



2015 Annual Report

Looking Ahead to an Olympic Year





Josh Sabin, CVB Board Chair

FROM THE BOARD CHAIR

As the “other Josh,” I have the distinct privilege of serving as the CVB’s Board Chairman for the second year. My day job consists of serving as the Director of Administration for the Iowa Northern Railway, which ships thousands of freight cars each year across our 250-mile network. We’re best known, however, for transporting 35,000 people each year to Kinnick Stadium on the Hawkeye Express. This year marked our 12th football season.

As you would expect, the last 12 months have been full of meaningful transition and remarkable accomplishments for your CVB. As we told you last year, the CVB would be changing from a traditional membership-based tour promotion group to a Destination Management Organization or DMO. The DMO model is a formal change to acknowledge what the CVB already is. When highlighting Josh and the CVB a few years ago, a Press-Citizen headline read that it is “giving the area its spark” - that’s exactly what this amazing entity has done and will continue to do.



CVB STAFF

Josh Schamberger, President
Laurie Haman, Vice President of Communications & Marketing
Lyndsey Kent, Director of Sales
Nicole Kroul, Director of First Impressions
Nick Kaeding, Vice President of Finance & Operations

Maggie McClelland, Director of Partner Development
Clarissa McPheron, Director of Creative Services
Jillian Miller, Director of Special Events
Michael Rooney, Special Events Assistant
Donna Jondle, Visitor Services Assistant
Laura Alderson, Group Services Assistant

The DMO model more appropriately encompasses the services we provide and what we impact throughout our area. We play a strong role in managing the destination, in the attraction development process, and in advocating transportation and infrastructure improvements affecting tourism.

Our DMO transition committee, made up of our members and stakeholders, has been meeting throughout the year and is well on track to help this organization bring bold and exciting changes to our community while keeping the important and timeless mission close to heart. I’m very excited about what is in store for the coming months, complete with a full re-branding of our new DMO highlighting exactly what we as a community strive to be – what we know and love about this area.

Thank you for your commitment to bettering our quality of life through your continued investment in the Iowa City/Coralville Area CVB.

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

- a) Attracting conventions & events
- b) Operating & promoting events
- c) Providing support to conventions & signature events
- d) Providing comprehensive information to visitors

DMO ADVISORY BOARD

Dale Arens, UI Athletics Hall of Fame
Nancy Bird, Iowa City Downtown District
Dave Davis, Holiday Inn & Hampton Inn
Verne Folkmann, Lepic-Kroeger Realtors®
Wendy Ford, City of Iowa City
Geoff Fruin, City of Iowa City
Ellen Habel, City of Coralville
Ritu Jain, Textiles
Tracy Mulcahey, City of North Liberty
Jean Newlin, United Fire & Casualty
Nick Pfeiffer, MidwestOne Bank
Mark Rugeberg, Brown Street Inn
Josh Sabin, Iowa Northern Railway Co.
Naftaly Stramer, Oasis Falafel
Matt Swift, Red’s Alehouse, 30hop, Big Grove, Pullman
Matthew Traetow, Homewood Suites & Comfort Suites
Nick Westergaard, Brand Driven Digital

BOARD OF DIRECTORS

Josh Sabin, Chair
Iowa Northern Railway Co.

Ritu Jain, Vice Chair
Textiles

Dale Arens, Treasurer
University of Iowa Athletics

Chris Hoffman, Secretary
North Liberty City Council

Mark Ginsberg, Past Chair
MC Ginsberg Jewelers

Dave Davis
Holiday Inn & Hampton Inn

Tom Gill
Coralville City Council

Matt Hayek
Mayor, City of Iowa City

Peter Matthes
University of Iowa

Janelle Rettig, Ex-Oficio
Johnson County Board of Supervisors

Neal Roth
Holiday Inn Express

Mark Rugeberg
Brown Street Inn

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

Naftaly Stramer
Oasis Falafel

Matt Traetow
Homewood Suites & Comfort Suites

FY14-15 WEBSITE STATS & VISITOR INQUIRIES

TOTAL WEBSITE VISITS BY STATE (after Iowa)

Illinois	7,442
Wisconsin	4,574
Minnesota	2,366
Missouri	1,765
Indiana	1,601
California	1,369
Florida	1,257
Georgia	1,003

TOP WEBSITE ENTRY PAGES

- Calendar of Events
- Home Page
- Things to Do
- Lodging

100,086
total website visits

TOP REASONS FOR VISITS

- | | |
|---------------|----------------|
| 1. Family | 4. Business |
| 2. Leisure | 5. Health Care |
| 3. Relocation | |

DIGITAL VISITOR GUIDE

52,400
unique
page views

3,046
unique monthly
issue visits

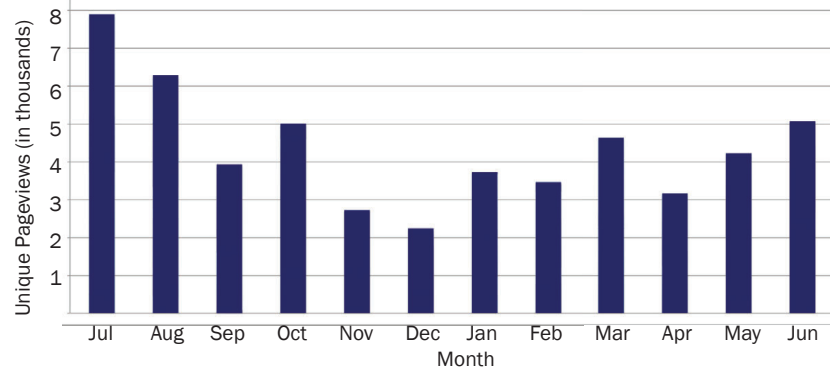
6.47 min.
avg time spent
per issue visit



VISITOR INQUIRY: TOP CITIES & STATES (after Iowa)

ILLINOIS	MINNESOTA
Chicago	Minneapolis
Sycamore	St. Paul
Springfield	Mankato
WISCONSIN	MICHIGAN
Madison	St. Joseph
Milwaukee	Battle Creek

FY14-15 Unique Digital Guide Pageviews by Month



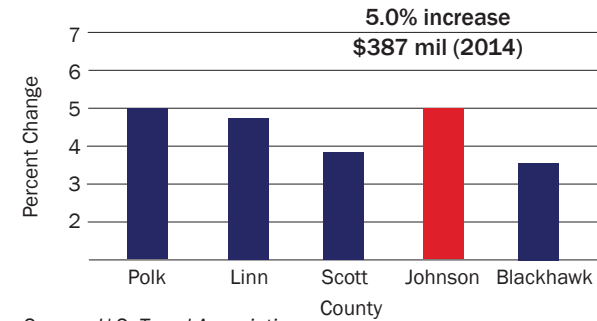
2015 AREA ACCOLADES

- Iowa City #5 of "Best-Performing Small Cities," Milken Institute, January 2015
- Iowa City #6 of "Easiest Cities to Find a Job," ZipRecruiter.com, January 2015
- North Liberty among "30 Safest Cities in Iowa," SafeWise.com, January 2015
- Iowa City #6 of "The 10 Smartest Cities in America," MarketWatch, January 2015
- Iowa City #4 of "Best College Towns," American

- Institute for Economic Research, February 2015
- Iowa City #1 of "Best Cities For College Grads in 2015," Huffingtonpost.com, May 2015
 - North Liberty one of the most playful cities in the country, Kaboom.org, June 2015
 - Iowa City #8 of "Top 30 Small Cities," Area Development Magazine, June 2015
 - Coralville #59 of "Top 100 Best Small Towns 2015," Livability.com, June 2015

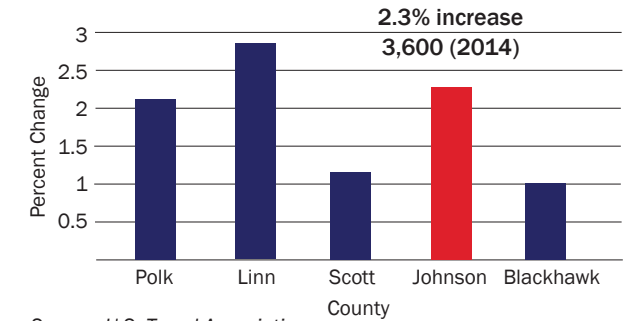
TRAVEL IMPACT

% Increase in Travel Expenditures (Top 5 Counties, 2013-2014)



Source: U.S. Travel Association

% Increase in Travel Employment (Top 5 Counties, 2013-2014)



Source: U.S. Travel Association

Comparison of Travel Expenditure Increase (13-14)

U.S. (domestic & international)	4.7%
State of Iowa	4%
Johnson County	5%

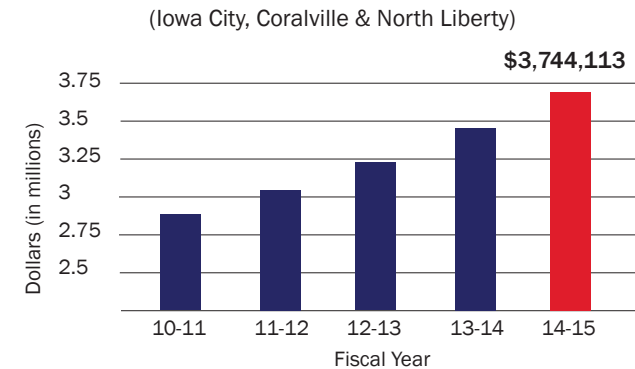
Travel expenditures include those made in accommodations, auto and public transportation, travel arrangement, entertainment and recreation, food and retail industries.

Comparison of Travel Employment Increase (13-14)

U.S.	2.1%
State of Iowa	1.6%
Johnson County	2.3%

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.

Local Visitor Tax Revenue (Iowa City, Coralville & North Liberty)



\$5.9 mil
Johnson Co
tax receipts

\$17.9 mil
Iowa tax
receipts

\$58.1 mil
Johnson Co
payroll

Source: 2014 Domestic Travel Impact, U.S. Travel Association

GROUPS BOOKED IN FY15

Iowa Firefighters Association, 2017 & 2018
 American Legion of Iowa, 2016
 Hemophilia of Iowa, 2014
 Folk Alliance Region Midwest, 2015, 2016, 2017
 Lessiter Publications, 2015
 Southeast Iowa Synod, 2014
 Midwest Area Biosafety Network, 2017

Big Ten Orientation Directors Meeting, 2015
 SeaAirLan World Tours, 2014
 Distinguished Young Women of Iowa, 2015
 Iowa Grocery Association, 2016 & 2017
 Koren War Veterans, 2015
 UI Molecular Otolaryngology & Renal Research Lab, 2015
 USA Wrestling Olympic Team Trials, 2016

16,683
attendance
represented

5,428
total future
room nights

BOOKED

68
total
groups

\$4 mil
total direct
spending

\$855,418
highest month
direct spending

14,224
total group
attendance

SERVED

FIRST IMPRESSIONS

Our DMO advisory committee kept coming back to one important point: amid all the tourism apps and digital visitor guides, genuine hospitality and positive personal experiences often make a huge impact on one's decision to book a return visit. Starting in FY16, we introduced **weekly hotel visits** to help properties become the best possible resource to the visitor. Donna, our Visitor Services Assistant, visits each hotel property on Wednesday and Thursdays to a) replenish all necessary visitor materials; b) provide proactive talking points to make guest conversations more informative; and c) leave a flier with a sampling of the weekend's area events.

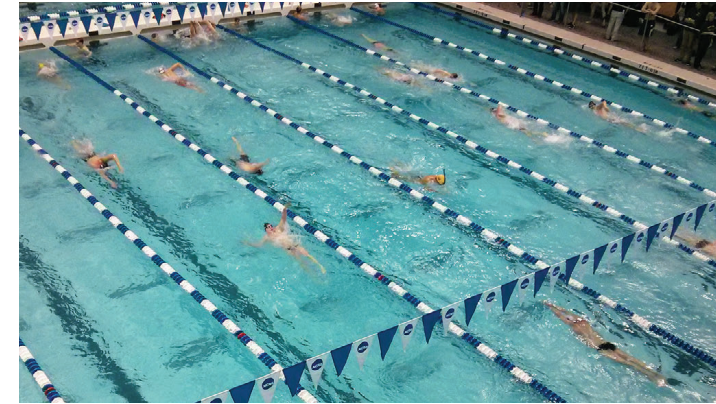
A second way of creating a positive first impression in line with our DMO model is a new volunteer program in development. Its goal is to provide a more personal visitor experience for guests to our community. Individuals will be selected annually to serve as **"tourism experts"** and be trained at the beginning of a calendar year. They will receive personalized tours of area attractions, information about special tourism projects and first-hand knowledge in order to answer the questions visitors ask when in town for conferences and special events throughout the year. The goal for its implementation is March 2016.

In December 2014, we partnered with several hotels to host a **familiarization (FAM) tour** to complement, rather than duplicate, their efforts in bringing groups to our area. It was also a way to personally interact with potential clients and personalize their experience in our cities. Fourteen group planners, traveling from various cities including Columbia, MO and Milwaukee, WI participated. The guests received tours, meals, a dine-around experience, and tickets to a Hawkeye men's basketball game. They also heard firsthand to our communities' leaders, including all three mayors.

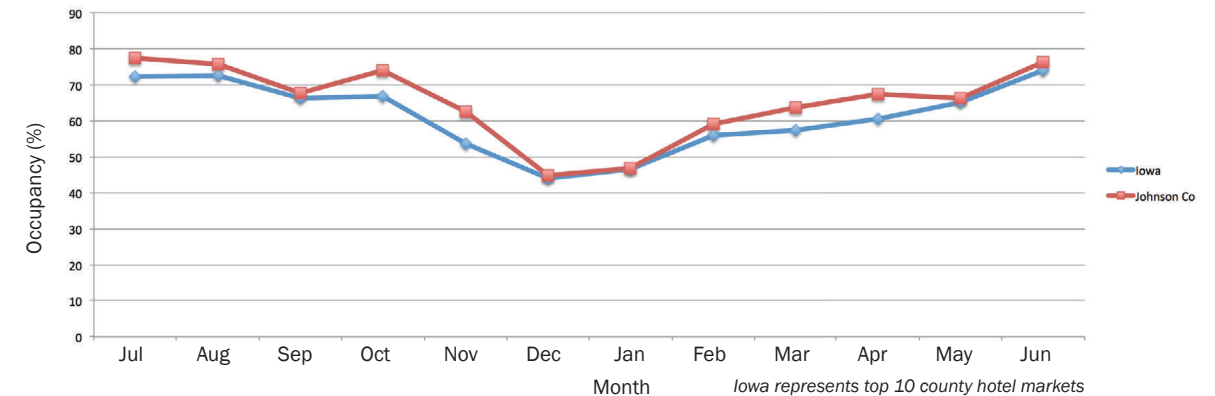


SPORTS & HOTEL REPORTS

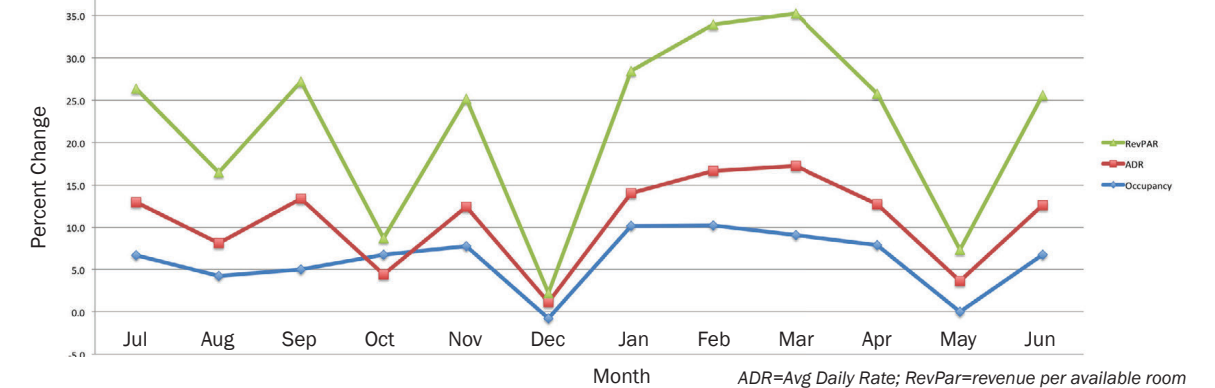
Of the \$4 million in direct spending represented by groups serviced, **\$1.6 million** falls into the sports market. The Iowa City area hosted several large athletic events this past year, including UI Recreational Services Speedo Midwest Senior Challenge, Speedo Champion Series, the first and second rounds of the NCAA Women's Basketball tournament and the NCAA Men's Swimming & Diving Championships, the last of which saw a **\$442,700** in direct spending. Region IV Xcel Gymnastics also hosted a large competition in April with an attendance of 1,000 people totaling **\$246,700** in direct spending.



Local and State FY15 Hotel Occupancy



FY15 Local Hotel Occupancy & Rates: Percent Change From FY14



SPECIAL EVENTS: FRYfest

FRYfest VII celebrated the 30th anniversary of America Needs Farmers. Hayden Fry was joined by panelists Bill Happel Jr., Larry Station, Casey Wiegmann and Chuck Long to commemorate the initiation of the ANF logo, which Fry introduced in 1985 to support the farming community during the Farm Crisis. Governor Branstad made a special appearance to honor Hayden Fry's contribution during his coaching career.

Returning programming elements included the World's Largest Hawkeye Tradeshow, featuring over 50 vendors, Hawkeye Fashion Show & Product Showcase, Hawkeye Collectors Showcase, panel discussions and autograph sessions. A bags tournament and trivia challenge returned for the second year. New for 2015 was a farmers market, in keeping with the ANF theme, and a Special Collection of six brand new Herky statues to follow the success of the previous year's summer-long Herky on Parade. Joan Jett & The Blackhearts rounded out the day with an outdoor evening concert.

57.4%
non-local attendees

63
vendors & media groups

4,000
concert tickets distributed

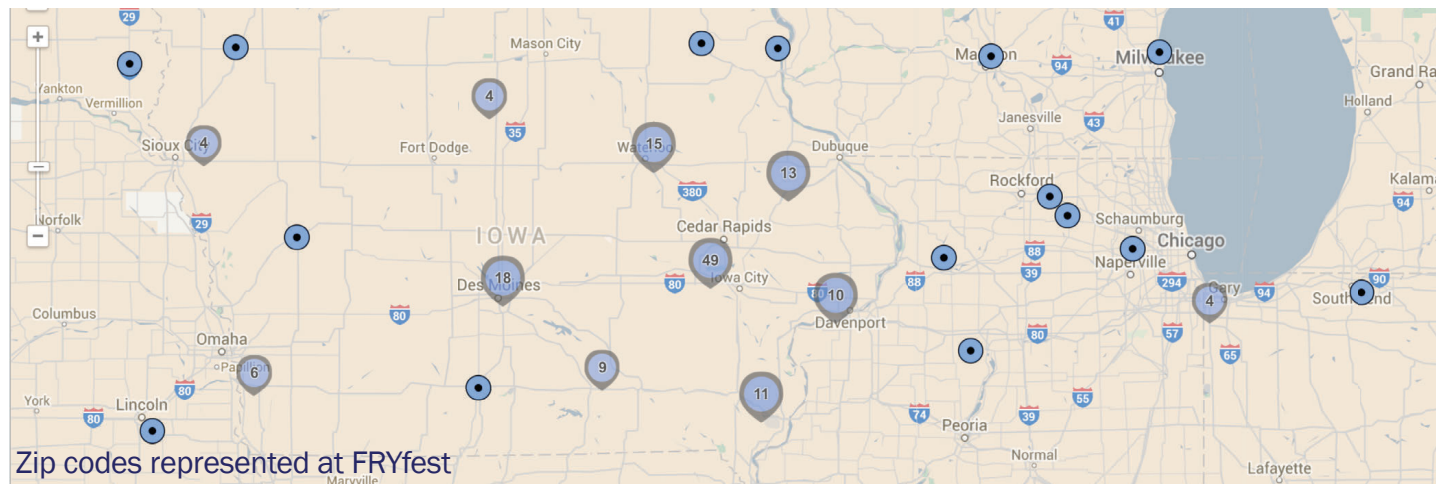
Dollars Locally Spent by Out-of-County Attendees:
\$300,391
Conservative Multiplier:
1.45
Total Additional Dollars Spent with Multiplier:
\$435,567

10,000
total estimated attendance

186+
zip codes represented



"This was my 1st FRYfest and it was more than I expected. Because of work constraints in previous years, I was unable to attend a FRYfest until this year. I won't miss another one!!" - Mike, FRYfest attendee



40
food & retail vendors

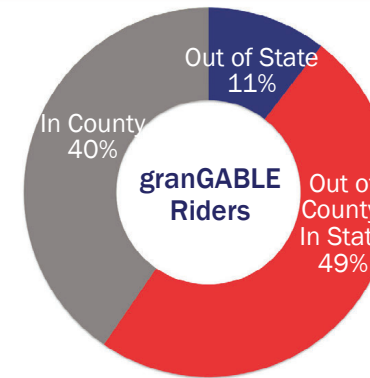
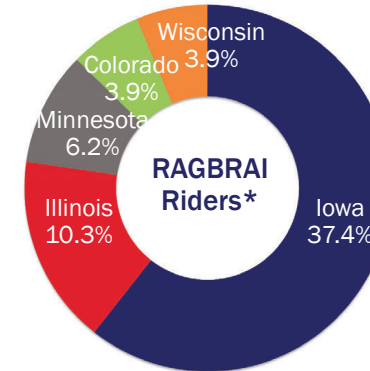
725
local volunteers

110
host homes

163
acres for camping

1,825
Facebook page likes

RAGBRAI STATS



RAGBRAI & granGABLE

2015 was a summer of cycling - Coralville and the Iowa River Landing welcomed over **19,900** riders on Friday, July 24, Day 6 of the week-long RAGBRAI tour. The community rolled out the red carpet with an impressive welcome once riders completed the 65.6 miles from Hiawatha. The committee pulled out all of the stops for a memorable day, from a Walk of Stars to golden bicycles and bow ties for photo ops. Cheap Trick was the headliner for the evening concert, which followed a full day of street performances and other acts. What a great partnership with the City of Coralville, local businesses and area sponsors!

The granGABLE powered by Scheels took place on Sunday, September 6 when the 567 registered riders made it through a hot day on a challenging route. Participants started and ended from the Coralville Youth Sports Park, with century riders winding through Oxford, Marengo, Amana, Swisher, Solon and Sugar Bottom Recreation Area to pedal for their medals. Jason McCartney joined Dan Gable once again to make year three another successful event and give back to the Iowa Bicycle Coalition and Hawkeye Wrestling Club.

*Source: RAGBRAI Blog, May 2014

IFEA AWARDS

The CVB is a member of the International Festivals & Events Association (IFEA), an international organization that provides resources for event planners and educators of all kinds throughout the world. It hosts an annual conference and this year, Director of Special Events Jillian Miller attended the event in Tuscon, Arizona. We are so pleased to be the recipients of 10 Pinnacle awards! These awards recognize outstanding accomplishments and top quality creative, promotional, operational and community outreach programs and materials.

GOLD Awards:

- FRYfest - The World's Largest Hawkeye Tradeshow - Best Event (Within an Existing Festival)
- FRYfest - Best Sponsor Gift
- Herky on Parade - Best Miscellaneous Multimedia
- Herky on Parade - Best Event/Program within an Event to Benefit a Cause
- Herky on Parade - Best Overall Merchandising Program

SILVER Awards:

- Herky on Parade - Best Full Length TV Program (National)
- Herky on Parade Golden Herky Hunt - Best New Promotion Activity
- granGABLE - Best New Merchandise



BRONZE Awards:

- Northside Oktoberfest - Best Event Program (submitted on behalf of Iowa City Downtown District)
- Herky on Parade - Best Commemorative Poster

Click [here](#) to see the full list of award winners.

COMMUNITY SUPPORT

The CVB's event department continues to serve as an area leader in producing events and collaborating with other event organizers to improve or promote their events in order to make the Iowa City area a lively place to live and visit.

This department continues to lead quarterly Event Planners Association meetings, for the purpose of bringing these individuals together for idea and resource sharing. The event department continues to house an economic impact model useful for measuring direct spending for out-of-town visitors to events. It also offers a grant for one area event planner to attend the IFEA annual conference alongside the CVB's Director of Special Events.



EVENTS SUPPORTED FINANCIALLY FOR MARKETING PURPOSES

- Landlocked Film Festival
- Mission Creek Festival
- North Liberty Blues & BBQ
- Iowa City Book Festival
- Summer of the Arts
- Coralville Music in the Park

EVENTS SUPPORTED BY SERVING ON COMMITTEE

- Northside Oktoberfest
- Brrr Fest
- Coralville Winterfest

PARTNERSHIP

A significant tenant of our DMO transition is a shift from a "benefit" philosophy to a "collaborative" marketing and sales effort. This collaboration happens when we provide opportunities to network and learn what is new in each of our organizations. We look forward to hosting partner events and educationals in the coming year.

As part of our efforts in becoming the ultimate visitor resource, our dining, shopping and hotel web categories will become all-inclusive when the new website is completed, with enhanced pages for active partners. There will also be a partner extranet, where local contacts can update their listings and receive analytics.

The CVB had 345 total partners in FY15 who are working toward an exceptional visitor and community member experience with us. 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 and when appropriate, be represented as a unified front.

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 Intl (MPI)
- Travel Federation of Iowa (TFI)
- Travel Iowa

TFI LEGISLATIVE PRIORITY

To support increased funding to the Iowa Economic Development Authority Tourism Office and Iowa's three tourism regions.

STAFF COMMUNITY INVOLVEMENT

- 100+ Men Who Care
- CCA Booster Club
- CCA Clipper Blue Softball
- Cedar Rapids Airport Commission
- Christ the King Lutheran Church
- Coralville Center for the Performing Arts
- Coralville/North Corridor Rotary Club
- DMAI Membership Shirtsleeves
- Eastern Iowa Tourism Board of Directors
- Grace Community Church
- Hawkeye Area Council Boy Scouts
- Hawkeye Wrestling Club
- ICCA Board of Directors
- IEDA Marketing Coop Task Force
- Iowa Children's Open
- Iowa City Area Chamber of Commerce Ambassador
- Iowa City Area Golf Commission
- Iowa City Area International Welcoming Consortium
- Iowa City Noon Rotary
- Iowa City UNESCO City of Literature Board of Directors
- Iowa Special Olympics
- Iowa Tourism Award Nomination Review
- MPI - Heartland Chapter
- New In Town Living Learning Community Committee
- North Liberty Youth Baseball & Softball
- RAGBRAI 2015
- St. Thomas More Catholic Church
- Summer of the Arts Board of Directors
- Travel Federation of Iowa District Leader
- UI Kappa Kappa Gamma Advisory Board
- UI Living Learning Community Committee
- United Way of Johnson & Washington Counties

BRAVO AWARD RECIPIENTS

The idea for our Bravo Awards, introduced for the first time in 2015, is to 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. This is a nod to those folks, who take action for the greater good - and to whom we say thank you.

Katie Colony

One of North Liberty's treasures, Katie Colony married into a family that has long been a part of the town's fabric, and she has become part of the fabric in her own right. When you need a no-nonsense, get-it-done type, she's the person to go to.



In 2005, Katie and her family added a small pumpkin patch to the Colony family farm to honor the community's agricultural roots and give families an authentic farm experience in the heart of a growing city. In 10 years, the patch has grown into a regional attraction with more than five acres of pumpkins, squash and gourds, a kids' play area, hayrack rides, corn cannon, corn maze and a fall festival. Visitors will find local businesses highlighted in the maze in the hopes that they will visit them. Katie's family's life revolves around the patch - not just the seven days a week during the season, but year round as they work to develop something new to keep visitors coming to North Liberty. The patch is open to the city's recreation department for fall evenings of hayrack rides and bonfires and families look forward to time at the patch. It is fun to see the Colony Pumpkin Patch show up on the Big Ten Network or ABC during Hawkeye football games, especially since she and her family are diehard Cyclone fans!

Katie and her family have used the patch to support causes they care about, such as the Be a Match bone-marrow

donor program, a program that helped save her husband's life nearly two decades earlier. It has also benefitted the North Liberty Community Pantry, which helps feed and clothe neighbors in North Liberty, Solon, rural Johnson County and other nearby communities. By theming the corn maze each year, she helps raise critically needed funds and awareness of important causes.

Katie's dedication, commitment and big-heartedness don't stop with the Colony Pumpkin Patch. Katie has set out to make a difference and make the community a better place by being involved in her community. She signed on to head up volunteer coordination for RAGBRAI's 2008 visit to North Liberty. Katie and her crew flawlessly ensured that all the necessary stations were well covered for the entire visit of more than 10,000 bicyclists.

She dove in to help Blues & BBQ, which has become the North Liberty's signature event, and its volunteer needs have grown as rapidly as the town itself. Over the years of her involvement, Katie has recruited, coordinated and managed the growing army of community volunteers, making her invaluable to ensuring the event is well staffed and well run. At Blues & BBQ this year, she smiled with satisfaction and with a tear in her eye, as the sun shone down on a Centennial Park full of happy kids and smiling parents: "This is why we do it, isn't it?"

Just as the wildflower patch in front of the home has served as an iconic attraction for photographs of all kinds, Katie has served as a sounding board and adviser, including two terms as a volunteer Telecommunications Commissioner.

Katie is not a stagnant person and always has an eye for the future. She is not afraid of change if it will better the event or project. If she doesn't know the answer, she either knows the person to ask or will search it out. She understands the community and knows that the area is only as good as you make it. Katie does all of this while managing the family household, raising three active, amazing kids and working several part-time jobs. One of her jobs is an assistant preschool teacher at Bright Start Preschool. Through her years there she has grown to know lots of families. Everyone knows Katie...and loves her. She's the type of person who won't rest until she gets it done.

BRAVO AWARD RECIPIENTS

Crystal Hansel

Crystal Hansel is an amazing employee and an even better person. One of her co-workers writes, "Crystal always has a smile on her face and is a joy to work with. She is very much a team player and is always willing to assist anyone at any time. She's easily accessible and approachable, and makes the work day better." Crystal also gets regular feedback from hotel guests for the exceptional service she provides throughout the sales process, which almost always leads to repeat groups and positive referrals, though she always finds a way to shift the spotlight and praise someone else.

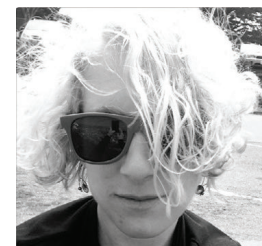


From a community standpoint, Crystal has amazing passion that is shown by her actions on a daily basis. Whether it's assisting with one of many Chamber events, doing what she can to make a great CVB event even better, or helping the Iowa River Landing partners promote the area, Crystal always has a smile on her face and truly enjoys her time helping friends in the community. An example that showcases Crystal's passion would be her annual involvement with the Iowa River Landing's WinterFest. Each year she brings her family in on a Sunday to get cookies baked and hot chocolate made so all the children have warm sweet treats as they listen to Mrs. Claus read Christmas stories throughout the afternoon.

The most important of her roles, Crystal is a dedicated wife and mother, and doing what's best for her family motivates her in everything she does. We are truly blessed to have Crystal as part of our community.

Mallory Hellman

Mallory is the director of the Iowa Youth Writing Project, and in her short time at the helm of the organization, she has infected it with her energy and enthusiasm. She is a graduate of Harvard University and the



Iowa Writers' Workshop who also has taught at Indiana University. In the Corridor, Mallory has led writing workshops for students at Johnson Elementary in Cedar Rapids, Tate High School, and the Iowa Juvenile Home. She also writes herself, with essays, stories in several publications. Before becoming director of IYWP in 2015, Mallory worked with the organization as an instructor and site coordinator.

Jim Kelly & Erin Fitzgerald

Artistically inventive, selflessly noble and optimistically resolute with any project he takes on. These are but a few of the countless ways to describe Jim Kelly. As a sculpture major from NIU and an avid Hawk fan, Jim's quest with public art in the Iowa City community began with the first Herky on Parade in 2004



when he created three Herkys; Officer Herky, American Gothawk Herky, and Galactic Herky. From there, his artistry and good deeds have flourished. In 2011, he created two statues for the BookMarks Project: Clifford and The Forever Wars. In 2014, when Jim became aware of yet another Herky on Parade, his eyes widened and his imagination ran wild. For the second parade, he created Herk Dog, You're the One Herky and Herky of the Corn.

Jim is not one to simply paint a statue - he has to find a way to add elements to transform Herky into something spectacular. Jim begins his artwork with a vision and works through all possible options until his vision has come to life in its truest perfection. Along the way, Jim also helped repair several Herkys that needed "aid" during both the first and second parades.

One of Jim's most recent collaborations was also perhaps his most monumental. This past summer, he and fellow artist Erin Fitzgerald created a 26 ft tall by 44 ft wide theater and box office set that spanned 9th St for all riders to pass through at the penultimate stop for RAGBRAI. Watching the transformation from an idea on paper into a colossal masterpiece was truly a majestic sight to behold.

BRAVO AWARD RECIPIENTS

Beyond his artistic endeavors and growing his now 12-year-old business, Jim still somehow finds time to better the community. He is an active member of the Dog Park Board and his business Lucky Pawz also helped sponsor the first two dog parks. The first park had no direct water source for quite some time; Jim made countless trips with a giant water tank to fill a reservoir so the canine guests wouldn't go thirsty.

When the flood hit in 2008, Jim organized efforts to secure his and neighboring buildings with sandbags. When that enormous task was complete, he didn't hesitate to help several other businesses make the same preparations. Despite the devastating damage the flood ultimately caused, he rolled up his sleeves, rebuilt his business, and used the flood as a source of inspiration for the University of Iowa Homecoming Parade. He built an Ark, loaded it with dogs, and showed the community he wouldn't let a little water break his spirit.

Jim is not one to focus on himself - he prefers to focus on the good of all. Jim Kelly is a valuable asset to all who are lucky enough to have him in their lives. A generous husband and father to three beautiful children, Payton, Hunter, and Sawyer, Jim is an eternal optimist who is loved dearly. The community is a better place with Jim Kelly in it.

Erin worked in tandem with Jim Kelly in the creation of the impressive grand entrance for Coralville RAGBRAI. She was also a returning artist for the second edition of Herky on Parade. She currently works as a Creative Coordinator in Marketing & Design in the University's Division of Student Life. Her passions include selling handmade fused glass items through her business Chicken Scratch Studio, fostering dogs through "fur fun rescue," and volunteering with the United Way, Gems of Hope, March of Dimes and American Cancer Society. Her design influences are pulled from making ordinary things extraordinary and her students and colleagues are a constant source of inspiration to grow as an artist.



Nick Pfeiffer

Nick Pfeiffer exemplifies community involvement and support. Whether it is in his position at MidWestOne Bank or in the community serving on a commission or board, you can count on Nick taking a leadership role and ensuring flawless execution. His strategic and thoughtful demeanor paired with his enthusiastic can-do attitude combine to make a visual impact on everything he does.

Nick is actively involved on the Programming Committee for FRYfest & the CVB-DMO Advisory Committee, and has served on the RAGBRAI advisory committee, Iowa City Road Races Board, and was previously the secretary of the Tiffin Community Fund of the Community Foundation of Johnson County.



Betsy Potter

Betsy Potter has been in the role of Director of Operations at the Iowa City Downtown District since April 2013.

Betsy has a BA in Political Science and Communications from the University of Iowa and returned to Iowa City after receiving her Masters in Urban and Regional Planning from Eastern Michigan University. Betsy brings professional experience from her work at the Ypsilanti Downtown Development Authority and supports the ICDD with operations, marketing and special events. As a past volunteer for the Iowa Women's Foundation, Shelter House, and Big Brothers big Sisters, her skillset and disposition supports the mission of ICDD well.

While she leads marketing and events for the District, her title is aptly named because she is at the heart and soul of all Downtown District operations. Betsy conducts all the social media for the District and is responsible for the smashing results of such events like Oktoberfest, Top



BRAVO AWARD RECIPIENTS

Chef, Taste of Iowa City, and the new Gingerbread House competition coming up in December.

Betsy is also at the helm of the Iowa City Downtown District gift card program, which has resulted in roughly \$60,000 of redeemed sales in Downtown Iowa City that would not have occurred without this program. This entails keeping up with over 100 participating businesses and ensuring communication and collaboration between the ICDD and member businesses is strong and clear.

Without a doubt, the ICDD would not be on such strong footing without Betsy shouldering the daily operations of the organization. Her ability to take on challenges with grace and forge through to make sure an event goes on cannot be understated. She has built community with our business owners and a touch point for residents who want to be part of Downtown's energy. Her can-do attitude, caring nature, and sharp intellect will likely earn her more recognition in the future.

Mike Quinlan

Mike Quinlan, better known to those who know him as "Quin," is one of the most well respected persons in the communities of West Branch, Iowa City and Coralville. Quin's calling card is his motto of service above self. He has the unique and innate ability to work with people from all walks of life - from someone on work release from the prison system (Quin worked most of his career in corrections) to top level CEOs in the community. His humor, honesty and personality, along with his leadership skills, are endearing to those who know him.

Quin has the unique ability to motivate people to volunteer, organize, delegate, and run events well. He picks out people's strengths, uses them, and sees results. He leads by serving, is not afraid to get his hands dirty, and pitches in to work alongside others as an example. From helping watch two year olds in Sunday School class to doing community service work (often a lot of dirty work) with those



who need to serve community service hours, to leading huge volunteer efforts, Mike earns people's trust by being honest with and caring about them. If you need to know someone in Johnson County, Quin either knows him or her personally or knows someone who does.

Mike has served as West Branch Lions Club president for several years and has led the club in numerous service projects, raising money to spend it on local projects. Quin was also elected Mayor of West Branch because of his leadership skills and love of the community. What makes him a great leader is when he doesn't know the answer, he is not afraid to go to others and ask.

Mike has a real passion for kids. He has been known to get up early in the morning to give kids rides to appointments because their parents were working, and they wouldn't have gotten there unless he helped. But it's not just kids - he has that kind of relationship with most people in the community.

If there is a community festival in Johnson County, Quin's community service work crew is there, performing countless hours of community service in set up, clean up and tear down and whatever else needs to be done. It's not a glamorous job, but one that is done behind the scenes, at all hours of the day and night.

Quin serves on the West Branch football broadcast team, announcing for both cable TV and Internet broadcasts of games. Other organizations he has been involved in are the Mayor's Youth Empowerment Program, ARC of SE Iowa, Table-to-Table and the free lunch program. Mike Quinlan is one of the finest people you can find who would do anything for anyone if he thought he could help.

Lynn Snyder

As a lifetime Coralville resident, Lynn is fiercely devoted to her community, which is evident in the activities, committees and commission in which she participates or is a member. She is entirely obsessed with helping



BRAVO AWARD RECIPIENTS

'good things happen,' willing to share her thoughts, successes, failures and suggestions to help make the project at hand succeed.

Lynn is also not just "on" a committee, but is very hands-on from taking minutes, making phone calls, fundraising, delivering fliers, setting up and tearing down events, recruiting volunteers, running day of errands and ensuring every detail has been addressed.

Lynn not only understands the importance of volunteering but also doing whatever she can to make her community better, whether it be through serving on commissions and committees, supporting local charities or shopping locally.

Lynn takes the lead on or accepts jobs that are highly demanding in time, commitment, energy and brain power. She helps when she can...no questions asked. She loves every minute of it, no matter how crazy things get.

Lynn has served on the Coralville Rec Commission and is currently Chair of the Planning & Zoning Committee. She has been active in local politics, Coralville politics, and is always ready, willing, and able to discuss them. Lynn was once a candidate for Coralville City Council and is a former member of the Board of Adjustment. She has been or is currently involved with FRYfest, 4thFest, RAGBRAI, BrrrFest, 100+ Women Who Care, Coralville Community Fund and Coralville Center for the Performing Arts.

Lynn also worked with the local businessmen who made Christmas special for the residents of the Johnson County Care Facility for over 25 years. All communities would do well to have Lynn and her efforts, dedication and love for the community, in their midst.

Matt Steele

Matt Steele is one of Iowa City's core tireless supporters. Across the arts, cultural, and business communities, it is quite likely that not only has Matt assured inches and images promoting your event,



your opening, or your new menu item...but he is also there to celebrate with you.

Few are as committed to quality and conversation of our life as Matt. He made Little Village essential reading, taking it to print now twice a month, to an app that aggregates all of the area's happenings, and to a top-rate glossy magazine celebrating the work of Iowa City's kitchens. Working with Matt Steele is a joy and a challenge. It is a challenge because, as a visionary, he dreams big and works hard to ensure that those he works alongside do the same. It is a joy because, built around his entrepreneurial focus, Matt is a cultural aficionado, a comedian, and a friend. The work Matt has done has strengthened the cultural principles of our community.

John Meehan

Dr. John Meehan is an attending surgeon in the Division of Pediatric General and Thoracic Surgery at Seattle Children's Hospital and an associate professor in the Department of Surgery at the University of Washington School of Medicine. He also attends at Seattle Children's Bellevue Clinic and Surgery Center and is co-director of the Seattle Children's Robotic Surgery Center. Dr. Meehan received his medical degree from the University of Iowa College of Medicine. He is also a former McDonnell Douglas F18 Hornet engineer and has been the long-time Iowa City Jingle Cross Race Director.



Jingle Cross has exploded in popularity in the 12 years of its existence thanks to John's vision, his team of volunteers and the cycling community. It is now the largest amateur cycling event of its kind in the nation. U.S. and World National Cyclo-cross Champions who regularly attend would argue it's the best cycling course on the continent. As we move to the grandest of all stages of growth – the site and event securing a UCI World Cup – it's appropriate we honor this man and his vision. His contributions go far beyond visitor event economic impact. Dr. Meehan has given every last dollar the event has raised over 12 years to the UI Children's Hospital.

LOOKING AHEAD: BRANDING & COMMUNICATIONS

The communications department is the primary umbrella under which our strategies fall in fully transitioning to a DMO. As the advisory group determined, our three areas of focus moving ahead are the following:

- Being the ultimate resource for visitors
- Personalizing the visitor experience
- Updating our partnership structure to increase engagement with the visitor experience

How will we become visitors' sought-after resource? By having improved navigation on a new website, with stronger branding and all-inclusive category listings. With a new site that **Simpleview** will develop, visitors will be able to see Yelp and Trip Advisor reviews, see special offers and have up-to-date information because the data is linked to Simpleview's database system.

FY15 consisted of reviewing the Simpleview contract and completing much research on branding companies. The back-end of the database and pre-trainings have begun with a completion goal of January 2016. January will also commence the re-brand process in conjunction with building a website that reflects an updated look and feel. The goal of re-branding is to capture the essence of the Iowa City area in a fresh, concise way that will become highly recognizable.

Also in FY15, the making of two promotional videos ensued, with shots taken at events

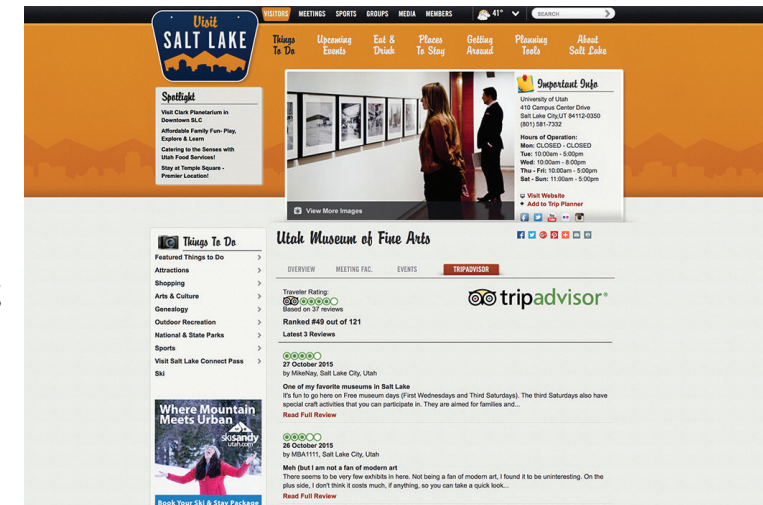
and venues all over town throughout much of the year. One video is tourism-focused, while the other is meetings-focused. These videos will be debuted in early 2016.

Our most effective way of personalizing the visitor experience happens through our sales and servicing department. Where it crosses paths with the communication department is in the new website's ability to house microsites for individual groups with information specific to their visit.

In updating our partnership structure, our partners will greatly benefit from the ability to log in to an extranet, part of the new system, which will serve as a resource portal. Here they'll be able to review their content, view leads and a convention calendar, as well as access relevant industry information. Just like we aim to be the go-to site for visitors, we also want a branded extranet to be the go-to resource for partners.

ADS PLACED

Best of the Midwest
Midwest Living
AAA Living
National Geographic
Travel Iowa guide
Eastern Iowa Tourism guide



Sample Simpleview webpage

USA WRESTLING OLYMPIC TEAM TRIALS UCI WORLD CUP: CYCLO-CROSS



This past April we celebrated news of a successful re-bid to host the 2016 USA Wrestling Olympic Team Trials. Iowa City first hosted this event in 2012 after stints in Indianapolis, Las Vegas and Dallas. That year we obliterated previous Team Trial attendance records and created an experience unlike any before. Attendance soared to 61,200 by the end of the weekend in 2012.

Our local organizing team of CVB and UI officials will aim to set the bar that much higher in April of 2016 when we once again become the center of the wrestling nation as athletes wrestle for a spot on the United States Olympic Team on the road to the Rio de Janeiro Summer Olympic Games. Our area will also welcome back more than \$5.8M in community visitor expenditures.



In November, CVB President Josh Schamberger, Iowa City Manager Tom Markus, and Jingle Cross Race Director John Meehan traveled to Koksijde, Belgium to hand deliver Iowa City's bid to host a 2016 UCI World Cup. Jingle Cross is celebrating its 12th year and has become the largest North American race of its kind, attracting riders from across the country and beyond. As Union Cycliste Internationale (UCI) desires to expand the sport of Cyclo-cross more in North America, it is looking to add a companion city to CrossVegas which takes place in Las Vegas, Nevada.



Iowa City is bidding against the likes of Providence (Rhode Island), Montreal and Winnipeg (Canada) for the prize of host city. If we are successful, Jingle Cross will move from its historic November schedule to September, where it will bumper the UCI World Cup race and create an event that will be broadcast live across Europe to more than 6 million viewers.

This one-of-a-kind weekend would welcome 200 elite riders from all over the world in addition to the 2,600 competitors who come to ride in Jingle Cross, centering Iowa City on a global cycling podium.



HOTEL DEVELOPMENTS

As our market continues to grow, hotel development has followed. As of the end of 2015, there are plans for adding up to 12 additional full service and select service properties to the community. A few that have recently gone public include a new 150-room Hilton Garden Inn and Suites in downtown Iowa City and a 185-room Drury Hotel in Coralville.



Rendering of new Kinseth property

The Hilton Garden Inn will be developed and managed by the very well respected Kinseth Hospitality Group, located in North Liberty. Drury will be developed by the Drury family out of St. Louis.

Another hotel in the works will be a 150-room hotel connected to the proposed Iowa Arena. This hotel will be developed by

Lincoln McIlravy who currently owns and operates the Homewood Suites and Comfort Suites. For a complete list of known area hotel development projects, please feel free to reach out to Josh Schamberger or Lyndsey Kent at the CVB.



CORALVILLE ARENA

Since early 2015, the CVB has provided the City of Coralville support in moving forward on plans for a mid-sized arena in the Iowa River Landing. A facility of this kind has been in the area's master plan for over 15 years, and a reinvestment improvement district program offered at the state level was a major impetus to paving the way for its realization.

The arena is part of a \$185M district in the ever-changing Iowa River Landing which was given initial approval for a \$9.5 million award that will come in the form of a state sales tax rebate. The arena will be an approx. 7,000-seat multi-purpose facility that will contain a single full-size sheet of ice to support the demands of club and USHL hockey teams. It will also have the flexibility to host a number of athletic events and tournaments in addition to concerts and other special events.

Plans include the Iowa Fitness & Sports Performance Institute (IFSPI) to be located on the upper level of the arena and operate as a one-of-a-kind, state of the art facility for athletes of all ages and disciplines.

Funds are currently being raised in order to build and open the arena and adjacent buildings debt-free. More information on the project can be found on the City of Coralville's [website](#).





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