



PROFILE

NEWSLETTER OF THE EASTERN IOWA TOURISM ASSOCIATION

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2010 Eastern Iowa Tourism Award Winners!

The Iowa Tourism Office and the Travel Federation of Iowa presented 21 awards to industry members during the 2010 Iowa Tourism Conference in Burlington. Congratulations to the following Eastern Iowa Tourism members who were recognized!

Dubuque CVB

*Community of the Year (pop. over 10,000)
Consumer Publication (pop. over 10,000)
Website*

Dyersville Chamber of Commerce

*Community of the Year (pop. up to 10,000)
Hospitality in Tourism*

Lonnie Elmore, Waterloo CVB

Tourism Leadership Award

Heartland Acres

Attraction of the Year (pop. up to 10,000)

Jefferson County Conservation

Natural Resources

National Mississippi River Museum & Aquarium

Green/Sustainable

Old City Hall Art Gallery

Tourism and the Arts

Villages of Van Buren

County or Area of the Year

GET MORE FOR LESS IN KALONA!

Plan to join us on January 5 for the **EITA General Membership Meeting** at the Kalona Historical Village.

The education session will be on **Social Media Marketing** being presented by:

- **Reid Travis**-Social Media Manager, Pancheros Mexican Grille and
- **John Sutter**-Marketing Director, National Mississippi River Museum

This session will focus on how to get a BIG impact for no money using social media marketing.

We look forward to seeing you in Kalona!



2011 LEGISLATIVE SHOWCASE INFORMATION & LEGISLATIVE UPDATES

TFI's annual Legislative Showcase will take place Tuesday, February 1, 2011 at the Jacobson Center located at the Iowa State Fairgrounds in Des Moines.



The Exhibition Center will open at 2:00 for set-up and all booths must be set-up before the Legislative Briefing at 4:00. The Legislative Briefing will be presented by the TFI Lobbyists and other industry leaders. The Legislative Showcase will take place from 5:00 to 8:00 that evening. Please be sure to pick up the 2011 Fast Fact Booklet so you can have the legislative priorities and tourism facts at your fingertips! A block of rooms have been reserved at the Downtown Marriott for the evenings of January 31 and February 1. The cost is \$93 per night and reservations must be made by January 10, 2011. Call 800-228-9290 for reservations, group name: Iowa Tourism.

Please join us to *Talk Tourism* with your legislators and network with your industry peers. Reservations are required to participate in the Legislative Showcase, information can be found on-line at www.TravelFederationOfIowa.org or by contacting Kathy Dirks at 712-642-2114.

CITR/IGTA will host their joint meeting on Wednesday, February 2. To register for this session or to get more information, please contact CITR at 515-832-4808 or e-mail at info@iowatourism.com.

Eastern Iowa has legislative districts that only have one District Leader signed up, and we would welcome many delegates in each district. District Leader responsibilities include conveying the tourism message and the TFI's 2011 Legislative priorities to their legislators. We would like to thank those who have already agreed to serve as the voice for the Iowa Tourism Industry. To find out more about this program or to volunteer, please contact Carrie Koelker at 800-891-3482 or carrie@easterniowatourism.org.

The Travel Federation of Iowa coordinated a Tourism and Travel Summit on Thursday, December 9 in Des Moines. The purpose of the summit was to find collaborative partners with similar advocacy efforts as Iowa Tourism.

Governor Branstad Appoints IDED Director

Governor Branstad announced that Debi Durham will serve as Director of the Iowa Department of Economic Development in the Branstad/Reynolds administration.

Durham has been President of the Siouxland Chamber of Commerce since July of 1995. She also serves as President of The Siouxland Initiative (TSI), the economic development corporation serving the tri-state metropolitan area, and the Siouxland Chamber Foundation. In both 2007 and 2008, Durham's leadership contributed to the Siouxland metro's recognition as the top economic development community in the United States by Site Selection magazine.



DATES & DEADLINES

December 24	EITA Office Closed-Holiday
December 27	EITA Office Closed-Holiday
December 31	EITA Office Closed-Holiday
January 3	EITA Office Closed-Holiday
January 4	EITA Grant Agreement forms due
January 5	EITA General Membership Meeting, Kalona
February 1	TFI Legislative Showcase, Des Moines
February 2	CITR/IGTA Joint Meeting, Des Moines
February 9	EITA Executive Committee Meeting
March 2	EITA General Membership Meeting Breitbach's Country Dining, Balltown

Welcome our Newest EITA Members!

Clinton Art Association
Quad City Symphony Orchestra

November Web Site Visitors

Page views - 1,882
Total Visitors - 701

November Visitor Guide Distribution

Guides distributed - 391
FY'10 year-to-date - 6,405
(July 2010 - November 2010)

FY'11 EITA GRANT AWARDS

The EITA Grant Committee met to review the 58 submitted applications. Scoring took place on each individual application and \$22,000 was awarded to 26 projects. The estimated project expense will total over \$137,000. The following awards were made:

- Advertising - \$8,168.53 (9 projects)
- Promotion - \$13,794.83 (17 projects)

Signed project agreements are due in the EITA office by January 4, 2011 to proceed with the grant process. A list of the FY'11 Grant Awards is available by contacting the EITA office and will be distributed at the January 2011 meeting in Kalona.

A special thank you to the following members who served on the Grant Review Committee: Carol Weidemann (Fayette County Tourism), Amanda Schwartz (National Farm Toy Museum), Lonnie Elmore (Waterloo CVB), Laura Olson (Allamakee County Economic Development), Cassie Bott (Fireside Winery), and Megan Lickness (Dyersville Chamber of Commerce).

2011 EITA VISITOR'S GUIDE

Final preparations have begun for the 2011 EITA Visitor's Guide and the completion date is set for February 2011. The total ad sales for 2011 was over \$29,000 and we would like to thank the following 59 advertisers for supporting the 2011 EITA Visitor's Guide. Without your support, the printing and distribution of the visitor guide is not possible. Thank You!

Amana Colonies CVB • Anamosa State Penitentiary Museum • Bellevue Area Chamber of Commerce • Bonaparte Inn • Buchanan County Tourism • Calkins Square • Carl & Mary Koehler History Center • Cedar Falls TVB/Waterloo CVB • Cedar Rapids CVB • Chickasaw County Tourism • Clayton County Development • Clinton CVB • Comfort Inn • Country Junction Restaurant • Crystal Lake Cave • Curtis Mansion Historical Foundation • DeWitt Chamber of Commerce • Dubuque Area CVB • Dubuque River Rides • Fairfield Iowa CVB • Fayette County Tourism • Fireside Winery • Goodlove Inn • Greater Burlington CVB • Guttenberg Development & Tourism • Henry County Tourism • Herbert Hoover Presidential Museum • Iowa Children's Museum • Jackson County Area Tourism • Jones County Tourism • Kalona Area Chamber of Commerce • Kalona Historical Village • Keokuk CTB • Lady Luck Casino Marquette • Linn County Conservation • Midwest Old Threshers • Mississippi Explorer Cruises • Mount Vernon Lisbon Development Group • Muscatine CVB • Mystique Casino • National Czech & Slovak Museum • National Farm Toy Museum • National Mississippi River Museum • Off the Wall/Great River Gallery • Ohnward Fine Arts Center • Old Creamery Theatre • Ox Yoke Inn • Pull'R Inn Motel • PZAZZ! Entertainment Complex • Quad City International Airport • River Cruises • Seed Savers • Silos & Smokestacks National Heritage Area • Tipton Community Development • Villages of Van Buren • Waterloo Center for the Arts • Waverly Chamber of Commerce • Winneshiek County CVB

EASTERN IOWA'S 2011 AD SCHEDULE

Ad placements have been secured for the 2011 Iowa Tourism Office's co-op ad program for the Eastern Iowa Tourism Association. The ad placements totaled \$5,625 and will include the following publications:

Iowa Travel Guide, Midwest Living, Des Moines Register, and Iowa Outdoors.



TRY OUR QR CODE!

Eastern Iowa Tourism will be placing this QR Code on future ads, visitor guides, and marketing materials. Smartphone users can download a Bar Code Reader application and scan over the QR Code and it will link them directly to the Eastern Iowa Tourism Visitor's Guide!



The FY'11 EITA Annual Meeting will be held at Brown Deer Golf Club in Coralville on Wednesday, June 29, 2011-Mark your Calendars!