FROM THE 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 Ten 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 grandABLE cycling fandango, 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 a 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 our community as a single distinctive destination brand that will resonate with both stakeholders and visitors to the County. 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 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 and events
b) Operating and promoting events
c) Providing support to conventions and signature events
d) Providing comprehensive information to visitors

DMO ADVISORY BOARD

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

Annual Report Writer/Designer: Clarissa Kane
Editor: Laurie Haman
TRAVEL IMPACT

Travel Expenditures (Top 5 Counties, 2014-2015)

<table>
<thead>
<tr>
<th>County</th>
<th>2014 Expenditures (millions)</th>
<th>2015 Expenditures (millions)</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polk</td>
<td>1,878</td>
<td>4,040</td>
<td>4.0%</td>
</tr>
<tr>
<td>Linn</td>
<td>1,100</td>
<td>2,600</td>
<td>1.7%</td>
</tr>
<tr>
<td>Scott</td>
<td>900</td>
<td>2,100</td>
<td>4.0%</td>
</tr>
<tr>
<td>Johnson</td>
<td>700</td>
<td>1,500</td>
<td>1.7%</td>
</tr>
<tr>
<td>Blackhawk</td>
<td>600</td>
<td>1,300</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

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%

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%).

FY16 WEBSITE & VISITOR STATISTICS

WEBSITE

Total Website Visits by State (after Iowa)

- Illinois: 106,971
- Wisconsin: 91,000
- Nebraska: 80,000
- Minnesota: 78,000
- Missouri: 75,000
- California: 72,000
- Georgia: 70,000
- Illinois: 67,000
- Wisconsin: 65,000
- Nebraska: 64,000
- Minnesota: 63,000
- Missouri: 62,000
- California: 61,000
- Georgia: 60,000

DIGITAL VISITOR GUIDE

- 48,476 total pageviews
- 1,878 unique pageviews per month
- 4,162 daily unique issue visits
- 7.1 min avg time spent on issue visit

VISITOR INQUIRIES

- 17% AAA Guide
- 10% CVB Reporter
- 9% ETA Guide
- 9% Local Resident
- 8% Phone
- 7% Walk In
- 6% Website
- 3% Other

PRINT VISITOR GUIDE

- 55,000 total copies distributed
- 15,743 requested by leisure travelers
- 6,700 shipped to welcome centers

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,” Entrepreneur Magazine, 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
- University of Iowa #25 of 50 Best College Towns in America, The College Rank, August
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**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.

**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.

**Notable FY16 Bookings**

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**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.

**ADK and RevPar % Change in Johnson County FY15 to FY16**

<table>
<thead>
<tr>
<th>Month</th>
<th>ADR % Change</th>
<th>RevPAR % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul</td>
<td>-5</td>
<td>-1</td>
</tr>
<tr>
<td>Aug</td>
<td>-10</td>
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<tr>
<td>Apr</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>May</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Jun</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

*North represents top 10 county hotel markets (includes Johnson)

**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

---

**Gary Anderson,** Retired University Department Head

**Bob Brook,** Co-Owner, Brown Street Inn

**Clare McNamara,** 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

**Anne Witowski,** Retired Human Resource Specialist, Chi Omega House Mom
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 flyer 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

- 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 shared 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 200 rooms to the market, increasing the total room inventory from the current 2,500 to 3,200+. See page 13 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 for our 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. We want to ensure 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 partner 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 campaigns and initiatives. The PAC also brainstorms strategies for improving our destination.

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

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 Beggs, City of North Liberty
- Nancy Bird, Iowa City Downtown District
- Jeff Dancer, Dance Insurance
- Jill Donnenweth, The Iowa Children’s Museum
- Matt Ovick, Plato’s Closet
- Sherry Prchal, Coralville Parks & Recreation
- Paul Rich, Sheraton/hotelVetro
- Bob Wolff, Trail’s End
- Underhill, Kirkwood Regional Center
- Matt Sexsh, Red’s/BlackStone/Big Grove
- Jon Wilt, Kirkwood Regional Center
- Bob Wolff, Trail’s End
- Nick Piontek, Kirkwood Regional Center
- Matt Sexsh, Red’s/BlackStone/Big Grove
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CVB PARTNER ORGANIZATIONS

- Destination Marketing Alliance International (DMAI)
- Eastern Iowa Tourism Association (ETIA)
- Iowa Destination Marketing Alliance (IDMA)
- Iowa Society of Association Executives (ISAE)
- Meeting Professionals International (MPI)
- Travel Federation of Iowa (TFI)
- Travel Iowa
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:

- Cultured
- Curious
- Quiet & thoughtful
- Grounded
- Progressive, with a strong appreciation for the arts
- Open to new ideas, considering the impact of actions on others
- Nuances of meaning unpacking ideas to appreciate the essence of “cultivating curiosity,”
- 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 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.”

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.

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The Iowa City/Coralville Area CVB reintroduced the Community Grant Program to support events and projects throughout the year that helps people get out of the general public. Funds are designated to assist the development of these events that improve the quality of life for residents of the Iowa City area. There 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 five thousand dollars 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.

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Women are primarily those who plan vacations.
96% decide where to go, 94% plan the agenda
39% millennials, 20% Gen X, 41% Boomers

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
SPECIAL EVENTS: FRYFEST AND GRANGABLE

FRYFest VIII celebrated Hawkeye Rivalries by displaying all four Iowa rivalry trophies. Hayden Fry was honored with the unveiling 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 rode 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.

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 Terr, a film presented by FloWrestling. The film documents Terry Brands’ wrestling career and pursuit of Olympic success.

**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

**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

**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

“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 qualifies for the Olympic Games in Iowa City - 10 men and four women. NBC aired the televised event shortly afterward.
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.

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.

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

UCI TELENET WORLD CUP OF CYCLO-CROSS

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.

"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

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Location</th>
<th>Room Count</th>
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<tbody>
<tr>
<td>Hilton Garden Inn</td>
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<tr>
<td>Home2 Suites</td>
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<tr>
<td>Hyatt Place</td>
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<tr>
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<tr>
<td>Staybridge Suites</td>
<td>Coralville</td>
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</tbody>
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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.”
DOUG ALBERHAISKY

Owner and operator of the iconic historical John’s Grocery, Doug Alberhasky followed in his father’s footsteps at the ripe age of six after 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 many FAFSA contracts. She works with financial aid offices all over the country and they love her.

She loves 80s rock! She has helped organize events at 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 helped bring RAGBRAI 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.

Throughout his career, Chief Bedford has been recognized for his commitment and dedication above and beyond normal justice system and the law enforcement profession, and for his prevention, outreach and education initiatives toward the youth. He has received several awards for his service to the community, including the annual Hayden Fry statue, which is remembered by high school students.

Because he frequently works behind the scenes, it’s not uncommon for Eric to detect and fix issues prior to a presentation, which is how he quietly enabled their programs to go off without a hitch. He approaches each project creatively, 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 FR Yfest or RAGBRAI.

Eric’s production quality and technical standards are high and he can skillfully tell a story without a script. A recent video for 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 the Coralville High School band.

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 he assisted 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 economic impact by attracting hundreds of regional and national events. Wayne has volunteered to serve on the City of Iowa City’s Parks and Recreation Advisory Board where he helps recommend and review policies, regulations, ordinances and budgets related 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 nineteen-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 pedaling around 1,000 miles each year. Wayne sits on the
BRAVO AWARD RECIPIENTS

Wayne was a big reason why Iowa City hosted the Cyclo- cross World Cup this past September. Wayne volunteered hundreds of hours of his time to put on the event, all day at the Fairgrounds over five days. Wayne can be found not only helping with those jobs but also finding 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 has 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 254 acres of parks and green-space.

G UY G O L D S M I T H

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 serves on the parish council president. In 2013, 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.

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 has directed the bank’s outreach to Alexander Elementary, every decision with his customers and the employees in mind.

KEITH JONES

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

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RANDY LACKENDER

A lifelong farmer, Randy proudly 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 contractors. 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 Iowa University of Agriculture 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.

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

BRAVO AWARD RECIPIENTS

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 with the planning of Taste of Iowa City, 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

Corvalle, Randy has been very active in serving the community. Keith is a long-time 4-H leader for many years. Last year, Randy served as the Vice President of the Johnson County 4-H Fair Board and has been elected as the 2016-17 President.

Keith has demonstrated over the past 40+ years that he is always a willing volunteer for any initiative that supports the greater community.