

# *Year at a Glance* **Eastern Iowa!**

2011 ANNUAL REPORT

*Mission Statement: To create a thriving economic environment in Eastern Iowa*



*by promoting our region as a principal destination for potential visitors and*



*by serving as a catalyst to enhance our members tourism marketing efforts.*

# EXECUTIVE COMMITTEE

## President

**Fran Jensen**  
Iowa Children's Museum

## President-Elect

**Beth Nickel**  
Greater Burlington CVB

## Past President

**Tom Hazelton**  
Linn County Conservation

## Treasurer

**Aaron Steinmann**  
Silos and Smokestacks NHA

## V.P. Education

**JoElla O'Connell**  
DeWitt Chamber of Commerce

## V.P. Grants

**Carol Weidemann**  
Fayette County Tourism Council

## V.P. Legislative

**Kirk Brandenberger**  
Keokuk CTB

## V.P. Marketing

**John Sutter**  
National Mississippi River  
Museum and Aquarium

## V.P. Membership

**Rustin Lippincott**  
Fairfield Iowa CVB

## State Liaisons

**Kathy Bowermaster**  
**Lonic Mezera**  
**Jessica O'Riley**  
Iowa Office of Tourism

*educational opportunities, camaraderie, general membership meetings, partnerships, advocacy*



## Eastern Iowa Tourism Association

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www.EasternIowaTourism.org

### Carrie Koelker

Executive Director  
Carrie@EasternIowaTourism.org

### Abby Kisling

Administrative Assistant  
Abby@EasternIowaTourism.org

# legislative

## Kirk Brandenberger, Vice President

*EITA Liaisons of the Travel Federation of Iowa Board: Kirk Brandenberger, Kim Burger, Tom Hazelton, Carrie Koelker (Secretary), and Kristi Wetjen (President)*

- Co-sponsored the annual Iowa Tourism Conference and Tourism Awards
- Coordinated Legislative Showcase in Des Moines by bringing together industry representatives with elected Iowa officials
- Coordinated a statewide District Leader program with industry members
- Continued to contract a lobbyist and provided electronic TFI Legislative updates to the EITA membership
- Supported all issues of the TFI 2011 Legislative Priorities
- Attended monthly TFI Board Meetings

# grants

## Carol Weidemann, Vice President

*EITA Grant Review Committee: Carol Weidemann, Cassie Bott, Lonnie Elmore, Megan Lickness, Laura Olsen, and Amanda Schwartz*

### EITA Grant Program

- Received 58 applications requesting \$53,445.51
- Awarded a total of \$22,000 to 26 projects, leveraging a total project amount of nearly \$140,000
  - Tourism Advertising 9 Projects Awarded \$ 8,168.53
  - Tourism Promotion 17 Projects Awarded \$ 13,794.83
- Updated the current grant application

### Out-of-State Marketing Grant Program

- IDED received 7 applications from Eastern Iowa members, requesting \$59,469.63
- Awarded a total of \$30,000 to 3 projects, leveraging a total project amount of \$81,000
- Appointed two members to serve on the review committee

### CDF Scholarships

- EITA received a \$4,000 grant from the IDED Community Development Fund to provide scholarships for 17 members to attend tourism education sessions

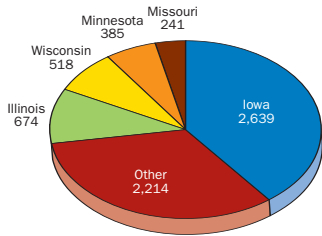
# marketing

John Sutter, Vice President

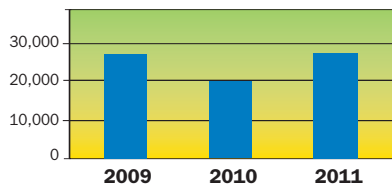
- Printed the 2011 Visitor Guides to distribute in Iowa Welcome Centers and mail to all ad placement and web site inquiries
- Partnered with 58 tourism industry members in the 2011 Visitor Guide, ad sales totaled \$ 29,616.25
- Created a QR code to be utilized in ad placements and marketing materials
- Added a flip book Visitor Guide to the website
- Enhanced the Visitor Guide with a visitor response postcard that highlights advertisers
- Exhibited at the annual Iowa Bank Club Marketplace in Des Moines, Iowa
- Maintained membership to the Iowa Group Travel Association
- Maintained membership to the National Tourism Association
- Secured membership in Iowa Destination Marketing Alliance
- Placed ads in the following publications: Iowa Travel Guide, Better Homes and Gardens, Family Circle, Ladies Home Journal, Iowa Outdoors, Des Moines Register, and Midwest Living
- Secured website banner ad sales from July 1, 2010 – June 30, 2011 with ad sales totaling \$3,201.88



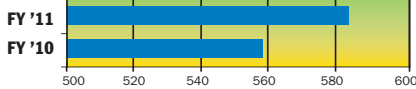
## Visitor Request Statistics



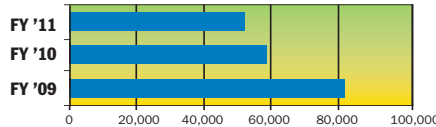
## Visitor Guide Distribution



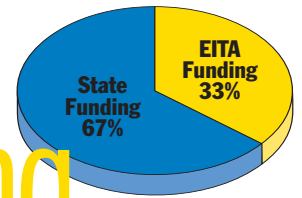
## Visitor Guide Downloads



## Web Site Pageviews



Please note: As of 4/1/2009, EITA began utilizing a different analytical program that provides more accurate information regarding website traffic.



# funding

The Eastern Iowa Tourism Association is funded on strong membership involvement and represents businesses, organizations, and individuals from every facet of the tourism industry. Membership investments are a critical piece to our unified voice and to secure state contracted funds.

State Funding	\$146,311
EITA Funding	\$ 90,000
<b>Total Funds</b>	<b>\$236,311</b>

# membership

Rustin Lippincott, Vice President

- Memberships were available to counties in the Eastern region, businesses/organizations, and others interested in tourism for Eastern Iowa
- Drafted, distributed, and compiled results for membership survey which yielded a 30% response from recipients
- Redesigned the membership application
- Processed 18 new memberships
- Secured contributions from all 28 Eastern counties
- Maintained a membership base of 255 members
- Continued a membership campaign offering existing members a free membership by recruiting two new members
- Updated the membership section on our website and added additional region business documents and links
- Provided technical assistance to region members

# education

JoElla O'Connell, Vice President

- Hosted educational programs in conjunction with General Membership Meetings:
  - Using Humor to Keep Your Spirit Balanced – Marion (Linn County)
  - Industry Roundtables Catch the Buzz! – Lansing (Allamakee County)
  - No Cost Big Impact Social Media – Kalona (Washington County)
  - "Town Meeting" with the Iowa Tourism staff – Balltown (Dubuque County)
  - S.T.U.F.F. Tourists Like: Attracting Your Best Guest – Bettendorf (Scott)

[www.EasternIowaTourism.org](http://www.EasternIowaTourism.org)



*Thank you for your partnership... we value our members!*

## | FY '11 EITA MEMBERSHIP |

1st Fridays Art Walk  
 Allamakee County  
 Allamakee County Econ  
 Develop  
 Amana Colonies CVB  
 American Gothic House Center  
 AmericInn of Anamosa  
 AmericInn of Peosta  
 Anamosa State Pen Museum  
 Antique Car Museum of Iowa  
 Banowetz Antique Mall &  
 Showroom  
 Barmuda Companies  
 Bed & Breakfast Guild of Iowa  
 Belle Plaine Comm  
 Development  
 Bellevue Area Chamber of  
 Commerce  
 Belmont Hill Victorian B & B  
 Benton County  
 Benton Development Group  
 Best Western Hotels of Iowa  
 Best Western Longbranch Hotel  
 Bickelhaupt Arboretum  
 Bily Clocks Antonin Dvorak  
 Museum  
 Black Hawk County  
 Blackhawk Hotel  
 Bonaparte Inn  
 Bossen Implement, Inc.  
 Breitbach Country Dining  
 Bremer County  
 Brucemore, Inc.  
 Brush Creek Winery  
 Buchanan County  
 Buchanan County Tourism  
 Buffalo Bill Museum  
 Burke Property Management  
 Calkins Square  
 Camp Courageous  
 Carl & Mary Koehler History  
 Center  
 Cedar County  
 Cedar Cty Friends of  
 Preservation  
 Cedar Falls TVB  
 Cedar Rapids Area CVB  
 Cedar Rapids Freedom  
 Festival, Inc.  
 Cedar Rapids Museum of Art  
 Celebration River Cruises  
 Chickasaw County  
 Chickasaw County Historical  
 Soc  
 Chickasaw County Tourism  
 Council  
 Children's Discovery Center  
 Clarion Hotel & Conference  
 Center Davenport  
 Clarion Hotel & Convention  
 Center Cedar Rapids  
 Clarion Hotel Muscatine  
 Clayton County

Clayton County Develop Group  
 Clayton County Visitors Center  
 Clinton Comm College  
 B-rrry Scurry  
 Clinton County  
 Clinton County Historical  
 Society  
 Clinton CVB  
 Clinton Downtown Partnership  
 Clinton Lumber Kings  
 Baseball Club  
 Comfort Inn Dyersville  
 Coralville, City of  
 Country Inn & Suites  
 Country Junction Restaurant  
 Cresco Motel  
 Crystal Lake Cave  
 Curtis Mansion  
 Delaware County  
 Delaware County Historical  
 Society  
 Des Moines County  
 Des Moines County Historical  
 Society  
 Des Moines Register Media  
 DeWitt Chamber of Commerce  
 Diamond Jo Casino  
 Dover Historical Society  
 Dubuque Arb & Botanical  
 Gardens  
 Dubuque Area CVB  
 Dubuque County  
 Dubuque Museum of Art  
 Dubuque River Rides  
 Dubuque Telegraph Herald  
 Dyersville Area Historical  
 Society  
 Dyersville Chamber of  
 Commerce  
 Eagles Landing B & B and  
 Winery  
 Eastern Iowa DMA  
 Eldridge-North Scott Chamber  
 Elkader Area Chamber of  
 Commerce  
 Fairfield Arts & Convention  
 Center  
 Fairfield Iowa CVB  
 Family Museum  
 Fayette County  
 Fayette County Tourism  
 Council  
 Field of Dreams Movie Site  
 Fireside Winery  
 Fort Madison Area CVB  
 Fort Madison Partners  
 Four Mounds Inn & Conf  
 Center  
 Friends of Pine Creek  
 Grist Mill  
 Frontier Motel  
 Goodlove Inn, LLC  
 Grant Wood Art Gallery

Grant Wood Studio  
 & Visitor Center  
 Greater Burlington CVB  
 Grout Museum District  
 Guttenberg Develop & Tourism  
 Hawkeye Buffalo Ranch  
 Heartland Acres Agribition Ctr  
 Henry County  
 Henry County Tourism  
 Herbert Hoover National  
 Historic Site  
 Herbert Hoover Pres Library  
 & Museum  
 Herbert Hoover Pres Library  
 Assoc  
 Historic Greef General Store  
 Historic Nauvoo  
 Holiday Inn Dubuque/Galena  
 Holiday Inn Express LeClaire  
 Homestead Restaurant  
 Hotel Julien Dubuque  
 Hotel Manning B & B  
 and Motor Inn  
 Hotel Winneshiek  
 Howard County  
 Howard County Econ  
 Development  
 Hughes, Vicki  
 Independence Inn & Suites  
 Iowa Bed & Breakfast  
 Innkeepers  
 Iowa Children's Museum  
 Iowa City/Coralville Area CVB  
 Iowa County  
 Iowa County Conservation  
 Board  
 Iowa Grape Vines Winery  
 Iowa Mississippi River  
 Parkway Commission  
 Iowa Mormon Trail Association  
 Iowa State Snowmobile  
 Association  
 Iowa State University Extension  
 Iowa Wine Trail  
 Iowan Magazine  
 Isle Casino Hotel Bettendorf  
 Isle Casino Hotel Waterloo  
 J&A Printing  
 Jackson County  
 Jackson County Area Tourism  
 Assoc  
 Jackson County Conservation  
 Jefferson County  
 John Deere Pavilion  
 Johnson County  
 Jones County  
 Jones County Conservation  
 Board  
 Jones County Tourism  
 Kalona Area Chamber of  
 Commerce  
 Kalona Historical Village  
 & Tours

Kann Imports  
 Keokuk CTB  
 Keosauqua Chamber  
 Lady Luck Casino Marquette  
 Lansing Chamber of Commerce  
 Laura Ingalls Wilder Museum  
 Learning Curve Brands, Inc.  
 Lee County  
 Lindale Mall  
 Linn County  
 Linn County Conservation  
 Little Brown Church in the Vale  
 Loras College  
 Louisa County  
 Maharishi Vedic City  
 Main Street Bonaparte  
 Main Street West Branch  
 Manchester Area Chamber  
 Mandolin Inn B & B  
 Maquoketa Area Chamber  
 Marion Chamber of Commerce  
 McGregor/Marquette Chamber  
 Midwest Old Threshers  
 Mississippi Explorer Cruises  
 Monticello Area Chamber of  
 Commerce  
 Montrose, City of  
 Morning Mist Cabins, Inc.  
 Muscatine County  
 Muscatine CVB  
 Muscatine History & Industry  
 Center  
 MVL Community  
 Development Group  
 MyCountyParks.com  
 Mystique Casino  
 National Czech & Slovak  
 Museum  
 National Farm Toy Museum  
 National Mississippi River  
 Museum  
 National Motorcycle Museum  
 Natural Gait  
 New Vienna Historical Society  
 O'Brien, Carolee  
 Off the Wall & Great River  
 Gallery  
 Ohnward Fine Arts Center  
 Old City Hall Art Gallery  
 Old Creamery Theatre Co.  
 Old Man River Restaurant  
 Ottumwa Area CVB  
 Our Iowa Magazine  
 Ox Yoke Inn  
 Plaza Antique Mall  
 Porter House Museum  
 Potter's Mill Bed and Breakfast  
 Pull'r Inn Motel  
 Putnam Museum of History  
 and Natural Science  
 PZAZZ ! Entertainment  
 Complex  
 Quad Cities CVB

Quad City International  
 Airport  
 Quad City Symphony  
 Orchestra  
 Quiet Walker Lodge  
 River Arts Center  
 River Cruises  
 Riverside Casino &  
 Golf Resort  
 Ronneburg Restaurant  
 Rush Park Motel  
 Scales Pointe Campground  
 Scenic Valley Motel  
 Scott County  
 Seed Savers Exchange  
 Silos & Smokestacks  
 Sleep Inn & Suites  
 Spook Cave and Campground  
 Squiers Manor B & B  
 St. Donatus Historical Society  
 St. Francis Xavier Basilica  
 Star Destinations  
 Stauer House Bed & Breakfast  
 Stone Cliff Vineyard & Winery  
 Strawberry Point Development  
 Swedish American Museum  
 Tabor Home Vineyards &  
 Winery  
 Tanger Outlet Center  
 Three Rivers Insurance  
 Timber Lake Playhouse  
 Tipton Community  
 Development  
 U of I Athletic Hall of Fame  
 UNI Museums  
 US Army Corps of Engineers  
 Ushers Ferry Historic Village  
 Van Buren County  
 Vesterheim Museum  
 Village of East Davenport  
 Business  
 Villages Folk School  
 Villages of Van Buren  
 Washington Chamber of  
 Commerce  
 Washington County  
 Waterloo Center For The Arts  
 Waterloo CVB  
 Waukon Chamber of  
 Commerce  
 Waverly Chamber of Commerce  
 West Union Chamber of  
 Commerce  
 Whispering Meadows Resort  
 Wide River Winery  
 Wild Rose Casino & Resort  
 Williamsburg Chamber of  
 Commerce  
 Winneshiek County  
 Winneshiek County CVB  
 Zuber's Homestead Hotel