Eastern Iowa Tourism Association
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Dubuque Area CVB

EITA Executive Director
Carrie Koelker

State Liaison
Shawna Lode
Iowa Tourism Office Manager

A Year In Review
EASTERN IOWA

collaborative teams... cooperative partnerships... collective industry...
Christy Decker, Vice President
- Hosted educational programs in conjunction with General Membership Meeting.
  - Ag Tourism Spotlight, Putnam Museum — Davenport
  - Annual Town Hall Meeting, Isle of Capri — Waterloo
  - Digital Boot Camp, Ushers Ferry Historical Village — Cedar Rapids
- Power of Travel Day/Regional Partnership Meeting — Ankeny
- Design and Branding Tips, Brick Arch Winery — West Branch
- Blogging Academy, Hotel Kirkwood — Cedar Rapids

Marilee Fowler, Vice President

Eastern Iowa Liaisons to the Travel Federation of Iowa Board: Wes Ebrecke, Aaron Buzza, Marilee Fowler, Rustin Lippincott and Carrie Koelker.

2015 Legislative Priorities:
- Enforce Iowa’s School Start Date
- Fund Iowa’s Three Tourism Regions
- Increase Funding for advertising to increase visitation
- Co-sponsored the annual Iowa Tourism Conference and Tourism Awards in Council Bluffs, Iowa.
- 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 a tourism summit with tourism industry stakeholders.
- Published the TFI Fast Facts for Tourism statistics to build awareness and provide information to elevate the priorities.
- Continued to contact lobbyists and provide electronic TFI Legislative Updates and Capital News reports to the membership.
- Assisted specific needs and district leaders with talking points and contacts.
- Supported issues of the TFI 2015 Legislative Priorities.
- Attended monthly TFI Board Meetings.
- The Travel Federation of Iowa contributed partnerships to each tourism.
  - Region to assist with partnerships, advocacy training, and educational priorities.
  - Coordinated a school start date survey and enhanced initiatives for this priority.
- Monitored and supported various issues impacting the industry.
- Attended Destination Capitol Hill in Washington D.C.
- Embarked and raised awareness for the Iowa Tourism Sector Plan, a five year industry vision for tourism in Iowa.
- Financially supported the Iowa Tourism Sector Plan Initiative and secured funding of the plan.
- Served on the steering committee of the Iowa Tourism Sector Plan.

Keith Rahe, Vice President
- Memberships were available to counties in the Eastern region, businesses/organizations, and others interested in tourism for Eastern Iowa.
- In 2015, EITA secured participation and contributions from all 28 Eastern Iowa counties.
- 247 members; processed 16 new memberships in FY’15.
- Held five EITA General Membership Meetings for members to attend.
- Hosted three bonus statewide opportunities for regional 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.
Printed the 2015 Eastern Iowa Visitor Guide for distribution in all Iowa Welcome Centers and mailed to ad placement and web site inquiries.

Partnered with nearly 60 tourism industry members in the 2015 Eastern Iowa Travel Guide and Region website.

Ad sales totaled $37,000. The Guide is solely supported from advertiser sales.

Advertisers received leads from a reader response card included in the Travel Guide.

22,000 Travel Guides were distributed and downloaded from the region website.

40,000 website page views took place with over 15,000 visitors.

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 bimonthly meetings.

A joint partnership between Iowa’s three tourism regions and the Iowa Office of Tourism.

This was held April 24, 2015 in Ankeny, Iowa.

One day education and networking opportunity designed to energize and appreciate the tourism industry for their partnership and involvement. Perfectly timed to kick off the upcoming spring and summer travel seasons.

The day included a keynote from Steve Mccatchy.

115 statewide attendees participated in this opportunity implemented into the afternoon session.

All special projects were secured with innovative ideas and great leadership from the involved members: Kim Manning, Carrie Donaire, Christy Decker, Sarah Tarnowski, Jennifer Pickar, and Laurie Heman.