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July 1, 2021

Dear dedicated EITA Member,

As another successful year comes to conclusion, I would like to take this time to express my appreciation on behalf of the Eastern Iowa Tourism Association (EITA) Board of Directors for your continuous membership and support. We recognize you as a large part in the success of this organization; making our strengths, the collaborative teams, cooperative partnerships, and the collective industry, possible.

EITA, one of three tourism regions in Iowa, encompasses a 28 county area in the eastern third of the state. It is the *only* organization solely devoted to enhancing and developing the tourism industry in Eastern Iowa. EITA works in collaboration with nearly 250 members, the 28 County Board of Supervisors, the Travel Federation of Iowa (TFI), the Iowa Travel Industry Partners (iTIP), and the Iowa Tourism Office to accomplish many projects throughout the year.

In today's tourism climate it is important to stay connected with your industry peers and work in partnership to enhance tourism. Together we can achieve more and spread the message that Eastern Iowa is filled with tourism opportunities. That being said, we ask you to join us for a new year as an EITA member. Your FY'22 EITA membership invoice is enclosed, as well as a copy of the 2020 EITA Travel Guide, and a submission form for your *free* listing in the 2022 edition of the EITA Travel Guide, both hardcopy and digital.

EITA is an organization known for always being progressive and thinking what's next for Iowa's tourism industry. The creation of Iowa's newest travel association, Iowa Travel Industry Partners (iTIP), allows for further advancements within the travel industry. EITA is to continue exploring a partnership with iTIP and encouraging members to become involved at a statewide level. Working together as a unified voice will strengthen and advance Iowa's travel industry. EITA looks forward to sharing more information with you about this partnership as the transition details are developed.

Please take a moment to renew your membership by completing the enclosed forms. **These are due August 17, 2021.** As always, if you have any questions or comments please feel free to contact me at 800-891-3482.

I look forward to seeing you throughout the upcoming year and a continued partnership with you. Working together we play a pivotal role in Iowa's Tourism Industry!

Yours in partnership,

Carrie Koelker, Executive Director
Eastern Iowa Tourism Association