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EASTERN IOWA

A Year in Review

Eastern Iowa Tourism Association

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ANNUAL REPORT

Board of Directors

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Kim Manning
Cedar Falls CVB

Director At Large

Jori Wade-Booth
Silos and Smokestacks

EITA Executive Director

Carrie Koelker
carrie@easterniowatourism.org



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.

easterniowatourism.org

ADVOCACY/ LEGISLATIVE

Eastern Iowa Liaisons to the Travel Federation of Iowa Board:
Wes Ehrecke, Aaron McCreight, Keith Rahe, Rustin Lippincott
and Carrie Koelker.

- Provided Leadership roles and served on various committees.
- Secured the 2018 Legislative Priorities and Supporting Issues.
- Co-sponsored the annual Iowa Tourism Conference and Tourism Awards in Sioux City, 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 trainings for delegates.
- Coordinated an industry statewide survey to tabulate the legislative needs and priorities.
- Connected and communicated industry stakeholders.
- 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 issues of the TFI 2018 Legislative Priorities.
- Attended monthly TFI Board Meetings and various committee meetings.
- Monitored and supported various issues impacting the industry.
- Attended Destination Capitol Hill in Washington D.C.
- 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 and implemented a new version and plan for winter 2019 to replace the routine fall Tourism Conference.

EDUCATION

Spiff Slifka, Vice President

- Hosted educational programs in conjunction with General Membership Meetings. Regional attendance at each meeting ranged from 65-110 industry leaders.
 - *Transform Your Volunteers Job Description from Instructional to Inspirational* — Williamsburg
 - *Picture This Making Videos with your own Photos and Making It All Happened: Productivity & Performance* — Waterloo
 - *Annual Town Hall Meeting & Travellowa.com* — Camanche
 - *MyCountyParks & GoodBlogs* — Lansing
 - *Iowa and It's Significance with Dan Gable* — Maquoketa



GRANTS/ SCHOLARSHIPS

- Updated the current scholarship grant application.
- The three Iowa Tourism Regions joined forces to provide statewide tourism educational components.
- Recommended and encouraged industry leaders to serve on the statewide review grants review process and committee.
- Awarded Tourism Conference scholarships to regional members.

COOPERATIVE PARTNERSHIPS & INDUSTRY RELATIONS

The Eastern Iowa Tourism Association is funded on a successful and strong private and public partnership. Membership investments and involvement represents businesses, organizations, and individuals from every facet of the tourism industry. Membership investments and our Iowa Economic Development Authority's Iowa Tourism contract are a critical piece to our unified voice.

State Funding	\$105,600
EITA Funding	\$103,450
Total Funds	\$209,050



- Worked and served on various statewide committees.
- Coordinated partnerships, conversations, and assisted in partnership funding to continue the County by County statewide Impact Study.
- Assisted and secured industry members with various technical assistance and support as needed.
- Served on the Iowa Destination Marketing Alliance Board, the Umbrella Organization steering committee, and the Travel Federation of Iowa Board.
- Attended Destination Capitol Hill in Washington DC to represent all region members with a statewide coalition.
- Secured membership in Iowa Destination Marketing Alliance and attended the bi-monthly meetings.
- Served on a statewide committee.
- Maintained membership to the Iowa Group Travel Association and partnered with IGTA to host the May General Membership Meeting.
- Attended various community events, press conferences, and industry events.

MEMBERSHIP

Laura Bandfield, VP of Membership

- Memberships were available to counties in the Eastern region, businesses/organizations, and others interested in tourism for Eastern Iowa.
- In 2018, EITA secured participation and contributions from 26 of the 28 Eastern Iowa counties. (Iowa and Van Buren withheld county contributions.)
- 249 members—including new processed memberships.
- 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 four bonus session opportunities for regional members.
 - Coordinated statewide activities with partners and other regional organizations.

MARKETING



Kim Manning, Vice President

- Printed the 2018 Eastern Iowa Visitor Guide for distribution in all Iowa Welcome Centers and mailed to ad placement and web site inquiries.
- Maintained the additional four pages to accommodate members and advertising.
- Purchased an ABD truck wrap to showcase Eastern Iowa.
- Partnered with over 60 tourism industry members in the 2018 Eastern Iowa Travel Guide and Region website. Ad sales totaled \$38,500. The Guide is solely supported from advertiser sales.
- Partnerships and collaboration was key to various projects, including the Visitor Guide and website.
- Enhanced the newly launched website and membership portal with membership enhanced components.
- Advertisers received leads from a reader response card included in the Travel Guide.
- 20,800 Travel Guides were distributed and downloaded from the region website.
- An online guide with active advertiser links to the website for a flipbook online version.
- 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.
- 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.
- Handled media interviews and industry news.

SPECIAL PROJECTS

Once again in FY'18 the Iowa Office of Tourism invited Iowa's three tourism regions to submit proposals to apply and manage multiple special projects. 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.

Design On a Dime

Design consultants, freelance writers, and voice over consultants were hired on contract to fulfill the needs of industry members' marketing campaigns. The three professional consultants held one on one consultations with their selected free-lance specialist in an environment coordinated by the association. Finalized artwork, branding, video, and voiceover specific needs and provided upon completion to fulfill their marketing specific needs.

- This was held March-April 2018 with consultations on three separate dates in Cedar Rapids, a central location within the region.
- The freelance writer Ruth Paarman, graphic designer Deanna Roberts, and voiceover consultant Bob Bruce assisted with the development of the projects.
- 14 industry partners participated in this event and were delivered completed products for logo enhancement, brand messaging, website verbiage, social media interactions, brochures, website content, and videos.

Power of Travel Day

Region Committee Members: Julie Kronlage and Carrie Koelker.

A joint partnership between Iowa's three tourism regions and the Iowa Office of Tourism. This will be held September 19, 2018 in Ames, Iowa.

- Started planning the upcoming event.
- Served on the committee to bid, select, and secure speakers for the event.
- Determined to continue with the one day education and networking opportunity. Power of Travel is designed to energize and appreciate the tourism industry for their partnership and involvement. The event will include breakout sessions on a variety of topics with a keynote address focused on sales, capturing mind-share, and problem solving.

Website Membership Component

- Enhanced their membership connection with routine membership blasts.
- Enhanced and continued to update the membership platform based website.
- Volunteers and paid professionals are able to access industry announcements, meeting materials, as well as association business.
- Continued to update the viable tool for the members and the industry of Eastern Iowa.
- A link to traveliowa.com to view calendar of events and Eastern Iowa's endless opportunities for the traveler.

Iowa Tourism Leadership Institute

Committee Members: Ann Vogelbacher, Carrie Koelker, Allyson Walter, and Julie Stow

- Partnered with the Central Iowa Tourism Region to pool funding resources and enhance collaborative efforts.
- Held April 2018 at the Hotel Kirkwood in Cedar Rapids with 29 statewide tourism industry members participating. There were course avenues for first-year, second-year, and third year graduates.
- Planned curriculum consisted of core courses based on the year of attendance and electives. Courses included developing your leadership influence, team building & personality assessment, board & staff partnerships. High impact communications, leading change, collaboration & strategic alliances, and negotiation skills. Electives included working with volunteers, ask an attorney, facilitation skills, best practices & local case studies, grant writing, and effective meeting skills.

EITA Partners

Ackerman Winery
 Allamakee County
 Allamakee County Conservation Board
 Allamakee County Economic Development
 Amana Colonies CVB
 AmericInn Hotel & Suites Fairfield
 AmericInn of Anamosa
 Anamosa State Penitentiary Museum
 Ardon Creek Vineyard & Winery
 Bellevue Area Chamber of Commerce
 Belmont Hill Victorian B & B
 Benton County
 Best Western Plus Longbranch Hotel
 Bily Clocks Antonin Dvorak Museum
 Black Hawk County
 Bossen Implement, Inc.
 Boulders Inn & Suites. Fort Madison
 Boulders Inn & Suites, Monticello
 Boulders Inn & Suites, Delwein
 Breitbach Country Dining
 Bremer County
 Bremer County Conservation
 Bruce more, Inc.
 Buchanan County
 Buchanan County Conservation
 Buchanan County Historical Society
 Buchanan County Tourism
 Buffalo Bill Museum
 Burlington Trailways
 Calkins Square
 Camp Courageous
 Cedar County
 Cedar Falls TVB
 Cedar Rapids Museum of Art
 Celebration River Cruises, Inc.
 Century Haus Guest House
 Chickasaw County
 Chickasaw County Tourism
 City of Aplington/Peppercorn Pantry
 City of Columbus Junction
 City of Coralville
 City of Fort Madison
 Clarion Hotel & Convention Center
 Clayton County
 Clayton County Conservation
 & Welcome Center
 Clayton County Development Group
 Clinton County
 Clinton County Historical Society
 Clinton Curtis Mansion
 Clinton CVB
 Cobblestone Inn & Suites
 Comfort Inn Dyersville
 Community Main Street Downtown
 Cedar Falls
 Cork N Canvas Iowa
 Country Junction Restaurant
 Cresco Motel
 Crystal Lake Cave

Czech Cottage
 Czech Village/New Bohemia Main St. District
 Delaware County
 Delaware County Historical Society
 Delmar Depot Railroad Museum
 Des Moines County
 DeWitt Chamber & Development Company
 Diamond Jo Casino
 Dubuque Arboretum & Botanical Gardens
 Dubuque County
 Dubuque County Conservation
 Dubuque Museum of Art
 Dutch Country Inn
 Dyersville Area Historical Society
 Dyersville Chamber of Commerce
 Eagles Landing Winery
 Eastern Iowa DMA
 Eldridge-North Scott Chamber
 Fairfield Arts & Convention Center
 Fairfield First Fridays
 Fairfield Inn & Suites, Decorah
 Fairfield Iowa CVB
 Family Museum
 Fayette County
 Fayette County Economic Development
 & Tourism
 Fayette County Tourism Council
 Field of Dreams Movie Site
 Fireside Winery
 Flatted Fifth Blues and BBQ at Potter's Mill
 Four Mounds Inn & Conf Center
 Franklin Street Brewing Company
 Friends of Pine Creek Grist Mill
 Frontier Motel
 GO Cedar Rapids
 Grand Harbor Resort & Waterpark
 Grant Wood Art Gallery
 Grant Wood Studio & Armstrong Visitor
 Center
 Greater Burlington CVB
 Greef General Store/Bentonport Historical
 District
 Grout Museum District
 Guttenberg Chamber of Commerce
 Hansen's Farm Fresh Dairy
 Hawkeye Buffalo Ranch
 Heartland Acres Agribition Ctr
 Henry County
 Henry County Conservation
 Herbert Hoover National Historic Site
 Herbert Hoover Presidential Library & Museum
 Historic Bonaparte Pottery
 Holiday Inn Dubuque/Galena
 Holiday Inn Express LeClaire
 Hotel Blackhawk
 Hotel Julien Dubuque
 Hotel Winneshiek
 Howard County
 Howard County Business & Tourism

Iowa 80 Trucking Museum
 Iowa Bicycle Coalition
 Iowa Children's Museum
 Iowa City Downtown District
 Iowa City UNESCO City of Literature
 Iowa Dairy Center
 Iowa Grape Vines Winery
 Iowa Mississippi River Parkway Commission
 Iowa PGA Section
 Iowa State Snowmobile Association
 Iowa State University Extension
 Iowa Wine Trail
 Iowa's County Conservation System
 Iowan Magazine
 Isle Casino Hotel Waterloo
 Jackson County
 Jackson County Area Tourism Association
 Jackson County Conservation
 Jefferson County
 John Deere Tractor & Engine Museum
 Johnson County
 Johnson County Historical Society
 Jones County
 Jones County Conservation
 Jones County Tourism
 Kalona Area Chamber of Commerce
 Kalona Historical Village
 Keokuk CTB
 Keosauqua Chamber
 Laura Ingalls Wilder Museum
 LeClaire Office of Tourism
 Lee County
 Legacy Travel Group
 Linn County
 Linn County Conservation
 Little Brown Church in the Vale
 Lost Island Waterpark
 Louisa County
 Louisa County Conservation
 Louisa Development Group
 Manchester Area Chamber of Commerce
 Mandolin Inn B & B
 Maquoketa Area Chamber of Commerce
 Marion Chamber of Commerce
 & Uptown Marion
 McGregor/Marquette Chamber
 Midwest Old Threshers
 Mississippi River Distilling Company
 Monticello Area Chamber of Commerce, Inc.
 Morning Mist Cabins, Inc.
 Muscatine Art Center
 Muscatine County
 Muscatine CVB
 Muscatine History & Industry Center
 MVL Community Development Group
 National Czech & Slovak Museum and Library
 National Farm Toy Museum
 National Mississippi River Museum
 & Aquarium

National Motorcycle Museum
 New Vienna Historical Society
 NewBo City Market
 North Lee County Historical Society
 Oelwein Chamber & Area Develop
 Old Cedar County Jail
 Old City Hall Gallery
 Old Creamery Theatre Co.
 Our Iowa Magazine
 Ox Yoke Inn
 Plaza Antique Mall
 Promiseland Winery
 Putnam Museum
 PZAZZ! Entertainment Complex
 Quad Cities CVB
 Quad City International Airport
 Quiet Walker Lodge
 River Arts Center/Clinton Art Association
 River Cruises
 River Ridge Brewing
 Riverside Casino & Golf Resort
 Scott County
 Scott County Conservation
 Seed Savers Exchange
 Silos & Smokestacks
 Spook Cave and Campground
 Squiers Manor B & B
 St. Donatus Historical Society
 State Historical Society of Iowa Historic Sites
 Stauer House Bed & Breakfast
 Stone Cliff Winery
 Strawberry Point Development
 Swedish American Museum
 Tabor Home Vineyards and Winery
 Tanger Outlet Center
 The Granger House Victorian Museum
 The Hotel at Kirkwood
 The Market and Kendrick Forest Products
 The Stone City General Store Pub
 Think Iowa City
 Tipton Economic Development
 TOMY Outlet Store
 Travel Dubuque
 U of I Athletic Hall of Fame
 Ushers Ferry Historic Village
 Vesterheim Museum
 Village of East Davenport Business
 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 Branch Community Development Group
 Williamsburg Area Chamber of Commerce
 Winneshiek County
 Winneshiek County CVB

Thank you for your partnership