



THINK  
**IOWA CITY**

**2017 Annual Report**  
Iowa City/Coralville Area  
Convention and Visitors Bureau

## FROM THE BOARD CHAIR



Dale Arens, Board Chair

It has been another highly successful tourism year here in the Iowa City area. Our community experienced unprecedented growth in both visitor expenditures and employment. We ended the year in these areas second to only Des Moines and now rank 3rd in the state in total visitor expenditures. Just short of \$400 million dollars was spent by visitors to our community last year which adds substantially to the quality of life we all enjoy.

While our special events and sales teams continued to generate headlines with the return of the UCI Cyclocross World Cup, the booking of the UWW World Cup, and the development of a first ever corridor marathon, there were many other organization milestones of note.

This past year we began the very grassroots rollout of our new regional and national Think Iowa City brand strategy with the launch of thinkiowacity.com. While we are still working through our best use practices, the brand has been received very well throughout CVB and our partner agency campaigns. As part of this new brand rollout we expanded our operation to include a downtown Iowa City location. Opening this past July, we were delighted to join our good friends at ICAD and the University of Iowa at MERGE. Our Director of First Impressions can be found here each weekday ready to assist both visitors and our fellow residents.

I would encourage you to take the time to review this report and then connect with me, Josh, or his team to learn more about the ways the CVB can better assist your business, organization or efforts.

Thank you for your commitment to bettering our community through your continued support of the Iowa City/Coralville Area Convention & Visitors Bureau. It is been my pleasure to follow Ritu and serve as the FY18 Chair to this very important economic and community development organization.

## BOARD OF DIRECTORS

Dale Arens, Chair  
University of Iowa Athletics

Chris Hoffman, Vice Chair  
North Liberty City Council

Matt Traetow, Treasurer  
Homewood Suites & Comfort Suites

Mark Rugeberg, Secretary  
Brown Street Inn

Ritu Jain, Past Chair  
Textiles, Inc.

Dave Davis  
Radisson & Hampton Inn

Deb Dunkhase  
The Iowa Children's Museum

Brian Flynn  
30hop, Joe's Place, Tin Roost

Tom Gill  
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University of Iowa

Mike Carberry, Ex-Officio  
Johnson County Board of Supervisors

Josh Schamberger, Ex-Officio  
Iowa City/Coralville Area CVB

Steve Smyka  
Graduate Iowa City & hotelVetro

Laura Soride  
Re/Max: The Laura Soride Team

Jim Throgmorton  
City of Iowa City Mayor

## 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.

## STAFF

Donna Jondle, Visitor Services Assistant  
Nick Kaeding, Vice President of Finance & Operations  
Clarissa Kane, Director of Creative Services  
Lyndsey Kent, Director of Sales  
Addison Mittelstaedt, Digital Media Coordinator  
Monica Nieves, Director of Special Events  
Nick Pfeiffer, Director of Marketing & Communications  
Michael Rooney, Manager of Sports Development  
Michele Rutt, Director of Partner & Sponsor Development  
Josh Schamberger, President  
Kate Wilson, Director of First Impressions

## 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
- Incubating and supporting area festivals and special events
- Assisting and leading growth of quality of life infrastructure



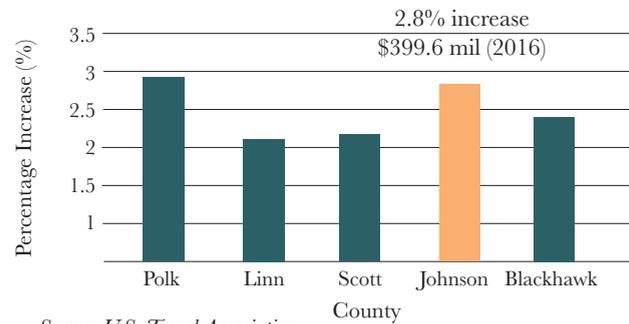
## 2017 ACCOLADES

- North Liberty #75 of Best Places to Live 2017, *Money Magazine*
- Iowa City one of the Midwest's Best Budget Destinations, *BudgetTravel.com*
- North Liberty named a Playful City for the sixth time, *Playful City USA*
- Iowa City named #2 for the "Top 100 Best Places to Live 2017" with population 20,000 and 350,000, *Livability*
- Iowa City ranked #4 of Best Places to Retire in the U.S., *NBC's Today Show*
- Iowa City ranked #4 of 21 "Coolest cities in America," *Expedia Viewfinder*
- Iowa City ranked #1 for Best Small Metro to live after College Graduation, *America Institute for Economic Research*
- Iowa City ranked #4 for Mid-Size City for Most Volunteers, *Corporation for National and Community Service*

Layout and editing by Clarissa Kane  
Editing by Nick Pfeiffer

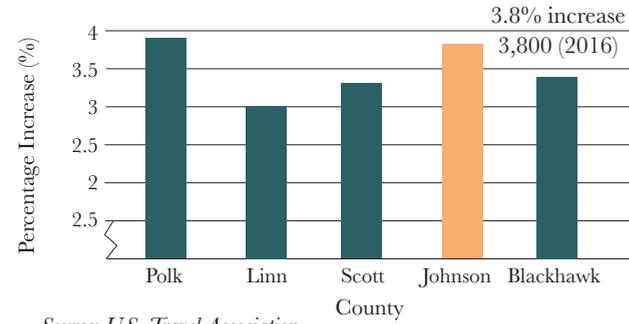
# TRAVEL IMPACT

Travel Expenditure Increase  
(Top 5 Counties, 2015-2016)



Source: U.S. Travel Association

Travel Employment Increase  
(Top 5 Counties, 2015-2016)



Source: U.S. Travel Association

## Comparison of Travel Expenditures (15-16)

State of Iowa	\$8.2 billion
Polk County	\$1.9 billion
Johnson County	\$399.6 million

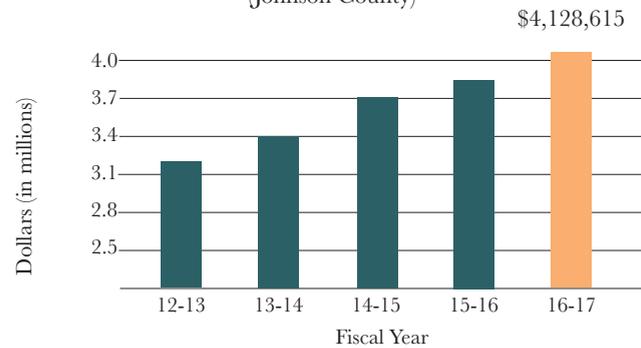
## Comparison of Travel Employment (15-16)

State of Iowa	69,500
Polk County	17,200
Johnson County	3,800

Travel expenditures include those made in accommodations, auto and public transportation (the highest spending category at 36.4%), travel arrangement, entertainment and recreation, food and retail industries.

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 (37.4%).

Local Visitor Tax Revenue  
(Johnson County)



\$6.5 mil Johnson Co tax receipts	\$24.3 mil Iowa tax receipts	\$64.4 mil Johnson Co payroll
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Source: 2016 Domestic Travel Impact,  
U.S. Travel Association

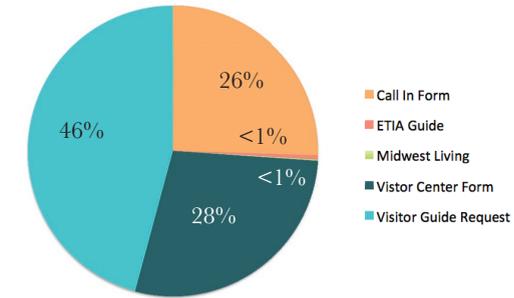
# FY17 VISITOR INQUIRIES

## Top 4 Interests

- Attractions
- Restaurants
- Welcome Center Services
- Festivals/Events

## Top 4 States for Inquiries - 41 States Represented

- Iowa
- Illinois
- Wisconsin
- Minnesota



## 2017 VISITOR GUIDE

46,350 total copies produced | 11,000 copies provided to the university | 4,500 shipped to info & welcome centers

3,096 delivered to partner hotels | 33,760 total digital pageviews | 7.8 min avg time spent per digital issue visit

## WEBSITE LAUNCH

Within the first 30 days, thinkiowacity.com had 15,098 page views with an average session duration of 3:29. Total page views in the first four months were equal to more than 73% of the total views of our former site in a year. Greater usability, larger photos and more flexibility have contributed to this increased traffic.

# INDUSTRY TRENDS

58% of consumers prioritized spending on experiences rather than possessions while traveling in 2017.

The majority of domestic travelers consider trips three or more hours from their home for a long weekend and most plan to make it a road trip.

Consumers typically plan quick getaways two months in advance.

In the last five years, people 50+ years old have increased their travel spending by 23%.

\*Source: Meredith Travel Marketing

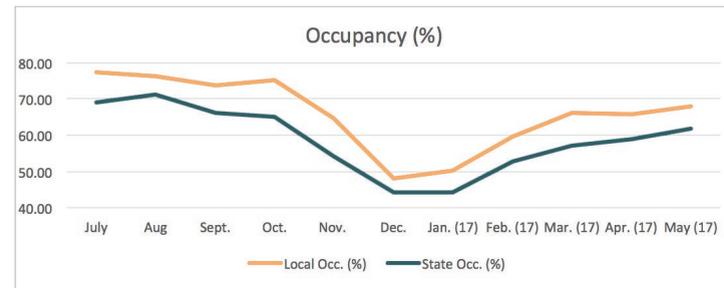
## OCCUPANCY REPORTS

**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.

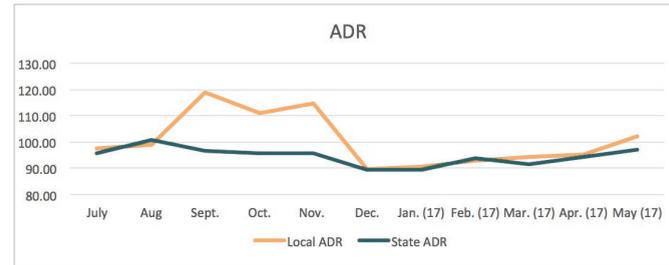
**Revenue Per Available Room (RevPAR):** Room revenue divided by rooms available.

FY17 Local and State Hotel Occupancy

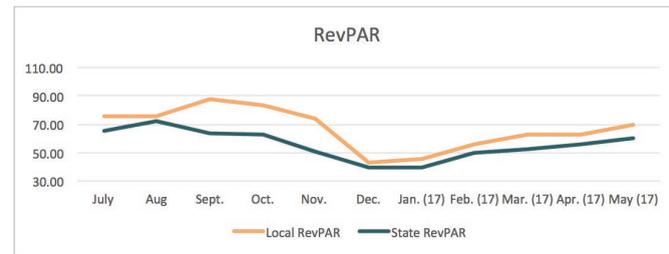


\*The state of Iowa represents top 10 county hotel markets (includes Johnson)

FY17 Local and State Hotel ADR



FY17 Local and State Hotel RevPAR



## SPORTS SALES DEVELOPMENT

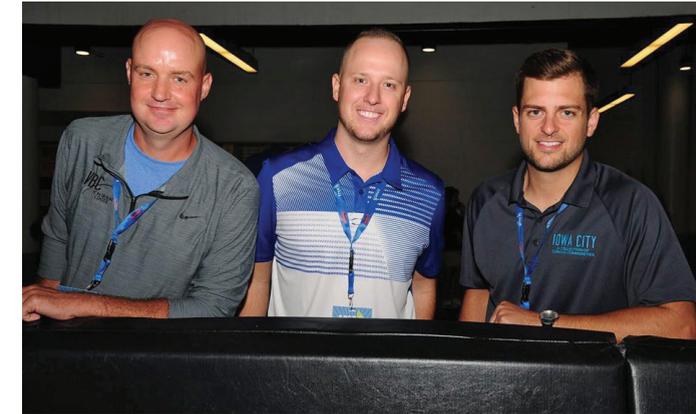
At the beginning of January, we created a new position of Manager of Sports Development to meet the growing opportunities for sporting events and tournaments. Michael Rooney, previously Special Events Assistant for the CVB, was selected to lead the bureau's sports sales efforts. In this role, Michael's focus will be bringing new sporting events to the area and helping existing events in the area grow and develop.

Michael hit the ground running in 2017 by taking on leadership roles with the Johnson County Cycling Committee and Iowa Arena project.

The CVB had the opportunity to apply for the Regional Sports Authority District (RSAD) state grant for the 2017-18 fiscal year beginning July 1. This grant funds districts that actively promote nonprofessional sporting events in Iowa. With this grant, the Iowa Economic Development Authority certifies up to 10 districts each year to receive \$50,000.

In July 2017, the our communities were awarded the grant money of \$50,000 to be distributed amongst Johnson County nonprofessional events. This grant money has strengthened 13 area sporting events while providing important seed money to create three new events for the area. Essentially, eligible existing expenses have been cut in half for events listed within the grant.

This incredible opportunity has helped create new marketing opportunities, increased room nights, and helped grow events all while offsetting existing budgeted expenses. Half way through the year, the CVB has received great response and feedback from these local event planners included. The CVB and the Think Iowa City District plans to apply for this RSAD state grant annually to continue to support these important sporting events.



### Events listed within the RSAD application:

- Armbruster Open
- Creekside Cross
- granGABLE
- Hawkeye Open – UI Club Table Tennis
- ICGravel
- Iowa Best Dam Triathlon
- Iowa State Road Race Championship
- Iowa State Road Time Trial Championships
- Iowa State Gravel Time Trial Championships
- Jingle Cross + Fondo
- NAARS Championship
- Old Cap Crit + Iowa City Road Race
- Speedo Midwest Challenge
- Special Olympics Mid-Winter Classic
- Sugar Bottom Scramble Mountain Bike Race
- UWW World Cup

## STAFF LOCAL INVOLVEMENT

Our staff is committed to our communities within and beyond our CVB business relationships. This is how we stay connected to maintain and enhance the quality of life in the area. Below is a list of the organizations CVB staff is personally involved in:

- 100+ Men and Women Who Care
- Boy Scouts Troop 218
- Chi Omega House Corporation
- Christ the King Lutheran Church
- Clear Creek Amana Clipper Baseball Club
- Coralville-North Corridor Rotary Club
- Coralville Center for the Performing Arts
- Coralville Civil Service Commission
- Coralville Winterfest
- Empowered Professionals of the Iowa City Area
- Grace Community Church
- Hawkeye Area Council of Boy Scouts of America
- Hawkeye Wrestling Club

- International Welcoming Committee
- Iowa City Adult Slow Pitch Softball
- Iowa City Area Chamber of Commerce
- Iowa City Community School District
- Iowa City Cycling Club
- Iowa City Downtown District
- Iowa City Noon Optimist Club
- Iowa City UNESCO City of Literature
- Iowa Cultural Corridor Alliance
- Iowa Society of Association Executives
- North Liberty Panthers Baseball Club
- North Liberty Youth Baseball & Softball
- Ponseti Kids Triathlon

- Promote Iowa City Area, Inc.
- St. Thomas More Catholic Church
- Summer of the Arts
- United Way of Johnson and Washington Counties
- United World Wrestling
- Union Cycliste Internationale
- University of Northern Iowa Alumni Association Corridor Club
- University of Iowa Dance Marathon
- USA Cycling
- USA Wrestling
- West High Trojan Youth

## FIRST IMPRESSIONS

While the Convention & Visitors Bureau has long been a place that provides information to those looking to relocate to the area, work began this past fiscal year to develop an official packet of information. This packet represents partnerships with the Iowa City Area Chamber of Commerce, Iowa City Area Development Group and the Iowa City Downtown District. It is a comprehensive resource for community information. Since completed in August, 62 packets have been distributed to both partners and individuals.



Kate Wilson, new to the team in 2017, fulfills these orders and also serves on ICAD's International Welcoming Committee. She is also the first to lead the MERGE space, a second information center in downtown Iowa City just added this year. This space allows us to expand our physical reach in a key location in the heart of the pedestrian mall.

### FY17 SERVICING

85 total groups	\$2.3 mil highest single event direct spending	27,418 total group attendance
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## COMMUNITY CONCIERGE

We continue to support our Community Concierge program made up of local "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 receive personalized training to include tours of area attractions, information about special tourism projects and other first-hand knowledge to supplement their own experience. They step in to assist special events and conferences by answering visitor questions while they are visiting. Members as of this writing are listed below.

- Adam Weeks*, Owner of Chomp
- Aly High*, Englert Theatre
- Anna Jensen*, UI Office of Field Experience
- Betsy Potter*, Iowa City Downtown District
- Bob Brooks*, Brown Street Inn
- Christina Kimerle*, Friends of the Animal Center Foundation
- Cindy Riley*, Winans Coffee + Chocolates
- Claire McGranahan*, Concept by Iowa Hearing Aid Centers
- Gary Anderson*, Retired UI Department Head
- Arllys Hannam*, Former City of Coralville City Clerk
- Barry Green*, MidWestOne Bank
- Tracey Mulcahey*, City of North Liberty



## PARTNERSHIP

Our partners form the foundation of our marketing efforts. Our goals are to provide opportunity for our partners to be engaged in the community and give them all the tools needed to leverage themselves to their audiences.

The capabilities of the new website, launched this past fiscal year, enable active partners to log in to an extranet and update information, submit events and coupons for review, add photos and edit listing information. Partners can access this site at any time, giving them the most flexibility possible.



Trainings continue periodically to educate new partners and refresh current partners about how it works. Just like we aim to be the go-to site for visitors, we also want this extranet to be the go-to resource for partners.

We hosted an educational with Yelp and networking event at Backpocket in FY17, to continue fostering open communication and idea sharing amongst our partners. We have plans to continue hosting these in the future.

The CVB had 320 total partners in FY17, 45 of which were new partners, who work with us to make an exceptional visitor and community member experience.

## ADVISORY COMMITTEE

We continued to support our Partner Advisor Committee (PAC) in order to sustain the opportunity for partner feedback. 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
- Abby Craighton*, Dwell Home Furnishings
- Jeff Dancer*, Dancer Insurance
- Jill Donnerwerth*, The Iowa Children's Museum
- Matt Orwick*, 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

Hosting this group has enabled our organization to better understand specific needs and identify effective collaborative strategies for improving our destination.

## TRAVEL PARTNERS

Our organization partners with a board network of destination marketing organizations for education, resource sharing, and best-practice sharing.

- 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

*Think about it.* The past 12 months has seen tremendous change as we continue to build on the new brand identity that was launched the previous year. Rome wasn't built in a day, and neither is the Think Iowa City brand. The foundation for how we position ourselves locally, regionally, and nationally is a solid structure and provides endless opportunities for growth. The process will be never-ending as change and prosperity forever adjust who we are as an organization. Our brand personality traits remain:

- 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

In March, we launched a new website at ThinkIowaCity.com. The site, built by destination marketing organization leader Simpleview integrates with our organization's database system. This connection provides seamless transitions for our partners and allows for much needed versatility. It gives our partners the power to control their message and provide an enhanced, collaborative experience for visitors and locals alike.



We also updated both our public and partner e-newsletters to reflect our brand and improve readability and relevancy.

The mobile enabled site is a vast improvement in navigation and ease of use over the previous site. Response has been spectacular as visitors to the site have risen tremendously.

Additionally, we've seen a change in personnel. Longtime leader of the organization's marketing & communications activities, Laurie Haman, left in August to take a position within the local school district. Nick Pfeiffer, who has served in various volunteer capacities for the CVB, including sitting on the DMO transition committee, came aboard in September as Director of Marketing & Communications. We also introduced a new position of Digital Marketing Coordinator and welcomed Addison Mittelstaedt to the role. This position will focus on integrating all electronic communications and unifying all of the social media channels we control.

Our curious communities continue to be...well...curious. And that's just how we like it. Iowa City is where a wave is more than a greeting. *Think about it.*



# COMMUNITY GRANT PROGRAM

We continued our Community Grant Program in FY17 to support local events 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. Applicants submitted in FY17 requested a combined \$55,950, and the CVB was able to provide a total of 13 monetary awards ranging from \$500 - \$5,000 each, for a total amount of \$35,000 to be awarded in FY18.

Award recipients were offered a training on distributing surveys to capture attendance and economic impact. The CVB continues to provide organizers tools to measuring success in order to continue demonstrating the social and economic return their event has on our communities.

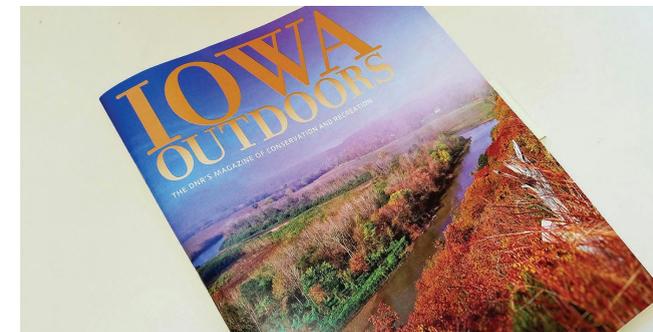
# ADS & MEDIA PLACEMENTS

*Tracked paid & unpaid media outlets*

- Iowa City Downtown District Magazine
- Iowa Outdoors
- Iowa Travel Guide
- Meetingspages.com
- Meetings Today
- Midwest Living's Best of the Midwest
- Midwest Meetings
- Milwaukee Journal Sentinel
- Smart Meetings
- Sports Travel Magazine
- YouTube (Travel Iowa Co-op)
- Vacation Iowa
- TV: KCCI, WHO, WOI, KWQC, WQAD, WHBF, KCRG, KWWL, KGAN
- Radio: KDRB, KIOA, KSTZ, WHO, KCRR, KOEL, KOKZ, KATF, KDTH, KCQQ, KMXG, WLLF, WXLN
- Digital: Various, via Sojourn

# 2017 GRANT RECIPIENTS

- 5th Street Social
- Colony Pumpkin Patch Fall Festival
- Coralville 4th Fest
- Iowa City Downtown Block Party
- Iowa Soul Festival
- Innovation Expo 2017
- International Annual Russian Guitar Festival
- Iowa City Book Festival
- International Writing Program 50th Anniversary
- Mission Creek Festival
- North Liberty Blues & BBQ
- Witching Hour Festival



## SPECIAL EVENTS

The 9th annual FRYfest, presented by MidWestOne Bank, was a Hoops Salute that celebrated our rich Hawkeye basketball legacy by and inviting alums from both the men and women's basketball teams. Over 60 basketball alums returned September 1, 2017, including the 1980 men's Final Four team with Ronnie Lester, Mike Henry, Kenny Arnold, and Bobby Hansen. The women's panel consisted of alums from the 1993 Women's Final Four team and 2014 Sweet Sixteen team. Additional guests included the 2017 Athletic Hall of Fame inductees.

Several of the annual FRYfest elements returned, including the High Porch Picnic Block Party that featured food trucks, The Arch Allies and the grand finale – fireworks over the Iowa River Landing. Other classics like the bags tournament and Kids Zone were also included. We had the largest tradeshow in FRYfest history – selling out over 60 tradeshow booths with several new vendors this year. 4thFest, FRYfest's beneficiary, received \$17,000 to fund next year's celebration.



The fifth and final granGABLE powered by SCHEELS went off with a bang on October 1. 705 riders took down three routes – 60 mile, 100 mile, or the new 55 mile Gravel Grinder. In addition to a new route, the National MS Society was added as a beneficiary in addition to the Iowa Bicycle Coalition and Hawkeye Wrestling Club. The successful event allowed us to donate a total of \$23,000.

Our events department continues to host quarterly meetings for the Event Planners Association, made up of local community organizers.



### *FRYfest 2017 Quick Facts*

8,000 estimated total attendance  
\$625,700 total direct expenditures  
\$240,900 injected into the county  
46% non-local attendees

### *granGABLE 2017 Ridership*

30.3% local riders (Johnson County)  
56.7% non-local in state riders  
13% out of state riders



## UCI TELENET WORLD CUP OF CYCLOCROSS

Iowa City and Johnson County were selected to host the first stage of the UCI Telenet World Cup of Cyclocross the weekend of September 15-17, 2017. This was the second year hosting the World Cup event, which included just two stops on American soil. Waterloo, Wisconsin, home of Trek Bicycles, was the other US host city. Iowa City was the only repeat American host.

Held at the Johnson County Fairgrounds, the weather was unseasonably warm. Cyclocross championships in Europe typically take place in the dead of winter, with ice and snow on the course. With temperatures in the 90s, it was an adjustment for the riders. Still, over 2,800 racers performed in the Jingle Cross races and 97 professionals raced in the two World Cup races.

The Sunday World Cup races were broadcast live across the world via NBC Sports Channel and 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. Approximately 450 riders participated in the road and gravel fondo on Sunday morning.

Local, national, and international media outlets published several articles and feature pieces that highlighted the significance of such a high-profile event.

Cyclocross is not an event many Iowans are familiar with, but the sport continues to grow locally and nationally. The City of Coralville just opened a new permanent course in late-2017. Hosting Jingle Cross and the World Cup centers Iowa City and Johnson County as the paramount location for the sport in the United States.

Due to the strength of the course, organization of the event, and hospitality of Johnson County, Iowa City was selected to host the World Cup again September 28-30, 2018.



## UWW WORLD CUP

University of Iowa Athletics, Iowa City/Coralville Area CVB and USA Wrestling are excited to serve as hosts for the 2018 UWW Senior Men's Freestyle Wrestling World Cup at Carver Hawkeye Arena April 7-8, 2018. Record-setting attendance for the USA Olympic Wrestling Team Trials in 2012 & 2016 and decades of wrestling success on collegiate and international levels has paved the way to bring this incredible event to the best wrestling fans in the world.

USA Wrestling ranks at the top in men's freestyle after an impressive first place performance at the 2017 World Championships in Paris, France. It was USA's first team title since 1995. The team is thrilled to take their momentum back to the homeland in Iowa City for the 2018 World Cup.

American gold medalists in Paris include Jordan Burroughs, now a 4-time world champ and 2012 Olympic champ, and 22-year old Kyle Snyder, a 3-time world champ and 2016 Olympic champion. Other 2017 Paris medalists include James Green, J'Den Cox, Nick Gwiazdowski, and former Hawkeye and current HWC Member, Thomas Gilman. We expect to see all of these wrestlers in the red, white, and blue inside Carver-Hawkeye Arena in April.

We anticipate the following countries competing alongside the USA at Carver-Hawkeye Arena this spring: Russia, Georgia, Turkey, Azerbaijan, Japan, Cuba and Kazakhstan. Each country's participation is not yet finalized but will be determined late 2017.

The Iowa City/Coralville Area CVB is extremely excited to welcome the world once again. The incredible international attention and immense economic impact resulting from the 2016 and 2017 UCI Cyclocross World Cup is expected to be matched or exceeded with the area's third World Cup in 18 months.

## RUN CRANDIC

A brand new event coming to the area created a lot of buzz and excitement throughout the Corridor after being announced early fall 2017. On April 29, 2018, the inaugural RUN CRANDIC powered by University of Iowa Community Credit Union will include a marathon, half marathon, and 5K all finishing at historic Kinnick Stadium in Iowa City. The marathon will begin at NewBo Market in Cedar Rapids, half marathon in North Liberty, and 5k in Coralville – creating a corridor-wide spectacle like unlike ever before.

A world-class local marathon has been on the Corridor's wish list for more than a decade, but hasn't come to fruition until now. The event was reconsidered beginning in early 2017, led by the team at the CVB. The event is only possible due to the partnerships with the Corridor Running Club, Cedar Rapids Metro Economic Alliance, Go Cedar Rapids, and UICCU. Moreover, it wouldn't be possible at all without the cooperation of Johnson County public safety officials assisting with the route down Highway 965.

Thousands of runners from the Midwest and beyond will find their way to the Cedar Rapids/Iowa City area in late April for what hopes to be a renowned annual event.



## HOTEL DEVELOPMENT

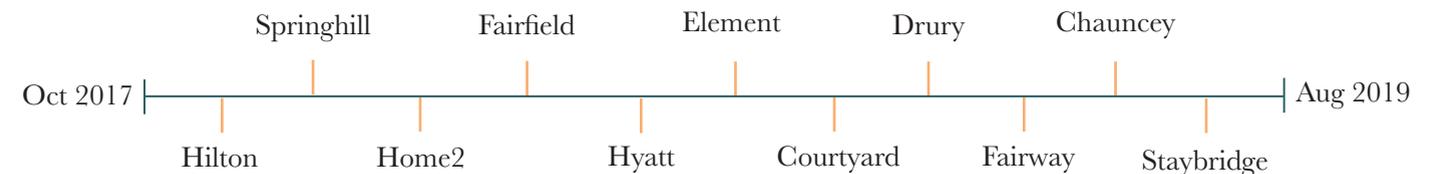
Over the past six months, four new hotels have opened in our market. When you combine these 422 rooms with what is currently under construction and set to open by the summer of 2019, supply will have grown by just short of 37%. That's incredible. And a little scary. Besides questioning when the new arena in Coralville is going to open, it is by far the most asked question we receive. That is, why all the new hotels and can our market support them? The answer is no - when complete, current market demand cannot support them. Well, not at the current market occupancy and average daily rate.

For the most part, hotels don't create demand. While it is true that some of the larger conference center hotels (like the Coralville Marriott and soon-to-be Graduate) have the ability to bring large groups to town that might otherwise not have come here, the majority do not. And each of these new properties would fall into that majority. Area hotel occupancy has grown by about 3% per year over the past decade so the concern here is what ramifications a 37%

Hotel	Location	Room Count
Hilton Garden Inn	Iowa City	145
Springhill Suites	Coralville	85
Home2 Suites	Coralville	102
Fairfield Inn	Coralville	90
Hyatt Place	Iowa City	152
Element	Iowa City	90
Courtyard	University Heights	145
Drury Hotel	Coralville	185
Fairway Suites	Coralville	45
Chancey	Iowa City	36
Staybridge Suites	Coralville	100

supply increase will have on market occupancy and average daily rate. Even with a continued 3% a year growth rate, area occupancy will fall from around 68% to below 50%. Hotels will need to compete that much harder. Quality, service, and amenities will rule the day. All good things for visitors, but potentially challenging for visitor tax revenue collections with the coming rate war.

So, while it is going to be a bit of a wait and see situation, there is comfort in that 7 of the 10 hotels recently opened or under construction are being developed by very local, very smart ownership groups. They know the market as well as anyone and are obviously betting (very heavily) on Iowa City, Coralville and North Liberty.



## 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.

### BEN ANDERSON



Ben Anderson has been a leader in the Iowa City community for many years. He is the Course Director for Jingle Cross, which has been a World Cup cyclocross race for the past two years, bringing national and international attention to the Iowa City area. Ben also serves as the President of the Iowa City Cycling Club and is the Race Director for the Old Capitol Criterium, the Iowa State Road Race Championships, and the Iowa State Championship Time Trial, among others. Ben is an accomplished bicycle racer, competing as a Category 2 in many road and cyclocross races each year. Additionally, Ben has served on multiple community bicycle master planning committees.

Professionally, Ben is responsible for providing leadership for Power Plant Operations, Maintenance, and Projects at the University of Iowa. Under his leadership, the Power Plant has increased alternative fuel usage on campus, developed a reliability-centered maintenance program, and executed critical capital improvement projects. Ben is a graduate of Iowa State University with a degree in Mechanical Engineering. Before joining the university, Ben worked as a reliability and maintenance engineer in the petrochemical industry. Ben lives in Iowa City with his wife, Ingrid, and their dog, Harper.

### NICK BERGUS



Nick Bergus has worked for the City of North Liberty for nine years, serving as the Communications Director for the past four years. While he focuses on communicating city happenings and announcements to residents and businesses in a fun and informative way, his influence on North Liberty and the Corridor has far exceeded his role.

Nick inspires others by giving his time to many local organizations as the current president of the North Liberty Community Pantry and board member for Girls on the Run. He is also eager to sacrifice his leisure time and share his talents to advocate for initiatives he knows are important to the continued growth of the area such as the One Community One Bond campaign this past year. In his role with the City of North Liberty, he is also a chair of the North Liberty Blues & BBQ planning committee, an annual event in the community that has become a tradition over the past eleven years drawing over 17,000 attendees in 2017 and putting a spotlight on the booming city of North Liberty.

A friend to colleagues and area volunteers, Nick embodies what it means to be a BRAVO Award recipient. His creativity and passion for the economic vitality for the area adds intangible value to our community and makes it unlike any other place to work and play.

### TIM CARTY



Tim Carty is the Director of Member Services for the Iowa City Area Chamber of Commerce, passionate community advocate, loving husband and father of two adorable children. Born in New Jersey, Tim's family moved to Iowa when he was a young child. Tim graduated from

Loras College with a Bachelor of Arts Degree in English. He held sales and account executive positions at McGraw-Hill, Press-Citizen, and Fusionfarm prior to joining the Chamber in 2016. Tim's recent community volunteer work has included being an Ambassador for the Iowa City Area Chamber of Commerce, working on the campaign to help pass the Iowa City Community School District General Obligation Bond, rappelling down Plaza Towers for Ronald McDonald House Charities, and coaching youth t-ball, soccer and basketball. Besides being passionate about the Iowa City area, he also loves reading, cooking, spending time with his family and teammates, and just about every sport (especially the Hawkeyes and the Yankees).

### GREG FENDER



Greg has worked at Integrated DNA Technologies for the past 22 years. In 1991, Greg came to the University of Iowa from Jamaica and IDT was just his second job shortly after graduation. He has been there since.

Over the years, Greg has stayed in contact with the athletic department at the University of Iowa, serving at times as a mentor for young minority athletes. He helps to connect these student athletes to community members, creating relationships that have translated into jobs and opportunities.

Greg served for several years on the Iowa Children's Museum board, helping with policy, fundraising and collaboration. He frequently gathered IDT volunteers to help move and build structures within different rooms of the museum.

Recently, Greg has become an integral part of the volunteer corps for the International Cyclocross races that Iowa City has hosted for two straight years. He enjoys meeting new people, connecting friends, bringing in fresh new faces to new experiences. He is a born leader and diplomat.

### BOB GOODFELLOW



The Goodfellow family has owned and operated a printing company in Iowa City since 1945. Bob and his brother Brad now represent the third generation of this printing family. Today, they are joined by their own children, making the Goodfellow Printing Company one of the few fourth-generation businesses in Iowa City.

Bob is particularly committed to serving the local arts community and has served in various volunteer capacities to many arts organizations for more than 40 years. A founding member of Summer of the Arts (SotA), he is a firm believer that communities prosper when they support the arts. True to that belief, he continues to provide support for SotA events and also serves on the Coralville Center for the Performing Arts Committee, and provides photography for Riverside Theatre productions.

Bob is a strong advocate of the Chamber's Buy Here initiative, and argues that ultimately our community is only as strong as our willingness to support the local businesses that contribute so much to the community's vitality. He is also proud to serve on the editorial board of The Iowa City Press-Citizen, believing that strong, independent local journalism should be valued and protected by all in this community.

Bob and his wife Renee enjoy attending Hawkeye sporting events, and Bob has been a statistician for Iowa Women's Basketball home games for 35 years. They also enjoy attending concert performances by their daughter Claire, and discussions of rocket launches with their daughter, Juju.

# BRAVO AWARD RECIPIENTS

## ANNA JENSEN



Anna Jensen is a three-plus year resident of Coralville who is dedicated to building community through support of shared spaces and experiences. Anna's passion for events is shown through her commitment as a Community Concierge member, her membership in the Hancher Guild and frequent volunteer roles with Coralville Parks & Recreation. Professionally, Jensen serves as the Director of the

Office of Field Experience within the Sport & Recreation Management (SRM) program at the University of Iowa. Jensen is instrumental in the Fans First project in which she leads students in performing customer service roles for Iowa Athletics events. Anna oversees the SRM internship program and has led guided practicum programs with clients from Major League Baseball, the National Football League and the Professional Golfers Association tour.

Prior to coming back to Iowa, Anna worked in corporate retail management and business development including serving as Associate Director of the Innovation Center at Ohio University.

Anna is a native of Andover, Iowa, an animal lover and a craft beer connoisseur. She is married to Packy Moran and counts the sound of the fountain in S.T. Morrison Park as one of her favorite parts of being "home" in the Iowa City area.

## TERRY KAEDING



Terry Kaeding has been a steady presence in Coralville for nearly 40 years. First appointed as City Treasurer in 1983, Terry worked as Finance Officer for the City of Coralville until she retired in 2013. Professionally, Terry played a key role in Coralville's growth by working with City Administration and Council to finance multiple city projects including improvements to the Coralville Public

Library, Aquatic Center, Creekside Softball Park and Youth Sports Park. Since her retirement, Terry has continued to work part-time with the City and plays a key role as an organizer of Coralville's festivals and special events including Brrrfest, FRYfest and 4th Fest. Terry has been a leader on the Coralville RAGBRAI committee during each of RAGBRAI's five overnights stays in Coralville since 1996. Terry has served on the Iowa Children's Museum Board and currently serves on the Coralville Community Fund Board of Directors.

Terry is extremely passionate about the Iowa City/Coralville area, and the City of Coralville in particular. Along with her husband, Larry, she raised three children in the area and has always taught them, by example, the importance of community involvement.

## MARIAN KARR



In December of 2016, Marian retired from the City of Iowa City after serving tirelessly for 37 years, 33 of those as City Clerk. Her tenure included 14 mayors, 6 city managers, and 5 city attorneys. She was a strong advocate for making city government and records easily accessible to all. Her intellect,

memory, insight and attention to detail were instrumental in the functioning of City Hall. Marian served as President of the Iowa Municipal Finance Officers Association and Treasurer of the Municipal Clerk's Education Foundation. She oversaw countless boards and commissions over the years, including four Charter Review Commissions in 1985, 1995, 2005, and 2015. Marian is also deeply committed to the Iowa City community particularly through her involvement with the United Way and University of Iowa Athletics.

Marian was an invaluable resource to City employees and consistently went out of her way to ensure new employees felt welcome. Her door was always open, and the many who sought out the guest chair in her office are eternally grateful for her guidance and sense of humor.

## BRAD KUNKEL



Brad Kunkel is a dedicated public servant and community activist. Since 2001, he has served in a number of capacities at the Johnson County Sheriff's Office, a number of years as a patrol sergeant and most recently as a Detective. He has been involved in several initiatives, including Crisis Intervention Training (CIT), coordination of public relations efforts including the Johnson County Fair, and serving as a liaison, mentor, and instructor for the reserve deputy program. Brad is a passionate advocate for victims through his work with DVIP.

Some of Brad's volunteer positions past and present include: West Branch and North Liberty Firefighter; Johnson County Reserve Deputy; Solon City Council Member; DVIP Board Co-Chair; I105 Capital Campaign Committee Member; Community Leadership Program Committee Member; 100+ Men Who Care Hawkeye Chapter Board Member; Johnson County Democrats Central Committee Member; and Johnson County Comprehensive Plan Committee Member. Brad, a West Branch native is a University of Iowa graduate and was named one of the CBJ's 40 under 40 in 2015.

Brad and his wife Julie have three sons. He is a gifted balloon artist and shares that talent with organizations including the Blue Hearts of Johnson County and Homeless Children's Trust.

## WENDY NOLAN



Wendy Nolan joined the United Way team in March 2017 as the Community Strategies Coordinator. In this role, Wendy works closely with the United Way Partner Agencies and coordinates activities and communications around community impact priorities and the United Way mission. Wendy has been an active volunteer with United Way for the past 10 years and was

a recipient of the 2016 United Way Volunteer of the Year Award and 2014 State of Iowa Governor's Volunteer Award. Her United Way volunteering has included six years on the Community Impact Council, Summerships, and Reading Buddies. In addition, she has been an active volunteer with Girls on the Run, Junior Achievement, YMCA of Washington County, and many other community organizations.

Wendy holds a Masters of Business Administration degree from St. Ambrose University and a Bachelor of Science degree from the University of Iowa and has lived in the Iowa City Area most of her life. She is also an alumnus of the Iowa City Chamber of Commerce Community Leadership Program. Prior to United Way, Wendy spent over 20 years in insurance administration management locally. In her position, she maintained a focus on positive business/community partnerships and encouraged employees to give back and volunteer in support of that focus.

When not working or volunteering, Wendy and her husband, John, enjoy running and biking, showcased by their participation in numerous events throughout the region. Wendy is also a certified Spin and Group Fitness Instructor with the YMCA of Washington County.

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*2016 Recipients:* Doug Alberhasky, Paula Bakey, Barry Bedford, Eric Dickerson, Wayne Fett, Guy Goldsmith, Tom Hamilton, Amy Hospodarsky, Keith Jones, Randy Lackender

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



IOWA CITY/CORALVILLE AREA CONVENTION & VISITORS BUREAU

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