



IOWA CITY

A COLLECTION OF CURIOUS COMMUNITIES

2016 ANNUAL REPORT
IOWA CITY/CORALVILLE AREA CVB

FROM THE BOARD CHAIR



Ritu Jain, Board Chair

As we bring 2016 to a close, it's hard to look back in our 32-year history and find a more successful year for the CVB. Our community yielded record hotel occupancies and expenditures. Our special events team opened the year with the return of the BIG Wrestling Championships & USA Wrestling Olympic Team Trials whose visitors brought with them millions of dollars in visitor expenditures. Our team went on to produce another highly attended FRYfest and a few days later the granGABLE cycling fondo, an event where 72% of the participants were from outside of Johnson County. If that were not impressive enough, the team led our entire organizations' efforts in co-producing the UCI Telenet Cyclo-Cross World Cup at the Johnson County Fairgrounds. This event joined Las Vegas, Nevada as the only other North American race site and attracted 18,000+ visitors over three days and was broadcast live to a worldwide audience of over 8 million people.

While special events certainly procured a plethora of top-fold newspaper headlines, our CVB staff worked just as hard in completing its long-range strategy of transitioning from a membership to partner based model. In July, we released the findings of an 8-month Brand Development study with our partners at Cubic. This team was tasked with developing a brand platform to be used to market

Iowa City, Coralville, North Liberty and Johnson County as single distinctive destination brand that will resonate with both stakeholders and visitors to the community. Certainly a challenging task! We are very pleased with the results of their work and anxious to begin implementing this new "Iowa City – A Collection of Curious Communities" mark in the coming months.

As you look through this report, you will find many other successes from another year of hard work by our team. The development of the First Impressions strategy and the Community Concierge is just one example of our entrepreneurial, visionary and responsive team. Thank you for your commitment to bettering our community through your continued support of the Iowa City/Coralville Area Convention & Visitors Bureau. It is my pleasure to follow Josh Sabin and serve as the FY17 Chair to this very important economic & community development organization.



CVB STAFF

Laura Alderson, Special Events Assistant
 Dain Coppock, Director of Special Events
 Laurie Haman, Vice President of Communications & Marketing
 Donna Jondle, Visitor Services Assistant
 Nick Kaeding, Vice President of Finance & Operations
 Clarissa Kane, Director of Creative Services

Lyndsey Kent, Director of Sales
 Maggie McClelland, Director of First Impressions
 Michael Rooney, Manager of Sports Development
 Michele Rutt, Director of Partner & Sponsor Development
 Josh Schamberger, President

MISSION

The Iowa City/Coralville Area Convention & Visitors Bureau is the official area destination management organization for Johnson County. Our mission is to advance the economic vitality and quality of life for residents and visitors as Iowa's premier destination.

WHAT WE DO

Our objective is to increase visitor volume and spending by bringing conferences, meetings, leisure travel and special events to our community and to enhance our quality of life. We achieve this by

- Attracting conventions and events
- Operating and promoting events
- Providing support to conventions and signature events
- Providing comprehensive information to visitors

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FY16 WEBSITE & VISITOR STATISTICS

WEBSITE

Total Website Visits
by State (after Iowa)

Illinois
Wisconsin
Nebraska
Minnesota
Missouri
California
Georgia

Top Entry Pages

Calendar of Events
Home Page
Things to Do
Partner Directory

106,971
total website visits

23,479 (22%)
returning visits

223,298
unique pageviews

DIGITAL VISITOR GUIDE

48,476 total pageviews
1,878 unique monthly pageviews

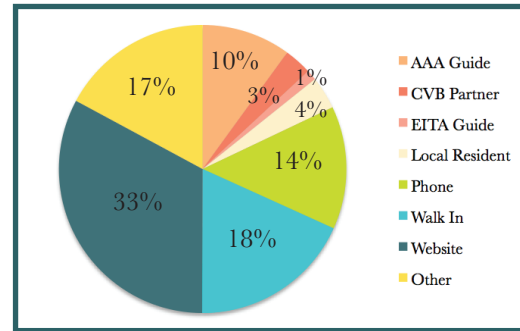
4,162 daily unique issue visits
7.1 min avg time spent per issue visit

PRINT VISITOR GUIDE

55,000 total copies distributed
15,743 requested by leisure travelers

6,700 shipped to welcome centers
4,751 delivered to partner hotels

VISITOR INQUIRIES



Top 4 Interests

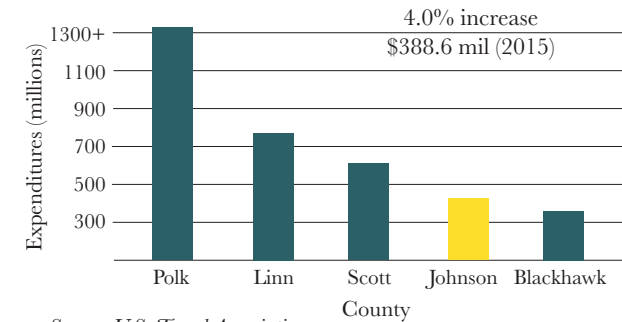
Attractions
Festivals & Events
Entertainment Options
Relocation

Top 4 States for Inquiries

Iowa
Illinois
Wisconsin
Minnesota

TRAVEL IMPACT

Travel Expenditures (Top 5 Counties, 2014-2015)



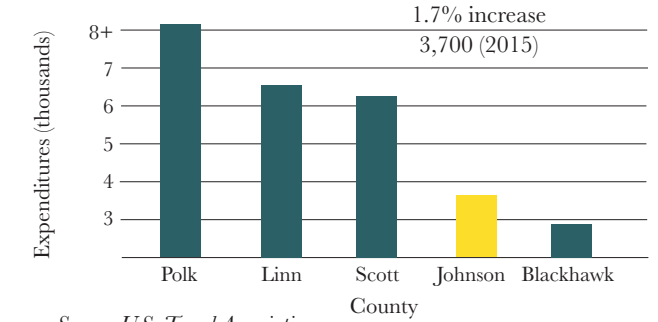
Source: U.S. Travel Association

Comparison of Travel Expenditure Increase (14-15)

U.S. (domestic and international)	2.1%
State of Iowa	0.1%
Johnson County	4%

Travel expenditures include those made in accommodations, auto and public transportation (the highest spending category at 37.7%), travel arrangement, entertainment and recreation, food and retail industries.

Travel Employment (Top 5 Counties, 2014-2015)



Source: U.S. Travel Association

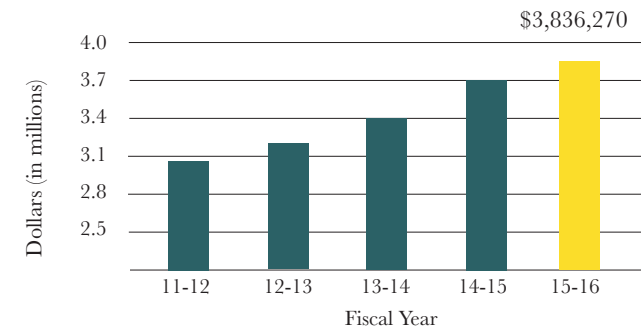
Comparison of Travel Employment Increase (14-15)

U.S.	1.9%
State of Iowa	1.4%
Johnson County	1.7%

Jobs include executive, managerial and service-oriented positions, both full-time and seasonal/part-time positions. Statewide, the foodservice sector provided more jobs than any other industry sector (38.2%).



Local Visitor Tax Revenue (Johnson County)



\$6.2 mil
Johnson Co
tax receipts

\$22.4 mil
Iowa tax
receipts

\$60.6 mil
Johnson Co
payroll

Source: 2015 Domestic Travel Impact,
U.S. Travel Association

2016 AREA ACCOLADES

- Iowa City one of 12 "Best Places to Retire" and winner of Midwest Region, *Money Magazine*, October
- University of Iowa #33 of best public universities, U.S. News & World Report, September
- Iowa City one of "Best Cities for Entrepreneurs," *Livability*, August
- Iowa City #3 best place to live in America, *Outside Magazine*, August
- University of Iowa #25 of 50 Best College Towns in

- America, *The College Rank*, August
- Iowa City one of the best communities to grow old in, *The New York Times*, July
- North Liberty #6 of 10 most successful Iowa cities, *Zippia*, July
- Iowa City #5 for America's top 25 top 25 healthiest cities, *24/7 Wall Street*, July
- UIHC #7 overall best places to work in the U.S. and #1 employer in health care, *Forbes.com*, March

NOTABLE FY16 BOOKINGS

Motorist Insurance Group 2016 Seminar
 Region VI American Guild of Organists 2017 Convention
 Iowa HS Athletic Directors Assoc. 2017-19 Conventions
 2016 WayUp Conference
 Brown Swiss Cattle Breeders Assoc. 2018 National Convention

Nebraska-Iowa Kiwanis 2017 Convention
 Iowa Society of Solid Waste Operations 2017 Conference
 Iowa Automotive Recyclers 2017 Conference
 Iowa League of Cities 2020 Conference
 2016-17 Telenet World Cup of Cyclo-cross

BOOKED

13,788
attendance
represented

4,447
total future
room nights

\$4.6 mil
total anticipated
direct spending

SERVICED

66
total
groups

\$7 mil
highest month
direct spending

58,078
total group
attendance

OCCUPANCY REPORTS

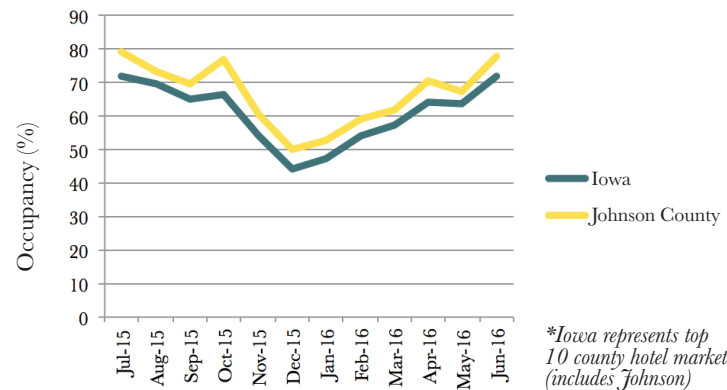
Occupancy: Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Average Daily Rate (ADR): Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

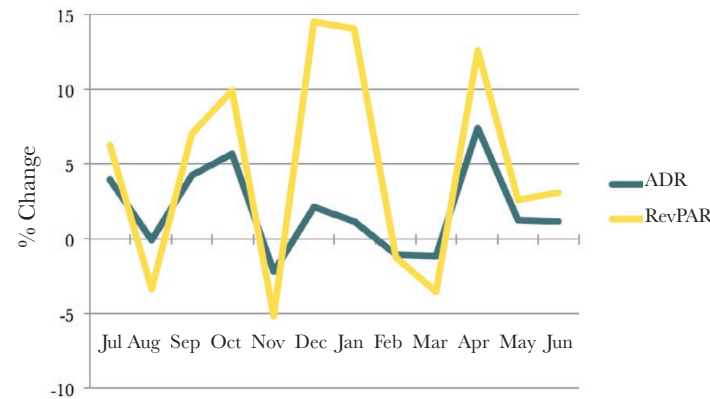
Revenue Per Available Room (RevPAR): Room revenue divided by rooms available.

Percent Change: Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Local and State FY16 Hotel Occupancy



ADR and RevPar % Change in Johnson County FY15 to FY16



FIRST IMPRESSIONS

Despite the shift to digital communication, people still value genuine hospitality and positive personal experiences. As a CVB, we realize the importance of building strong relationships with convention and group planners in the booking stage, as well as maintaining a high level of hospitality throughout the pre-, during- and post-event stages of each group's stay. In the next fiscal year, we will increase focus on the amateur and youth sports market and begin to develop relationships with local youth sports clubs. Our partnerships with the university and parks and recreation departments, as well as access to additional facilities, will aid in additional bookings in the sports segment.

"We are excited for the opportunity to show Brown Swiss breeders nationwide everything that Iowa and the Iowa City area has to offer. We feel that the Coralville Marriott will be an excellent venue for our meetings and banquets and the Johnson Co. Fairgrounds will be a great place for the National Sale and National Heifer Show in 2018. The members of the Iowa Brown Swiss Association are looking forward to planning and hosting a great convention."
 - Randy Franck

COMMUNITY CONCIERGE

Falling under the First Impressions umbrella is a group of ambassadors that serves as "tourism experts." We established this group in order to provide a more personal visitor experience for guests to our community - an insider's guide to the city. Selected individuals received personalized training which included tours of area attractions, information about special tourism projects and other first-hand knowledge to supplement their own experience to prepare them in answering questions visitors ask when in town for conferences and events throughout the year. Members are listed below.

- Gary Anderson, Retired University Department Head
- Bob Brook, Co-Owner, Brown Street Inn
- Aly High, Marketing Director, Englert Theatre
- Christina Kimerle, Executive Director, Friends of the Animal Center Foundation
- Claire McGranahan, Marketing & Communications Manager, Concept by Iowa Hearing Aid Centers
- Pam Michaud, Historic Preservation Commission of Iowa City
- Tracey Mulcahey, Assistant City Administrator, City of North Liberty
- Betsy Potter, Director of Operations, Downtown District
- Cindy Riley, Owner, Winans Chocolates
- Nora Steinbrech, Practicum Supervisor, College of Education
- Adam Weeks, General Manger, Order Up
- Anne Witowski, Retired Human Resource Specialist, Chi Omega House Mom

Community Concierge Members assisted with the following events in FY16:

- U.S. Olympic Wrestling Team Trials VIP Dinner
- U.S. Olympic Wrestling Team Trials
- Association of Business and Industry Site Visit
- University of Iowa Commencement
- Iowa Arts Festival
- University of Iowa Student Orientation (13 days)
- Eastern Iowa Tourism Association Annual Meeting



IC THE WEEKEND

Donna, our Visitor Services Assistant, visits each partner hotel property on Wednesday afternoons and Thursdays to a) replenish all necessary visitor materials; b) provide talking points for front line staff; and c) leave a flier with a sampling of the weekend's area events. Maintaining this weekly contact with hoteliers enables hotel staff to better inform us of any changes at their properties, better service guests by communicating events occurring during their stay, and helps us better help other visitors inquiring about accommodations.

STAFF COMMUNITY INVOLVEMENT

- 100+ Men Who Care
- Clear Creek Amana (CCA) Booster Board
- CCA Clipper Blue Softball
- Cedar Rapids Airport Commission
- Chi Omega House Corporation
- Christ the King Lutheran Church
- Community Leadership Program
- Coralville Center for the Performing Arts
- Coralville Adult Softball League
- Coralville/North Corridor Rotary Club
- DMAI Membership Shirtsleeves
- Eastern Iowa Tourism Association Board of Directors
- Grace Community Church
- Hawkeye Area Council Boy Scouts
- Hawkeye Wrestling Club
- Iowa Cultural Corridor Alliance Board of Directors
- IEDA Marketing Coop Task Force
- Iowa City Area Golf Commission
- Iowa City Noon Rotary
- Iowa Special Olympics
- North Liberty Youth Baseball & Softball
- Optimist Club of Iowa City
- PLAYvolution
- St. Thomas More Catholic Church
- The Wingman Project
- Travel Federation of Iowa District Leader
- UNESCO City of Literature Board of Directors

“Donna is an enthusiastic ambassador of the CVB and shows exceptional hospitality to this very industry she visits each Thursday. Individuals who match Donna’s excellence are few and far between - a quality shown by our community all the same.”
 - Jordan Locke, Mainstay Suites

Our area offers something for everyone in terms of accommodations. Hotels, extended stay properties, and bed and breakfasts offer a variety of price ranges, amenities, and proximities to desired facilities. Within the next 2-3 years, there will be more properties to visit, including the Hilton Garden Inn (to open in 2017), Home2 Suites, Springhill Suites, Fairfield Inn and others. When all said and done, these properties will add over 700 rooms to the market, increasing the total room inventory from the current 2,500 to 3,200+. *See page 15 for full story on upcoming changes in the local hotel market.*



PARTNERSHIP

The basis of a successful marketing effort is collaboration with area partners. This collaboration happens when we provide opportunities to network and learn what is new in each of these organizations.

As part of our efforts in becoming the ultimate visitor resource, our dining and shopping web categories will become all-inclusive when the new website is completed, with enhanced pages for active partners. An extranet has been introduced for partner use, where partners can receive exclusive convention calendars, meeting leads, news and provide updated content, which will work in tandem with the new site and give partners 24/7 access to their listings, contacts and related information.

We’ve conducted extranet trainings so partners could learn how it works and how to best utilize it. We will continue this training as new partners are added and as adjustments are made. Just like we aim to be the go-to site for visitors, we also want the extranet to be the go-to resource for partners.

The CVB had 346 total partners in FY16, 29 of which were new partners, who work with us to make an exceptional visitor and community member experience. They are the folks who enable us to boast of all the things visitors can do.

In addition to the partnerships made within the community, the CVB continues to foster relationships with organizations that bring CVBs and other destination representatives together to share ideas, successes and best practices, leverage reach and gain momentum in the tourism industry.

“We truly enjoy working with the great group at the CVB! They are always thinking about organizations that work well with visiting groups, always promoting their partners, always looking for ways to collaborate, always helpful with events, and always looking for great things to bring to our community.”
 - Jill Donnenwerth, The Iowa Children’s Museum

PARTNER ADVISOR COMMITTEE

A committee of partners named the Partner Advisor Committee (PAC) was developed as a platform for partner feedback to ensure all partner expectations and desires are met. The group meets quarterly to discuss partner expectations, praises, concerns, and recommendations, as well as potential new partner education programs, campaigns and initiatives. The PAC also brainstorms innovative ideas to continue bringing visitors to the area and increase the economic vitality of the Johnson County area. Members of the committee are listed below:

- Nick Bergus, City of North Liberty
- Nancy Bird, Iowa City Downtown District
- Jeff Dancer, Dancer Insurance
- Jill Donnenwerth, The Iowa Children’s Museum
- Matt Orvick, Plato’s Closet
- Sherri Proud, Coralville Parks & Recreation
- Paul Richey, Sheraton/hotelVetro
- Jamie Skinner, Molly’s Cupcakes
- Matt Swift, Red’s/BlackStone/Big Grove
- Jon Weih, Kirkwood Regional Center
- Bob Wolff, Trail’s End

Initiating this group has enabled the CVB to better understand specific needs and identify effective collaborative strategies for improving our destination.

CVB PARTNER ORGANIZATIONS

- Destination Marketing Alliance International (DMAI)
- Eastern Iowa Tourism Association (EITA)
- International Festivals & Events Association (IFEA)
- Iowa Destination Marketing Alliance (IDMA)
- Iowa Society of Association Executives (ISAE)
- Meeting Professionals International (MPI)
- Travel Federation of Iowa (TFI)
- Travel Iowa

BRANDING & COMMUNICATIONS

The past fiscal year has seen continual motion in building a new identity for the CVB from the ground up. We hired Cubic, a full-service marketing company that specializes in strategic and creative services for destinations, to guide us and help us find a way to represent ourselves to our stakeholders and to visitors. Cubic followed its unique process including immersion and ideation to present options to the advisory committee for a new brand.

Immersion consisted of Cubic staff visiting the area and experiencing it like a visitor would, taking a journalistic approach. They then conducted focus groups with 58 key people representing Iowa City, Coralville, North Liberty, Johnson County and the university to hear them describe this destination and the fabric of the community in their own words. This process along with compiled research, led to the discovery of the brand personality traits to describe us:

Progressive and open to new ideas

Grounded in reality

Quiet & thoughtful, considering the impact of actions on others

Curious, with a deep respect for ideas and knowledge

Cultured, with a strong appreciation for the arts

Literate, choosing words carefully and unpacking ideas to appreciate the nuances of meaning



Out of this came a brand essence of “cultivating curiosity,” and the resulting name “Iowa City: A Collection of Curious Communities.” Beyond the identity system is our brand messaging that works to build the curiosity of our community and guides us in our delivery. We’re in the initial phases of behind the scenes execution, with full execution more apparent by converging with the creation of a brand new website, built by

Simpleview, to showcase this look and messaging in a vibrant and visitor-friendly way.

This website, aimed to be live early 2017, will integrate with the CVB’s new database system, implemented in FY16, and include the tools and information a visitor needs such as partner reviews from Yelp and TripAdvisor, reducing the bounce rate for further research. Navigation and ease of use will be improved, and the site will be mobile responsive. The end goal is to engage the user and become the visitor’s sought-after resource.

Overall messaging will present facts about our communities framed as questions in a way that piques curiosity and fosters exploration within our destination. We want people to come away with the thought, “Wow, I didn’t know that about Iowa City.” It’s a place they can discover. “*Think About It.*”



COMMUNITY GRANT PROGRAM

The Iowa City/Coralville Area CVB reintroduced the Community Grant Program to support events and projects throughout the year which are open to the general public. Funds are designated to assist the development of those events that improve the quality of life for residents of the Iowa City area. These are also events which have the potential to attract visitors to the area or to enhance a visitor’s experience. Potential grant projects can be cultural, educational, literary, recreational or artistic.

Applicants are able to apply for up to \$5,000 to be used specifically for marketing. Over 30 applicants submitted in FY16 requesting a combined \$85,000, and the CVB was able to provide a total of 13 monetary awards ranging from \$500 - \$5,000 each.

Award recipients were offered a training on distributing surveys to capture attendance and economic impact as best as possible. In its role as community leader and resource, the CVB assists in measuring success and providing further credibility to the organizing committees. This program will continue as an annual offering with applications due in January and award recipients named in February.

TRAVEL INDUSTRY TRENDS

- Women are primarily those who plan vacations
- 96% decide where to go, 94% plan the agenda
- 39% millennials, 20% Gen X, 41% Boomers
- Moms and Hispanic women
- Women take two short trips (<4 days) and one long trip (4+days) annually
- Planning begins 1.4 months in advance for short trips
- 77% of leisure travelers participate in culinary activities
- New restaurants, wineries/breweries, markets, local farms
- 8 in 10 travel with a spouse, 9 in 10 travel with family
- 67% moms choose activities the kids will enjoy
- Travelers use mobile devices
- 84% share experiences in person, 83% share online

AWARD RECIPIENTS

- Riverside Theatre in the Park
- NL Blues and BBQ
- Music in The Park
- Iowa Soul Festival
- Trombone Shorty & Orleans Ave & Preservation Hall Jazz Band
- Colony Pumpkin Patch Fall Festival
- Iowa City Book Festival
- Creepy Campus Crawl
- Iowa City Darwin Days
- Mission Creek Festival
- FlyOver Fashion Fest
- International Annual Russian Guitar Festival
- Family STEAM Festival

Leisure and Group Advertising

- Huskies Illustrated, Aug 2015
- Travel Iowa Guide, Oct 2015
- Eastern Iowa Tourism Association Guide, Oct 2015
- Food Traveler, Oct 2015
- Midwest Meetings, Nov 2015
- AAA Living, Mar 2016
- Midwest Living, May 2016
- Vacation Iowa, May 2016
- Meetings Today, June 2016



SPECIAL EVENTS: FRYFEST AND GRANGABLE

FRYfest VIII celebrated Hawkeye Rivalries by displaying all four Iowa rivalry trophies. Hayden Fry was honored with the unveil of a replica bronze statue completed in his honor to be permanently placed along Hayden Fry Way. Fry later joined panelists Dan McCarney, Ed Podolak, Don Patterson, Bernie Wyatt and Aaron Kampan for the afternoon panel discussion.

The 2016 Athletic Hall of Fame Inductees were additional guests, as well as four former Olympian competitors/coaches in the afternoon to commemorate the Summer Olympics.

Several programming elements returned for FRYfest's eighth year. New for 2016 was the High Porch Block Party, featuring food trucks, an outdoor Kids Zone and bags tournament inside the concert grounds. Hairball capped off a beautiful September day with an outdoor concert. Coralville 4th Fest, FRYfest's beneficiary, came away with over \$18,000 to help fund the next year's celebration.

The granGABLE powered by Scheels took place on Monday, September 5. 645 riders road either 60 or 100 miles. Riders were motivated by Dan Gable at the start, just outside Carver-Hawkeye Arena near Gable's replica statue, and finished with a lap around the concourse of Kinnick Stadium. The century route passed through each city in Johnson County, thus dubbed the "Tour of Johnson County." The committee was able to donate a total of \$6,000 to its beneficiaries.



FRYfest 2016 Quick Facts

12,000 estimated total attendance
\$644,410 total direct expenditures
\$247,689 injected into the county
53.9% non-local attendees

granGABLE 2016 Ridership

28.2% local riders (Johnson County)
52.2% non-local in state riders
19.5% out of state riders



ORGANIZATIONS REPRESENTED IN EVENT PLANNERS ASSOCIATION

University of Iowa Event Management
Summer of the Arts
Iowa City Downtown District
The Iowa Children's Museum
Coralville Parks & Recreation
City of North Liberty
UNESCO City of Literature
Grant Program Recipients

U.S. OLYMPIC WRESTLING TEAM TRIALS

Carver-Hawkeye Arena welcomed the U.S. Olympic Team Trials for the sport of wrestling April 9-10, 2016, taking the honor of hosting for the second time in four years - back to back on the Summer Olympic Games calendar.

University of Iowa Athletics partnered with USA Wrestling and the CVB to welcome the event and its competitors, coaches, officials and fans. USA Wrestling is the national governing body for amateur wrestling and is the U.S. representative to the United States Olympic Committee (USOC) and to United World Wrestling (UWW), the International Wrestling Federation.

Iowa City was also selected as one of wrestling's Olympic Hometowns in America, a special series of videos published on TeamUSA.org, the USOC's website, leading up to the 2016 Olympic Games. A production crew stopped in Iowa City in November 2015 to cover all aspects of the city's wrestling culture. It included interviews with Olympic hopefuls who trained for Rio Games with the Hawkeye Wrestling Club, Olympic champion and coach Dan Gable, community leaders and wrestling fans.

Over 500 people attended a Pre-Olympic Trials dinner and short program April 8, which aired a special viewing of *Terry*, a film presented by FloWrestling. The film documents Terry Brands' wrestling career and pursuit of Olympic success.



"NBC certainly sees what we have known for years. Iowa City is one of the most special wrestling capitals of not just our country, but the world."
- Rich Bender

Downtown Iowa City hosted FanFest between sessions Saturday and Sunday, bringing in over 25 vendor booths with the latest wrestling merchandise and an Extreme Sports Zone to give fans an interactive experience. The city offered free shuttle service from Carver-Hawkeye Arena both days.

Qualifiers to the Trials hailed from 35 states and Canada to compete in one of four sessions. Fourteen athletes qualified for the Olympic Games in Iowa City - 10 men and four women. NBC aired the televised event shortly afterward.



Olympic Trials 2016 Quick Facts

14,200 estimated total attendance
\$3,562,780 total direct expenditures
92.6% non-local attendees
1,330 room nights

UCI TELENET WORLD CUP OF CYCLO-CROSS

Iowa City officially received confirmation it would be host a UCI World Cup race in FY16 and welcomed the grand event within the first quarter of FY17. Sandwiched between the annual Jingle Cross races on Friday and Sunday, one men's and one women's Union Cycliste Internationale (UCI) race brought thousands of spectators to the Johnson County Fairgrounds to watch the competitors. Over 2,800 racers performed in the Jingle Cross races and 97 professionals raced in the two World Cup races.

Iowa City was the second stop of ten cities around the world on the World Cup circuit. It was only the second city in North America to be chosen as a host site after Las Vegas, Nevada. All of the other sites were in European cities.

The Saturday races were broadcast live across 8+ million European households via Telenet.

Estimated total direct spending was \$2.3 million and local hotels filled 590 room nights as a result of the race weekend.

Former professional Christian Vande Velde and Jason McCartney were featured guest riders during a road and gravel fondo the morning of September 24, a ride open to the general public. Approximately 450 riders participated.

Media outlets including The Gazette, Iowa City-Press Citizen, The Daily Iowan, MPR News and others published several articles and feature pieces that highlighted the significance of such a high-profile event.

Cyclo-cross is not typically an event many Iowans are familiar with, but Jingle Cross and the World Cup exposed Iowa City and surrounding communities to something new - a spectator-friendly event that cemented a memory in people's minds. Folks were able to see the best of the best athletes in the sport, right in their own backyard.

The Iowa City community seeks to elevate quality of life in all kinds of ways - including welcoming the world.

"Since we first met, last year at Vegas, I had a very positive and especially a very motivated impression from both you [John Meehan] and your team, a feeling that only got confirmed during the UCI World Cup event."

The various members of my team were very excited working with your team on the delivery of the successful event. Series newcomers don't often exceed our expectations but you certainly did."
- Peter Van den Abeele, UCI



HOTEL DEVELOPMENT

Our community is currently experiencing unprecedented hotel growth. Within the next 14 months an additional 582 rooms (5 hotels) will be added to the market. 12 months after that, those five new hotels will be joined by three more to bring in another 362 rooms. It's a pretty safe bet that there is no other community in the region that is seeing this type of development.

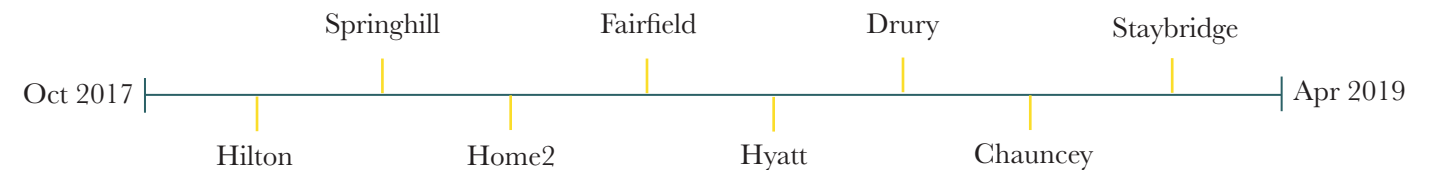
While the market remains strong and has shown itself to be a bit recession proof over the years, according to CVB President Josh Schamberger, it is a little worrisome. "Hotels don't create demand. The market has grown by about 3% a year over the past decade and I'm pretty worried about the impact a 35% inventory increase is going to have on market ADR [average daily rate]. Very worried to tell you the truth." Schamberger says that while the additional room supply will be welcome on very high traffic weekends like Iowa football, Olympic wrestling, and graduations, this volume increase is sure to have an impact on lodging tax



Hotel	Location	Room Count
Hilton Garden Inn	Iowa City	145
Home2 Suites	Coralville	102
Hyatt Place	Iowa City	152
Chancey Project	Iowa City	36
Springhill Suites	Coralville	85
Fairfield Inn	Coralville	90
Drury Hotel	Coralville	185
Staybridge Suites	Coralville	126

collections. "It can take years to get back the \$10 ADR loss that will come as a result of occupancy panic."

While concerned for current operators and municipal lodging tax revenue, Schamberger still sees opportunity. "We will have to wait and see here. Hotels will need to compete that much harder. They will be required to provide that much better service and amenities, which only enhance our visitor experience. The one thing that does provide me some comfort is knowing that six of the eight hotels in development are in the hands of very local and very knowledgeable owners. They know this market (and the numbers) as well as anyone."



BRAVO AWARD RECIPIENTS

The Bravo Awards acknowledge individuals who are making our entire community a better place to live, work, and visit. They inspire the rest of us to work harder and notably contribute to the reason we love this community. These residents and leaders add an intangible quality to our area that makes it unlike any other place. They give us confidence in our people and pride in our workplaces, homes and the places we frequent. To those folks, who act for the greater good, we say thank you.

DOUG ALBERHASKY



Owner and operator of the iconic historical John's Grocery, Doug Alberhasky followed in his father's footsteps at the ripe age of six working in the family business. A lifelong Iowa City resident, Doug began full time management of John's Grocery during his time at the University of Iowa. Since then, Doug has worked to curate the finest and most diverse beer offerings available.

Doug is married to his wife Sabrina, and has two children, JD and Jessica, who have been the stars of the John's Grocery TV commercials since they were born. A fixture in the Iowa City area, Doug has not only been involved with many community events and organizations, but is also known as a leader and creator of many of them, including the Northside Oktoberfest & Iowa City Brewfest, Optimist Club, Horace Mann Elementary PTO, Boy Scouts, Little Hawk Baseball Club, and Junior Achievement just to name a few.

PAULA BAKEY

Paula Bakey came to Iowa City from Dubuque to go to college and never left. Coralville is now her home and she tirelessly volunteers for activities that make it a great place to live.

Paula is employed by GDIT with Department of Education FAFSA contracts. She works with financial aid offices all over the country and they love her. She has worked many Department of Education conferences and is excellent at



presentations. At work she has also led many United Way campaigns. Outside of work, you can find Paula volunteering for Coralville 4thFest where she has been chairman for many years. Her passion shows in the bands selected for the concert. She loves 80s rock! She has helped organize FRYfest and run the beverage garden, has played a role in RAGBRAI in the campground and beer garden areas for the past three host years, and is one of the people who started BrrrFest, growing it to the point of consistently selling out. If there is FEST in the name, she will be there. She is also talented in recruiting volunteers for these events - people are loyal to her.

Paula joined 100+ Women Who Care when it was started in the area and continues to be a active member. She supports and advocates for Red Shamrock Foundation and helps Special Olympics by selling Pigskin Madness tickets. Additionally, she helps the TTT Chapter in Dubuque selling chocolates (that are impossible to resist).

A die-hard Cubs and Hawkeyes fan, Paula is always smiling - always willing to help. No project is too big for her. And she does it for love of community, not for the recognition or praise. Those of us who have worked with her are forever grateful for her energy and perseverance.

BARRY BEDFORD



Former Coralville Police Chief Barry Bedford's dedication to law enforcement spans more than four decades. In 1973, Chief Bedford began his career with the Coralville Police Department. In his first 15 years with the department, he served as a patrol officer, juvenile officer, and detective. In 1988, Bedford was appointed Chief of Police by Kelly Hayworth in one of Hayworth's first official acts as Coralville City

presentations. At work she has also led many United Way campaigns.

Outside of work, you can find Paula volunteering for Coralville 4thFest where she has been chairman for many years. Her passion shows in the bands selected for the concert.

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Administrator. Chief Bedford's dedication to law enforcement extends beyond the city he serves. He began as an adjunct instructor in criminal justice at Kirkwood Community College in 2001, and has been involved in the International Association of Chiefs of Police, the National Association of Chiefs of Police, and the Executive Board of the Iowa Police Chiefs Association.

His volunteer service to the community includes the Johnson County Coalition Against Domestic Violence, Hawkeye Area Youth for Christ/Youth Guidance, the Iowa City/Coralville Community Leadership Program, and the advisory board for the Iowa City/Coralville Salvation Army. He was named 2014 Law Enforcement Executive of the Year by the Iowa Police Chiefs Association for his outstanding service to the criminal justice system and the law enforcement profession, and for his commitment and dedication above and beyond normal professional duties.

Throughout his career, Chief Bedford has been recognized as a respected teacher, mentor, friend, and leader. In addition to being Coralville's longest-serving police chief, he is one of Iowa's longest serving police chiefs and one of Coralville's longest-serving city employees.

Barry Bedford has a big heart for the meeting needs of the community and has never hesitated to assist with large events, including FRYfest, highlighted by a frosty run with Hayden Fry.

ERIC DICKERSON



Eric Dickerson has been Coralville's Telecommunications Production Coordinator since 2009. Through CoralVision, Eric is a quiet fixture at public meetings, presentations, and community events. The videos that Eric and his department produce bring meetings, authors, political discussions, social justice forums, and community events into the homes of community members who aren't able to attend in person.

Because he frequently works behind the scenes, it's not uncommon for Eric to detect and fix issues prior to a presentation without event organizers realizing that he quietly enabled their programs to go off without a hitch. He approaches each project as a new creative challenge, whether it's finding or making a fitting piece of music, creating a smooth voice-over, or planning the most efficient way to cover a major event like FRYfest or RAGBRAI.

Eric's production quality and technical standards are high and he can skillfully tell a story without a script. A recent video of the making of the Hayden Fry statue involved piecing together over 22,000 still images, extracting footage from hours and hours of video, and incorporating music performed by local high school students. He works collaboratively on creative projects with city departments, community organizations, and other local government organizations.

WAYNE FETT



Wayne Fett recently retired as the university's Senior Associate Director of Recreational Services where among many accomplishments, he assisted with the development and rollout of the nationally envied Campus Recreation and Wellness Center. The facility has been a very welcome addition to area students and residents since its 2010 opening, but also has generated significant area economic impact by hosting dozens of regional and national events.

Wayne has volunteered to serve on the City of Iowa City's Parks and Recreation Commission where he helps recommend and review policies, regulations, ordinances and budgets relating to the city's parks, playgrounds, recreational centers and cultural functions. Wayne has advised on City park design, development, and planning efforts as part of this nine-person group appointed by the City Council.

Without being aware, many have likely seen Wayne around town as beyond family, he is most passionate about cycling and pedals around 4,000 miles each year. Wayne sits on the

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board of the Iowa Bicycle Coalition which works to build partnerships, educate Iowans, and establish safe and enjoyable bicycle transportation networks throughout Iowa. He also helps lead Goosetown Racing, an Iowa City race team participating and encouraging others to enjoy cycling, running, skiing, and triathlons. You may see many of their members in their green New Pioneer Co-op cycling kits.

Wayne was a very big reason why Iowa City hosted the Cyclo-cross World Cup this past September. Wayne volunteered hundreds of hours of his time and expertise, spending all day at the Fairgrounds over five days. Wayne can be found not only helping with those jobs hard to find volunteers for, but leading those efforts.

GUY GOLDSMITH



Guy Goldsmith is the City of North Liberty's director of parks, buildings and grounds, a role in which he's served since 1997. Guy is quick to give credit to the team he leads and has provided critical support to community events in and around North Liberty, such as Blues & BBQ, Beat the Bitter, RAGBRAI and FRYfest. Year round, his team maintains about 25 miles of trails and 234 acres of parks and greenspace.

An Earlville, Iowa, native, Guy is an Eagle Scout and served in the U.S. Air Force from 1986 to 1990 as a crew chief on an aerial refueling aircraft. He's an active member of St. Peter Catholic Church in Cosgrove, where he's served as parish council president. In 2015, Guy was named the City of North Liberty's Employee of the Year. He lives with his wife of 25 years, Jeanne, and their twin sons, Daniel and David.

TOM HAMILTON

Tom Hamilton, the Coralville Hy-Vee store director since 2010, is a man of high standards and expectations, not because he wants things done his way, but because he believes his customers and employees deserve nothing less than the best. He makes



every decision with his customers and his employees in mind.

In 2014, Hy-Vee launched a Customer Experience Program that measures customer service and store conditions. In the midst of the building remodel, Coralville placed second in the region, just 1.5% behind the first place store.

Tom is also recognized by his peers for his leadership skills. By setting and achieving team goals, Coralville has

been named Regional Store of the Quarter nine times in the past five years since Tom has led the store, once even during the store remodel. Leading and mentoring employees has also been important to Tom. In the 14 years he's been a director, he has helped promote seven managers to store directors.

Tom carries his passion for people out of the store into the community. The store helps local schools build playgrounds, supports fun nights and other events, including FRYfest, granGABLE, RAGBRAI and others. During Pizza Palooza, one of the store's biggest promotions, customers donated nearly \$3,800 to the University of Iowa Children's Hospital.

Tom is personally active in several groups in the community as well, including Junior Achievement and the Community Foundation of Johnson County. He also serves on the board of 100+ Men Who Care.

AMY HOSPODARSKY



As Community Relations Manager for Iowa City-based MidWestOne Bank, Amy Hospodarsky spearheads all of the community outreach for the bank in Johnson County. Her contributions to the community are many. Amy has worked with the United Way of Johnson and Washington Counties to develop an award-winning financial literacy class in Iowa City and North Liberty. She also directed the bank's outreach to Alexander Elementary,

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the first school to be adopted by a business in the Iowa City Community School District.

Amy has additionally been involved with a number of community-wide events in downtown Iowa City. She assisted in the planning and operations of Flyover Fashion Fest, a new weekend-long event that celebrates the fashion design industry in Iowa and brought thousands of people to the area. She aided in the planning of EntreFest, a three day conference held for entrepreneurs across the Midwest where over 500 people attended. She assisted in the planning of Taste of Iowa City, a one-night event bringing over 6,000 people to sample food from 40+ local restaurants.

Other contributions include developing "The Picture Show" family movie series with FilmScene, which brings affordable, family friendly movies to the boutique theater in downtown Iowa City, and helping initiate the Iowa City Downtown District's First Round social program.

Amy spearheaded MidWestOne's Rock the Chalk. This new chalk art and music festival was the bank's unique way to celebrate the grand opening of a new location and the completion of the remodel of the bank's historic headquarters, and welcomed more than 2,000 attendees. It will become an annual event in downtown Iowa City. Additionally, Amy serves on the boards of Big Brothers Big Sisters, the Englert Theatre, The Crisis Center and Sanctuary Community Church.

KEITH JONES



Keith Jones, Senior Vice-President Hills Bank & Trust and longtime Coralville resident, has been involved in many Coralville and entire Johnson County community events and causes. While Keith and his wife Connie have raised four children in Coralville, Keith has been very active in promoting economic growth and continually working to maintain and improve the positive quality of life throughout the community.

His involvement has included Iowa City Community School

District activities, fundraising and athletics; RAGBRAI Executive Planning Committee (Treasurer) for each overnight stay in Coralville; Coralville Public Library Board; Center for Performing Arts Fundraising Committee; Coralville Community Fund Board; Masonic Lodge and Coralville 4th Fest planning committee. The Hills Bank & Trust 4th Fest float featuring Keith Jones is always a crowd favorite. Keith has demonstrated over the past 40+ years that he is always a willing volunteer for any initiative that supports the greater community.

RANDY LACKENDER



A lifelong farmer, Randy proudly owns and operates an Iowa Century Farm with more than 500 acres of corn, soybeans, oats, and wheat. In 1988, Randy started Lackender Fabrications, Inc. in his machine shop southwest of Iowa City, offering high-quality skidloader attachments at a reasonable price to farmers and others. Today, these attachments are used in all 50 states, as well as several foreign countries.

With a commitment to the farming community, Randy has spent much of his free time volunteering with rural organizations and youth, serving on the Johnson County Zoning Board and Board of Adjustment, as well as being an active 4-H leader for many years. Last year, Randy served as Vice President of the Johnson County Agricultural Association Fair Board and has been elected as the 2016-17 President.

Shaped by a lifetime of hard work, Randy leads by example. During community events, he will be found not only behind the scenes making plans, but also out in the field putting in the physical effort needed to make an event successful. He doesn't just give orders to others, he works alongside them.

A father to three and grandfather to five, Randy strives every day to teach his family the value of hard work and dedication.

2015 Recipients: Katie Colony, Crystal Hansel, Mallory Hellman, Jim Kelly & Erin Fitzgerald, Nick Pfeiffer, Betsy Potter, Mike Quinlan, Lynn Snyder, Matt Steele, John Meehan

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