



2018 ANNUAL REPORT



A COLLECTION of CURIOUS COMMUNITIES

A NOTE FROM THE BOARD CHAIR



It has been a year of unprecedented (and international) activity in the Iowa City area as our community welcomed visitors from across Iowa, the U.S. and world! This year of extraordinary activity began in April

when 7 countries and thousands of spectators packed Carver-Hawkeye Arena for the United World Wrestling's Freestyle World Cup. During the same week, 20+ countries were also in town to celebrate the 10th anniversary of Iowa City's designation as a UNESCO City of Literature. The weekend resulted in not only millions of visitors' expenditures and global television viewers, but also a best documentary Emmy awarded in October.

April ended with a bang as our team led efforts to organize the first ever corridor marathon. RUN CRANDIC also included a half marathon/5K and attracted visitors from across the nation while raising more than \$55,000 for area schools.

In July, the CVB helped the City of Iowa City, University of Iowa and Iowa City Downtown District welcome back RAGBRAI for the first time in 42 years. Over 30,000 riders and guests celebrated the last night of the 46th annual ride in the heart of downtown.

In August, FRYfest celebrated its 10th anniversary and welcomed back the famed 1983 University of Iowa football coaching staff. The celebration continues to draw in visitors to kick off the Iowa football season and raise funds for the annual Coralville 4th Fest celebration.

Finally, in September, the world's greatest cyclists returned for a 3rd consecutive year to the Johnson County Fairgrounds for the UCI Cyclo-cross World Cup. The event brought in thousands of visitors and was again broadcast to a worldwide audience of over 12 million people. Thanks to our CVB's leadership and support, it was recognized earlier in the year in Aigle, Switzerland as the best World Cup host in 2017.

While these events garnered a lot of the attention, there are many other successes to be proud of. Our sales efforts booked more than \$6.3M of future business while servicing 110 different groups in town just this past year. Our marketing efforts more than doubled thanks to the Destination Marketing Fund alliance with our area hotel partners.

I'm especially proud of the way our CVB goes about producing these events and results. They are true collaborations of public/private partners and community volunteers and help highlight what we already know...that this is the best place to live, work, and visit! Thank you for your continued support of Think Iowa City - the Iowa City/Coralville Area Convention & Visitors Bureau. It has been my pleasure to follow Dale Arens and serve as your FY19 Board Chair.

EVENTS

8,900 UWW WORLD CUP **30,000** RAGBRAI IOWA CITY **7,500** FRYFEST X

3,500 RUN CRANDIC **57,900** TOTAL ATTENDANCE **8,000** JINGLE CROSS

\$4.92 MILLION
ESTIMATED ECONOMIC IMPACT



INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION (IFEA)
BEST NEW EVENT: BRONZE
RUN CRANDIC

\$55,370
RAISED FOR AREA SCHOOLS
RUNNERS FROM
32 STATES, 3 COUNTRIES

SPORTS

4 CONFERENCES ATTENDED **14** TOURNAMENTS AND EVENTS SERVICED

19,150
TOTAL ATTENDANCE
AT SERVICED SPORTING EVENTS

IOWA CITY & JOHNSON COUNTY: NAMED UCI'S 17-18 BEST CYCLO-CROSS WORLD CUP HOST



FY18 GRANT RECIPIENTS

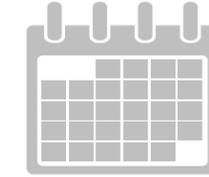
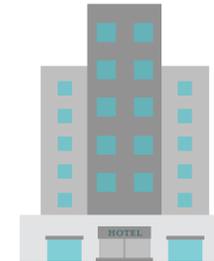
Hawkeye Open Table Tennis
Sugar Bottom Scramble
UCI Telenet World Cup of Cyclo-cross granGABLE
Speedo Midwest Challenge
North American Adventure Racing Series

Iowa City Gravel Ride
Creekside ReUnion Cyclo-cross
Special Olympics Mid-Winter Tournament
UWW Freestyle World Cup
Old Capitol Criterium
Armbuster Open Swim Meet

**All figures represent FY18 data unless otherwise noted*

SALES

15,685 ROOM NIGHTS **35,558** ATTENDANCE **\$2.3 MIL** FUTURE BOOKINGS



\$6.3 MILLION
ESTIMATED ECONOMIC IMPACT

SERVICING & PARTNERSHIP

34,908 TOTAL GROUP ATTENDANCE **110** GROUPS SERVICED



\$8.46 MIL
TOTAL DIRECT SPENDING

\$1.84 MIL
INCURRED BY HIGHEST REVENUE-GENERATING GROUP



354 PARTNERS **27** NEW PARTNERS

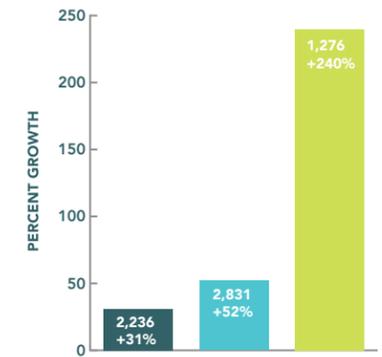
97%
PARTNER RETENTION

MARKETING

UNIQUE WEB VISITORS

131,382

SOCIAL FOLLOWERS



45,000 PRINT VISITOR GUIDES PRODUCED

DIGITAL VISITOR GUIDE VIEWS **29,465**

VISITOR GUIDE REQUESTS FROM

48 STATES **11** COUNTRIES



EMMY AWARD FOR BEST DOCUMENTARY CULTIVATION: WRITING AND WRESTLING IN IOWA CITY

BOARD OF DIRECTORS

Chris Hoffman, Board Chair
North Liberty City Council

Dale Arens, Past Chair
University of Iowa Athletics

Matt Traetow, Vice Chair
Homewood Suites & Comfort Suites

Mark Ruggeberg, Treasurer
Brown Street Inn

Laura Soride, Secretary
RE/MAX Affiliates

Mike Carberry, Ex-Officio
Johnson County Board of Supervisors

Dave Davis
Radisson & Hampton Inn

Deb Dunkhase
The Iowa Children's Museum

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

Tom Gill
Coralville City Council

Peter Matthes
University of Iowa

Neal Roth
Hilton Garden Inn

Shanti Roundtree
Pearson

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

Jim Throgmorton
City of Iowa City Mayor

STAFF

Laura Jaime
Sales & Special Events Assistant

Donna Jondle
Visitor Services Assistant

Nick Kaeding
Senior Vice President of Finance & Administration

Clarissa Kane
Director of Creative Services

Addison Mittelstaedt
Digital Media Coordinator

Monica Nieves
Vice President of Special Events & Sales

Nick Pfeiffer
Vice President of Marketing & Communications

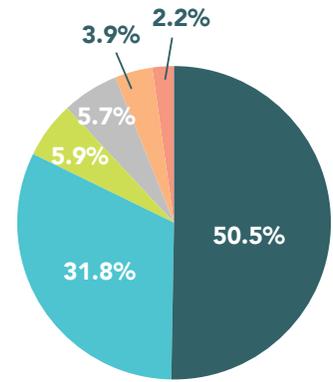
Josh Schamberger
President

Molly Shymansky
Manager of Sports Development

Kate Wilson
Director of Partnership & Servicing

FUNDING & GROWTH

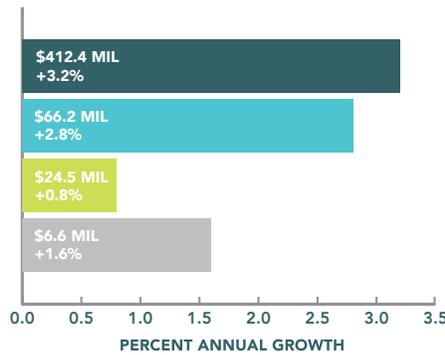
2018
YEAR IN REVIEW VIDEO:
THINKIOWACITY.COM/2018



- Hotel/Motel Tax & In-Kind Support
- Special Event Revenue
- Partnership Revenue

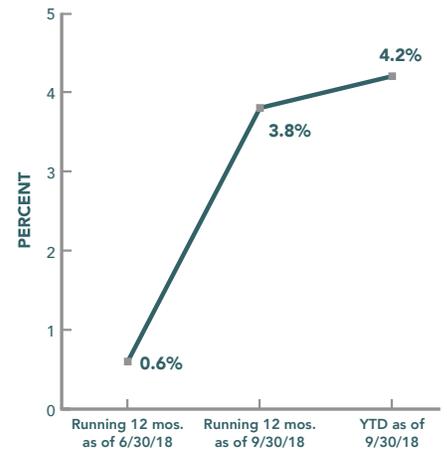
- Ad Sales & Marketing Sponsorships
- Program & Service Revenue
- State of Iowa RSAD Grant

DOMESTIC TRAVEL IMPACT TO JOHNSON COUNTY



- Expenditures
- Payroll
- State Tax Receipts
- Local Tax Receipts

PY18 HOTEL DEMAND GROWTH



3,800 EMPLOYMENT

Annual report designed and edited by Clarissa Kane

