

A Year In Review Eastern Iowa fy '13 Annual Report

collaborative teams... cooperative partnerships... collective industry...



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

Eastern Iowa Tourism Association

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Fairfield Iowa CVB

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& Aquarium

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Cedar Rapids CVB

V.P. Marketing

Sarah Tarnowski
Amana Colonies CVB

V.P. Membership

Cassie Bott
Fireside Winery

State Liaisons

Shawna Lode
Lonie Mezera
Colleen Murphy
Jessica O'Riley
LuAnn Reinders
Iowa Office of Tourism

Office Staff

Executive Director

Carrie Koelker
carrie@easterniowatourism.org

Administrative Assistant

Connie Nebel
connie@easterniowatourism.org



legislative

Marilee Fowler, Vice President

EITA Liaisons of the Travel Federation of Iowa Board:

Wes Ehreke, 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.
- Coordinated an industry statewide survey to tabulate the legislative needs and priorities.
- Held two tourism summits with tourism industry stakeholders.
- Re-designed and coordinated the TFI Fast Fact Tourism statistics and awareness information.
- Continued to contract lobbyists and provide electronic TFI Legislative updates to the EITA membership.
- Assisted specific needs and district leaders with talking points and contacts.
- Supported all issues of the TFI 2013 Legislative Priorities.
- Attended monthly TFI Board Meetings.
- The Travel Federation of Iowa contributed \$7,000 to each tourism region to assist with partnerships, grants, and educational priorities.

grants

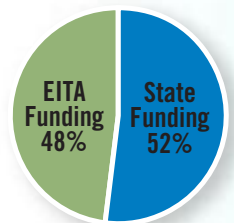
Stacey Reese, Vice President

EITA Grant Review Committee: Cassie Bott, Kirk Brandenberger, Dan Gleason, Ann Cannon, Julie Kronlage, Stacey Reese

EITA Grant Program

- Received 40 applications requesting \$42,000.
- Updated the current grant application.
- Awarded a total of \$22,145 to 21 projects, leveraging a total project amount of over \$60,000.
- Secured funds at the April Power of Travel Day for future Tourism Conference scholarships.
- The three Iowa Tourism Regions joined forces to provide three statewide tourism educational components.

cooperative partnerships



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 and our Iowa Economic Development Authority contract are a critical piece to our unified voice.

State Funding	\$110,000
EITA Funding	\$101,000
Total Funds	\$212,000

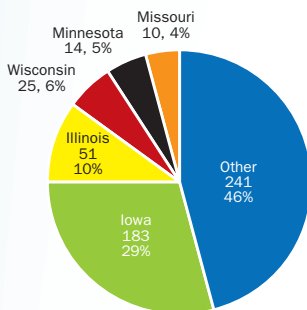
marketing

Sarah Tarnowski, Vice President

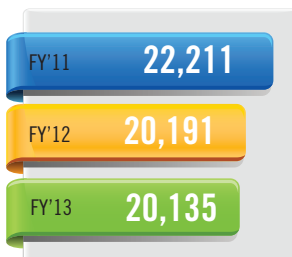
- Printed the 2013 Eastern Iowa Visitor Guide to distribute in Iowa Welcome Centers and mail to ad placement and web site inquiries.
- Partnered with nearly 60 tourism industry members in the 2013 Eastern Iowa Travel Guide and Region website. Ad sales totaled \$34,150. The Guide is solely supported from advertiser sales.
- Advertisers received leads from a reader response card included in the travel guide.
- Exhibited at the annual Iowa Bank Club Marketplace held in Davenport.
- Distributed 20,135 Eastern Iowa Travel Guides.
- Maintained membership to the Iowa Group Travel Association and partnered with IGTA to host the May General Membership Meeting.
- Secured membership in Iowa Destination Marketing Alliance and attended the bi-monthly meetings.
- Placed ads in the following Iowa co-op publications: *Iowa Travel Guide*, *Cedar Rapids Gazette*, *Quad City Times*, *Dubuque Telegraph Herald*, *Iowa City Press Citizen*, *Sioux City Journal*, *Waterloo/Cedar Falls Couriers* and *Omaha World Herald*.
- Drafted a RFP and discussed a potential new website to launch in FY'14.
- Assisted travelers and group tour planners with their itineraries.



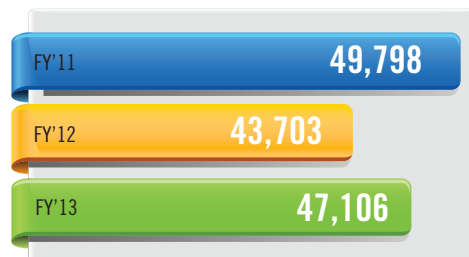
Visitor Guide Distribution by State



Total Visitor Guide Distribution



Web Site Page Views



Visitor Guide Downloads



*Average visit duration was 2.5 minutes in FY '13.

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 2013, EITA secured participation and contributions from all 28 Eastern Iowa counties.
- 256 members, processed 25 new memberships in FY'13.
- Held five EITA General Membership Meetings for members to attend. Hosted three bonus statewide opportunities for regional 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.
- Attended numerous member events and site visits.
- Offered technical assistance to various members and committees.
- Secured liaisons to serve on the Iowa Tourism Awards committee.
- Appointed delegates to serve on the Iowa Tourism Conference site selection committee.

education

Christy Decker, Vice President

- Hosted educational programs in conjunction with General Membership Meetings and by webinar:
 - *Advocacy Training* – Cedar Rapids
 - *Annual Town Meeting with the Iowa Tourism Staff* – Fort Madison
 - *Visual Pitches with Mark Hirsh* – Dubuque
 - *Google Your Brain/Power of Travel* – Joint Regional Partnership Meeting – Des Moines
 - *Bank it Up* – Bank Travelers – Amana
 - *Time Management* – Annual Meeting – Fairfield
 - *Roger Brooks* – *Marketing on a Miniscule Budget and the Art of Branding a Community* – Webinars

Thank you for your partnership

EITA Membership

1st Fridays Art Walk
 African-American Museum of Iowa
 Allamakee County
 Allamakee County Economic Development
 Amana Colonies CVB
 American Gothic House Center
 AmericInn Hotel & Suites Fairfield
 AmericInn of Anamosa
 Anamosa State Pen Museum
 Banowitz Antique Mall & Showroom
 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.
 Buchanan County Historical Society
 Buchanan County
 Buchanan County Tourism
 Buffalo Bill Museum
 Burke Property Management
 Burlington Trailways/Trailways Travel
 Calkins Square
 Capitol Theater
 Carl & Mary Koehler History Center
 Cedar County
 Cedar Falls TVB
 Cedar Rapids Area CVB
 Cedar Rapids Freedom Festival
 Cedar Rapids Marriott
 Cedar Rapids Museum of Art
 Celebration River Cruises
 Chickasaw County
 Chickasaw County Historical Society
 Chickasaw County Tourism

Clarion Highlander Iowa City
 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 & Suites Fort Madison
 Comfort Inn Dyersville
 Community Main Street Downtown Cedar Falls
 Coralville, City of
 Country Junction Restaurant
 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 & Development Co.
 Diamond Jo Casino
 Dubuque Arboretum & Botanical Gardens
 Dubuque Area CVB
 Dubuque County
 Dubuque Museum of Art
 Dubuque River Rides
 Dyersville Area Historical Society
 Dyersville Chamber of Commerce
 Eastern Iowa DMA
 Eldridge-North Scott Chamber
 Elkader Area Chamber of Commerce
 Fairfield Arts & Convention Center
 Fairfield Iowa CVB
 Family Museum Bettendorf
 Family Museum Clinton
 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

Froelich's 1st Tractor and 1890's Village
 Frontier Motel
 Grant Wood Art Gallery
 Grant Wood Studio & Armstrong Visitor Center
 Greater Burlington CVB
 Groat Museum District
 Guttenberg Develop & 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
 Holiday Inn Dubuque/Galena
 Holiday Inn Express & Suites Dubuque
 Holiday Inn Express LeClaire
 Hotel Blackhawk
 Hotel Julien Dubuque
 Hotel Manning B & B and Motor Inn
 Hotel Winneshiek
 Howard County
 Howard County Business & Tourism
 Iowa 80 Trucking Museum
 Iowa Bed & Breakfast Innkeepers Association
 Iowa Bicycle Coalition
 Iowa Children's Museum
 Iowa City Downtown District
 Iowa City/Coralville Area CVB
 Iowa County
 Iowa County Conservation Board
 Iowa Dairy Center
 Iowa Grape Vines Winery
 Iowa Mississippi River Parkway Commission
 Iowa Mormon Trail Association
 Iowa State University Extension
 Iowa Valley RC&D
 Iowa Wine Trail
 Iowan Magazine
 Iowa's County Conservation System
 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 Antique Company
 Kalona Area Chamber of Commerce
 Kalona Historical Village
 Keokuk CTB
 Keosauqua Chamber
 Lady Luck Casino Marquette
 Laura Ingalls Wilder Museum
 Lee County
 Linn County
 Linn County Conservation
 Little Brown Church in the Vale
 Louisa County
 Louisa County Conservation
 Maharishi Vedic City
 Main Street Matters Lansing
 Main Street West Branch
 Manchester Area Chamber
 Mandolin Inn B & B
 Maquoketa Area Chamber
 Marion Chamber of Commerce & Main St.
 McGregor/Marquette Chamber
 Midwest Old Threshers
 Mississippi Explorer Cruises
 Mississippi River Distilling Company
 Monticello Area Chamber of Commerce
 Montrose, City of
 Morning Mist Cabins, Inc.
 Muscatine County
 Muscatine CVB
 Muscatine History & Industry Center
 MVL Community Development Group
 Mystique Casino
 National Czech & Slovak Museum
 National Farm Toy Museum
 National Mississippi River Museum & Aquarium
 National Motorcycle Museum
 Natural Gait
 New Vienna Historical Society
 Oelwein Chamber & Area Develop
 Old Cedar County Jail
 Old City Hall Art Gallery
 Old Creamery Theatre Co.
 Old Man River Restaurant
 Ottumwa Area CVB
 Our Iowa Magazine
 Ox Yoke Inn
 Pinter's Gardens & Pumpkins
 Plaza Antique Mall
 Pull'r Inn Motel
 Putnam Museum
 PZZAZZ! Entertainment Complex

Quad Cities CVB
 Quad City International Airport
 Quiet Walker Lodge
 River Arts Center
 River Cruises
 Riverside Casino & Golf Resort
 Ronneburg Restaurant & Gifts
 Royle Printing Company
 Rukmapura Park Hotel
 Rush Park Motel
 Sawmill Museum
 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 Develop Fund, Inc.
 Swedish American Museum
 Tabor Home Vineyards & Winery
 Tanger Outlet Center
 Theatre Cedar Rapids
 Three Rivers Insurance
 Timber Lake Playhouse
 Tipton Community Development
 TOMY Outlet Store
 U of I Athletic Hall of Fame
 US Army Corps of Engineers
 Ushers Ferry Historic Village
 Van Buren County
 Vesterheim Museum
 Victorian Lace Bed & Breakfast
 Village of East Davenport Business
 Villages Folk School
 Villages of Van Buren
 Vinton Unlimited
 Washington Chamber of Commerce
 Washington County
 Waterloo Center For The Arts
 Waterloo Community Playhouse
 Waterloo CVB
 Waukon Chamber of Commerce
 Waverly Chamber of Commerce
 West Union Chamber of Commerce
 Whispering Meadows Resort
 Wild Rose Casino & Resort
 Williamsburg Chamber of Commerce
 Winneshiek County
 Winneshiek County CVB

