Eastern Iowa Tourism Association
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Dyersville, Iowa 52040
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eita@easterniowatourism.org

easterniowatourism.org
MEMBERSHIP

Spiff Sliufka, Vice President
- Memberships were available to counties in the Eastern region, businesses/organizations, and others interested in tourism for Eastern Iowa.
- In 2016, EITA secured participation and contributions from 27 of the 28 Eastern Iowa counties.
- 252 members, processed 15 new memberships in FY’17.
- Continued a membership campaign encouraging communities to communicate the benefits of Eastern Iowa Tourism.
- 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, committees, partnerships, and communities.
- Secured and encouraged liaisons to serve on the Iowa Tourism Awards committee.
- Appointed delegates to serve on the Iowa Tourism Conference Site Selection committee.
- Regional attendance at each meeting ranged from 65-120 industry leaders.
- Hosted three bonus statewide opportunities for regional members.

EDUCATION

Carrie Donaire, Vice President
- Hosted educational programs in conjunction with General Membership Meetings. Regional attendance at each meeting ranged from 65-140 industry leaders.
  - Get Scrappy Smarter Digital Marketing for Organizations Big and Small — Cedar Rapids
  - Industry Network Exchange, Lobbyist Delivery & Upcoming Session Details, District Leader Training, and New Year Solutions — Clinton
  - Annual Town Hall Meeting - Iowa Tourism Puzzle — Cedar Rapids
  - Power of Travel Day/Regional Partnership Meeting — Altoona
  - How to Deal with Difficult People, Building Itineraries — Cedar Falls
  - Grit: Living Your Life with Passion, Perseverance, and Purpose — Dubuque

ADVOCACY/LEGISLATIVE

Eastern Iowa Liaisons to the Travel Federation of Iowa Board:
Wes Ebrecke, Aaron McCreight, Keith Rabe, Rustin Lippincott and Carrie Koelker
- Provided Leadership roles: Keith Rabe-President and Carrie Koelker-Secretary.
- Co-sponsored the annual Iowa Tourism Conference and Tourism Awards in Davenport, Iowa.
- Coordinated the Legislative Showcase in Des Moines by bringing together industry representatives with elected 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 trainings for delegates.
- Coordinated an industry statewide survey to tabulate the legislative needs and priorities.
- Connected and communicated industry stakeholders.
- Published FAST FACT Tourism Statistics and Legislative Priorities.
- Published the TFI Fast Facts for Tourism statistics and awareness information of the elevated priorities.
- Met with elected officials to enhance and grow Iowa’s Tourism Industry.
- Continued to contract lobbyists and provide electronic TFI Legislative Updates and Capital News to the EITA membership.
- Assisted specific needs and district leaders with talking points and contacts.
- Supported all issues of the TFI 2016 Legislative Priorities.
- Served on a variety of committees.
- Launched a new TFI website.
- Attended monthly TFI Board Meetings and various committee meetings.
- Monitored and supported various issues impacting the industry.
- Served on the Destination Capitol Hill Committee.
- Continued to raise awareness, embark programs and incorporate plans from the Iowa Tourism Sector Plan, a five year industry vision for tourism in Iowa.
- Continued to serve and offer input on of the Iowa Tourism Umbrella Organization Committee.
- Surveyed the industry about merging the Iowa Tourism Conference and Legislative Committee.

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Kim Manning, Vice President

- Printed the 2017 Eastern Iowa Visitor Guide for distribution in all Iowa Welcome Centers and mailed to ad placement and web site inquiries.
- Added four pages to accommodate members and advertising.
- Partnered with 60 tourism industry members in the 2017 Eastern Iowa Travel Guide and Region website. Ad sales totaled $39,000. The Guide is solely supported from advertiser sales.
- Partnerships and collaboration was key to various projects, including the Visitor Guide and website.
- Launched a new website and membership portal with membership enhanced components.
- Advertisers received leads from a reader response card included in the Travel Guide.
- 22,900 Travel Guides were distributed and downloaded from the region website.
- An online guide with active links and advertiser links.
- 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.
- Distributed 6,000 Eastern Iowa Travel Guides to the Chicago suburb households with a partnership with Journal and Topics Newspaper.
- Assisted travelers and group tour planners with their itineraries.
- Kept website updated with current contact information.
- Greeted various groups and travels that attended conferences, luncheons, and member’s events.
- Promoted tourism events, communities, and websites on radio interviews and broadcasts.

SPECIAL PROJECTS

Once again in FY’17 the Iowa Office of Tourism invited Iowa’s three tourism regions to submit proposals to apply and manage multiple special projects. Each region was appointed $25,000. After soliciting members of the tourism industry, four ideas were chosen by the Board of Directors of Eastern Iowa. Input was gathered for future potential regional efforts. All special projects were secured with innovative ideas and great leadership from the involved members.

Power of Travel Day
A joint partnership between Iowa’s three tourism regions and the Iowa Office of Tourism. This was held April 2017 in Altoona, 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.
- Included and expanded additional breakout sessions on a variety of topics with a keynote address focused on sales, capture mindshare, and problem solving.
- Over 140 statewide attendees participated in this opportunity implemented into the afternoon session, an increase from the 2017 event.

Website Membership Component
- Completed the membership platform based website.
- Surveyed the members and solicited input on what was needed to enhance their membership connection.
- The site is designed to serve as a portal for all members.
- Volunteers and paid professionals are able to access industry announcements, meeting materials, as well as association business.
- A viable tool for the members and the industry of Eastern Iowa.
- Additions include enhanced training, photo libraries, job postings, membership documents, and meeting collateral.
- A link to traveliowa.com to view calendar of events and Eastern Iowa’s endless opportunities for the traveler.

Customer Service/Hospitality Training
Partnered with the Iowa State University to provide training to front line employees, area leaders, and volunteers.
- Partnered with 14 communities and counties to deliver trainings within organizational territory.
- Local Hosts provided the training venue and were responsible for promoting and coordinating the session within their county or community.
- Delivered an address to a total of more than 1,000 tourism professionals with the participating areas:
  - Allamakee, Howard and Winneshiek Counties
  - Amana Colonies Convention and Visitors Bureau
  - Clayton County
  - Clinton Convention and Visitors Bureau
  - Cedar Falls Tourism Convention and Tourism Bureau
  - Fairfield Convention and Visitors Bureau
  - Fireside Winery
  - Greater Burlington Convention and Visitors Bureau
  - Jackson County Tourism Association
  - Keokuk Convention and Tourism Bureau
  - Manchester Chamber of Commerce
  - Villages of Van Buren
  - Waterloo Convention and Visitors Bureau
  - Washington Chamber of Commerce