

A Year In Review
Eastern Iowa

FY '12 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.

www.easterniowatourism.org



Board of Directors

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Beth Nickel

Greater Burlington CVB

President-Elect

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Fairfield Iowa CVB

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V.P. Grants

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V.P. Legislative

Marilee Fowler

Cedar Rapids CVB

V.P. Marketing

John Sutter

National Mississippi River

Museum and Aquarium

V.P. Membership

Cassie Bott

Fireside Winery

State Liaisons

Kathy Bowermaster

Shawna Lode

Lonie Mezera

Colleen Murphy

Jessica O'Riley

LuAnn Reinders

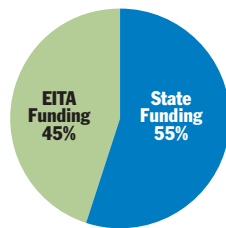
Iowa Office of Tourism



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	\$117,311
EITA Funding	\$ 95,000
Total Funds	\$212,311



Eastern Iowa Tourism Association

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www.easterniowatourism.org

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Abby Kisling

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legislative

Marilee Fowler, Vice President

*EITA Liaisons of the Travel Federation of Iowa Board:
Kim Burger, Aaron Buzza, Marilee Fowler, and Carrie Koelker*

- Co-sponsored the annual Iowa Tourism Conference and Tourism Awards.
- Coordinated the Legislative Showcase in Des Moines by bringing together industry representatives with elected Iowa officials to deliver tourism information and explain the importance of Tourism to Iowa and the economy.
- Coordinated a statewide District Leader program with industry members.
- Held District Leader training for Eastern Iowa delegates.
- Held two Tourism Summits with industry stakeholders.
- Continued to contract lobbyists and provide electronic TFI Legislative updates to the EITA membership.
- Supported all issues of the TFI 2012 Legislative Priorities.
- Attended monthly TFI Board Meetings.

grants

Stacey Reese, Vice President

EITA Grant Review Committee: Cassie Bott, Deanna Clemons Pederson, Dan Gleason, Vicki Henry, Julie Kronlage, and Stacey Reese

EITA Grant Program

- Received 41 applications requesting \$29,474.31.
 - Awarded a total of \$22,000 to 30 projects, leveraging a total project amount of over \$60,000.
- | | | |
|----------------------|---------------------|--------------|
| Tourism Advertising: | 9 Projects Awarded | \$ 8,537.04 |
| Tourism Education: | 3 projects Awarded | \$ 2,000.00 |
| Tourism Promotion: | 17 Projects Awarded | \$ 11,462.96 |

CDF Scholarships

- EITA received a \$4,000 grant from the IEDA Community Development Fund and the Travel Federation of Iowa to provide scholarships for 13 members to attend the Iowa Tourism Conference and other education sessions.

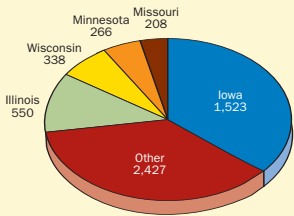
marketing

John Sutter, Vice President

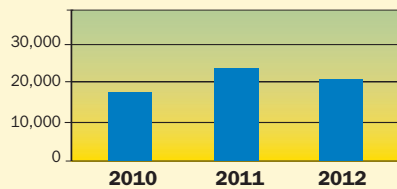
- Printed the 2012 Eastern Iowa Visitor Guide to distribute in Iowa Welcome Centers and mail to ad placement and web site inquiries.
- Partnered with 58 tourism industry members in the 2012 Eastern Iowa Visitor Guide, ad sales totaled \$29,870. Advertisers received leads from a reader response card included in the visitor guide.
- Exhibited at the annual Iowa Bank Club Marketplace in Marshalltown, Iowa.
- Attended and promoted Eastern Iowa at the annual NTA Marketplace in Las Vegas, NV. Met with 14 group tour operators from 12 different states promoting Iowa for potential business.
- A total of 516 visitor guides were downloaded from the EITA website.
- Maintained membership to the Iowa Group Travel Association and partnered with IGTA to host the May General Membership Meeting.
- 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*, and *Reader's Digest*. A total of 4,321 leads were received from the ad placements. All inquiries were mailed a copy of the 2012 EITA Visitor's Guide.
- Secured \$3,300 in website banner ad sales from July 1, 2011 – June 30, 2012.
- Utilized QR Codes.



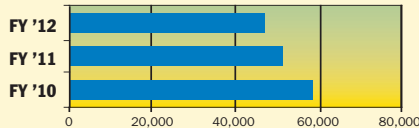
Visitor Request Statistics



Visitor Guide Distribution



Web Site Pageviews



membership

Cassie Bott, Vice President

- Memberships were available to counties in the Eastern region, businesses/organizations, and others interested in tourism for Eastern Iowa.
- In 2012, EITA secured participation and contribution from all 28 counties in Eastern Iowa.
- Membership contributions were received from 250 members.
- Held five EITA General Membership Meetings.
- 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.
- Attended numerous member events and site visits.
- Secured liaisons to serve on the Iowa Tourism Awards panel.
- Appointed delegates to serve on the Iowa Tourism Conference site selection committee.
- Provided technical assistance to region members.
- Processed 19 new memberships.

education

Leah Allen, Vice President

- Hosted educational programs in conjunction with General Membership Meetings and by webinar:
 - *Industry Roundtables, Put the Spark Back in Your Network* – Tipton (Cedar County)
 - *How to Influence People When You Have No Direct Authority* – Anamosa (Jones County)
 - *“Town Meeting” with the Iowa Office of Tourism staff* – Davenport (Scott County)
 - *Leadership...Take it Personally!* – Waterloo (Black Hawk)
 - *How Do You Want to be Remembered?* – Burlington (Des Moines)
 - *How to Build a Bold Brand* - Spring Webinar



FY'12 EITA Membership

Thank you for your partnership!

1st Fridays Art Walk
 African-American Museum of Iowa
 Allamakee County
 Allamakee County Economic Development
 Amana Colonies CVB
 American Gothic House Center
 AmericInn of Anamosa
 AmericInn of Peosta
 Anamosa State Penitentiary Museum
 Banowetz Antique Mall & Showroom
 Bed & Breakfast Guild of Iowa
 Belle Plaine Community Development
 Bellevue Area Chamber of Commerce
 Belmont Hill Victorian B & B
 Benton County
 Benton Development Group
 Best Western Hotels of Iowa
 BEST WESTERN PLUS Longbranch Hotel
 Bickelhaupt Arboretum
 Bily Clocks Antonin Dvorak Museum
 Black Hawk County
 Blackhawk Hotel
 Bonaparte Inn
 Bonaparte Main Street
 Bossen Implement, Inc.
 Breitbach Country Dining
 Bremer County
 Brick Arch Winery
 Brucemore, Inc.
 Brush Creek Winery
 Buchanan County
 Buchanan County Historical Society
 Buchanan County Tourism
 Buffalo Bill Museum
 Burke Property Management
 Calkins Square
 Carl & Mary Koehler History Center
 Cedar County
 Cedar County Friends of Preservation
 Cedar Falls TVB
 Cedar Rapids Area CVB
 Cedar Rapids Freedom Festival
 Cedar Rapids Museum of Art
 Celebration River Cruises
 Chickasaw County
 Chickasaw County Tourism
 Children's Discovery Center
 Clarion Hotel & Conference Center-Davenport

Clarion Hotel & Convention Center-Cedar Rapids
 Clarion Hotel Muscatine
 Clayton County
 Clayton County Development Group
 Clayton County Visitors Center
 Clinton County
 Clinton County Historical Society
 Clinton CVB
 Clinton Lumber Kings Baseball Club
 Comfort Inn Dyersville
 Coralville, City of
 Cresco Motel
 Crystal Lake Cave
 Curtis Mansion
 Days Inn & Suites Waterloo
 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 Arboretum & 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
 Fayette County
 Fayette County Tourism
 Field of Dreams Movie Site
 Fireside Winery
 Fort Madison Partners
 Four Mounds Inn & Conference Center
 Friends of Pine Creek Grist Mill
 Frontier Motel
 Grand Harbor Resort & Waterpark
 Grant Wood Art Gallery
 Grant Wood Studio & Armstrong Visitor Center
 Greater Burlington CVB
 Grout Museum District

Guttenberg Development & Tourism
 Hawkeye Buffalo Ranch
 Heartland Acres Agribition Center
 Henry County
 Henry County Tourism
 Herbert Hoover National Historic Site
 Herbert Hoover Presidential Library & Museum
 Herbert Hoover Presidential Library Association
 Historic Greef General Store
 Historic Nauvoo
 Holiday Inn Dubuque/Galena
 Holiday Inn Express LeClaire
 Hotel Blackhawk
 Hotel Julien Dubuque
 Hotel Manning B & B and Motor Inn
 Hotel Winneshiek
 Howard County
 Howard County Business & Tourism
 Hughes, Vicki
 Iowa Bed & Breakfast Innkeepers
 Iowa Bicycle Coalition
 Iowa Children's Museum
 Iowa City/Coralville Area CVB
 Iowa County
 Iowa County Conservation
 Iowa Dairy Center
 Iowa Grape Vines Winery
 Iowa Mississippi River Parkway Commission
 Iowa Mormon Trail 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 Association
 Jackson County Conservation
 Jefferson County
 Johnson County
 Jones County
 Jones County Conservation
 Jones County Tourism
 Kalona Area Chamber of Commerce
 Kalona Historical Village
 Keokuk CTB
 Keosauqua Chamber
 Lady Luck Casino Marquette
 Laura Ingalls Wilder Museum
 Lee County
 Lindale Mall
 Linn County

Linn County Conservation
 Little Brown Church in the Vale
 Loras College
 Louisa County
 Lyons Business & Professional Association
 Maharishi Vedic City
 Main Street Matters
 Main Street West Branch
 Manchester Area Chamber
 Mandolin Inn B & B
 Maquoketa Area Chamber
 Marion Chamber of Commerce
 McGregor/Marquette Chamber
 Midwest Old Threshers
 Mission Creative
 Mississippi Explorer Cruises
 Mississippi River Distilling Company
 Monticello Area Chamber of Commerce
 Montrose, City of
 Morning Mist Cabins, Inc.
 Mount Vernon Lisbon Community Development Group
 Muscatine County
 Muscatine CVB
 Muscatine History & Industry Center
 MyCountyParks.com
 Mystique Casino
 National Czech & Slovak Museum & Library
 National Farm Toy Museum
 National Mississippi River Museum & Aquarium
 National Motorcycle Museum
 Natural & Cultural Heritage Foundation of Jones County Area
 Natural Gait
 New Vienna Historical Society
 North Lee County Historical Society
 O'Brien, Carolee
 Ohnward Fine Arts Center
 Old Bradford Pioneer Village Museum
 Old City Hall Art Gallery
 Old Creamery Theatre Co.
 Old Man River Restaurant
 Orchestra Iowa
 Ottumwa Area CVB
 Our Iowa Magazine
 Ox Yoke Inn
 Plaza Antique Mall
 Pull'r Inn Motel
 Putnam Museum
 PZAZZ! Entertainment Complex

Quad Cities CVB
 Quad City International Airport
 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 Mount Vernon
 Sleep Inn & Suites North Liberty
 Spook Cave and Campground
 Squiers Manor B & B
 St. Donatus Historical Society
 St. Francis Xavier Basilica
 Star Destinations
 Stauer House Bed & Breakfast
 Stone Cliff Winery
 Strawberry Point Development
 Swedish American Museum
 Tabor Home Vineyards & Winery
 Tanger Outlet Center
 Three Rivers Insurance
 Timber Lake Playhouse
 Tipton Community Development
 TOMY Outlet Store
 U of I Athletic Hall of Fame
 US Army Corps of Engineers
 Van Buren County
 Vesterheim Museum
 Victorian Lace Bed & Breakfast
 Village of East Davenport
 Villages Folk School
 Villages of Van Buren
 Vinton Unlimited
 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
 Wide River Winery
 Wild Rose Casino & Resort
 Williamsburg Chamber of Commerce
 Winneshiek County
 Winneshiek County CVB
 Youngville Highway History Association