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.

iowatourism.com



Central Iowa Tourism Region

PO Box 454, Webster City, IA 50595-0454
515.832.4808 or 800.285.5842
iowatourism.com
Ann Vogelbacher, Executive Director
ann@iowatourism.com