



*Fryfest Pep Rally*

## FROM THE BOARD CHAIR

2019 was another year of unprecedented growth and success in the hospitality and tourism industry in Iowa City, Coralville and North Liberty. Demand for overnight lodging increased an average of 8% per month over the previous year, more than doubling the state average. This demand has spurred \$438.8 million in domestic travel expenditures to Johnson County attributing to a 4.7% annual growth. These dollars substantially add to the quality of life we all enjoy while also providing significant tax relief to local residents.

This demand will need to continue to grow in order to fill the 1,072 new rooms that will have entered the market between 2018 and 2020. The new XStream Arena in Coralville's Iowa River Landing couldn't arrive at a better time for our area. Opening in August 2020, with 5,100 fixed seats and capacity of up to 6,800, this versatile arena combined with the adjacent GreenState Family Fieldhouse can host any type of sporting event or concert we can throw at it. Both venues will be operated by internationally recognized operator Spectra, who projects north of 500,000 visitors in the first year of operation. This new demand generator combined with ongoing town/gown community betterment initiatives set us up for continued visitor expenditure growth.

It has been my pleasure to follow Chris Hoffman as FY20 Board Chair. Our Think Iowa City President Josh Schamberger has assembled a magnificent staff that provides outstanding service to our residents and visitors. It is no coincidence that Travel Iowa and the Travel Federation of Iowa named Iowa City/Coralville/North Liberty as the **Top Travel Community in the state of Iowa in 2019.**

I encourage you to take the time to review this report and connect with me, Josh, or his team to learn more about



how we are making our community a better place to live, work, and play.

*Mark Ruggeberg  
FY20 Board Chair*



A COLLECTION of CURIOUS COMMUNITIES

# 2019 ANNUAL REPORT

## AWARDS & ACCOLADES



### BICYCLE FRIENDLY

The CVB was named a Bronze level Bicycle Friendly Business by the League of American Bicyclists

### TOP TRAVEL COMMUNITY

Iowa City/Coralville/North Liberty was named the Top Travel Community in Iowa (metro community) by Travel Iowa and the Travel Federation of Iowa



**FILM FESTIVAL RECOGNITIONS FOR**  
*Cultivation: Writing & Wrestling in Iowa City*

#### BEST DOCUMENTARY

Cedar Rapids Independent Film Festival

#### BEST DOCUMENTARY SHORT

Snake Alley Film Festival (Burlington)

#### CRITIC'S CHOICE

Iowa Independent Film Festival (Mason City)

## EMPLOYEE INVOLVEMENT

Junior Achievement of Eastern Iowa awarded CVB staff with an award for the highest percentage of employee volunteer growth



### TRAILBLAZER

The United Way of Johnson & Washington Counties awarded the CVB with the 2019 Trailblazer Award for outstanding creativity to unify our community

*\*All figures represent FY19 data unless otherwise noted*

## SPORTING & SPECIAL EVENTS

**\$10.45 MIL**  
DIRECT SPENDING  
OF SUPPORTED SPORTING EVENTS

**45**  
TOURNAMENTS  
AND EVENTS SERVICED

**41,574**  
TOTAL ATTENDANCE  
AT SERVICED SPORTING EVENTS



### FY19 RSAD GRANT RECIPIENTS

Amanda Knight Schany Senior Invitational  
Armbruster Open  
Big Ten Division Water Polo Tournament  
Chamois Time Race Series  
Girls on the Run 5k  
Iowa City Gravel Ride  
Iowa Invitational Lacrosse Tournament  
Iowa State Gravel Time Trial Championships  
Iowa State Road Race Championships  
Irving B. Weber Invitational  
Jingle Cross Cyclo-cross

Midwest Kumdo Open Invitational  
Old Capitol Criterium  
Paddle Palace Hawkeye Open  
RUN CRANDIC  
Special Olympics Mid-Winter Tournament  
Speedo Midwest Challenge  
Speedo Sectionals  
Splash Out Hunger Invitational  
Sugar Bottom Scramble MTB Race  
USA Softball State Tournament

### SPECIAL EVENT ATTENDANCE

**2,500**  
RUN CRANDIC

**12,000**  
FRYFEST

**8,000**  
JINGLE CROSS

**[\$1.53 MILLION]**  
ESTIMATED ECONOMIC IMPACT  
OF CVB-PRODUCED SPECIAL EVENTS

### FY19 COMMUNITY GRANT RECIPIENTS

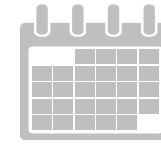
Beat the Bitter  
Coralville 4th Fest  
Iowa City Book Festival  
International Russian Guitar Festival  
Iowa City Public Library's LibCon  
Mission Creek Festival  
North Liberty Blues & BBQ  
Riverside Theatre's Shakespeare in the Park  
Summer of the Arts Festivals  
Witching Hour Festival

## SALES & SERVICING



**13,358**  
ROOM NIGHTS

**\$3.1 MIL**  
FUTURE BOOKINGS



**34,878**  
MEETINGS  
ATTENDANCE

**[\$6.2 MILLION]**  
ESTIMATED ECONOMIC IMPACT  
OF CVB GENERATED LEADS

**37,646**  
TOTAL GROUP ATTENDANCE

**70**  
GROUPS SERVICED



**\$12.68 MIL**  
TOTAL DIRECT  
SPENDING

**\$4.05 MIL**  
INCURRED BY HIGHEST  
REVENUE-GENERATING GROUP

## VISITOR SERVICES



**40,000** PRINT VISITOR  
GUIDES PRODUCED

INQUIRIES FROM  
OUT OF STATE **58%**

**137**  
RELOCATION PACKETS  
REQUESTED

VISITOR INQUIRIES FROM  
**43** STATES **17** COUNTRIES

## MARKETING

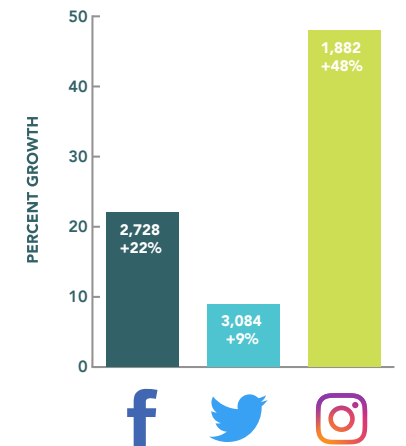
UNIQUE WEB  
VISITORS

**203,155**  
+55% YOY

**412,916**  
+48% YOY

TOTAL  
PAGEVIEWS

### SOCIAL FOLLOWERS



## PARTNERSHIP



**355** PARTNERS

**33** NEW PARTNERS

**[ 95% ]**  
PARTNER RETENTION

# BOARD OF DIRECTORS

Mark Rugeberg, Board Chair  
*Brown Street Inn*

Chris Hoffman, Past Chair  
*North Liberty City Council*

Laura Soride, Vice Chair  
*RE/MAX Affiliates*

Tom Gill, Treasurer  
*Coraville City Council*

Peter Matthes, Secretary  
*University of Iowa*

Dale Arens  
*University of Iowa Athletics*

Dave Davis  
*Radisson & Hampton Inn*

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

Kelly Murphy  
*Hawkeye Hotels*

Royceann Porter, Ex-Officio  
*Johnson County Board of Supervisors*

Neal Roth  
*Hilton Garden Inn*

Shanti Roundtree  
*Pearson*

Josh Schamberger, Ex-Officio  
*Iowa City/Coraville Area CVB*

Jim Throgmorton  
*City of Iowa City Mayor*

# STAFF

Luke Eustice  
*Manager of Sports Development*

Laura Jaime  
*Conference Sales Manager*

Donna Jondle  
*Visitor Services Assistant*

Nick Kaeding  
*Senior Vice President of Finance & Administration*

Clarissa Kane  
*Director of Creative Services*

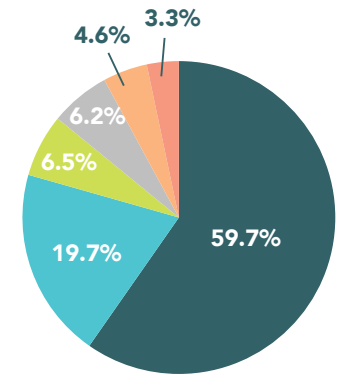
Monica Nieves  
*Vice President of Special Events & Communications*

Nick Pfeiffer  
*Vice President of Marketing & Communications*

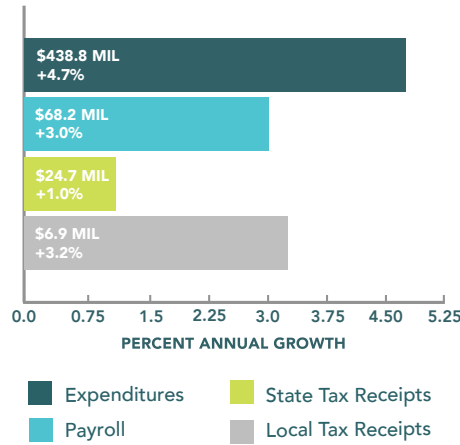
Joe Reilly  
*Iowa City Downtown Nighttime Mayor*



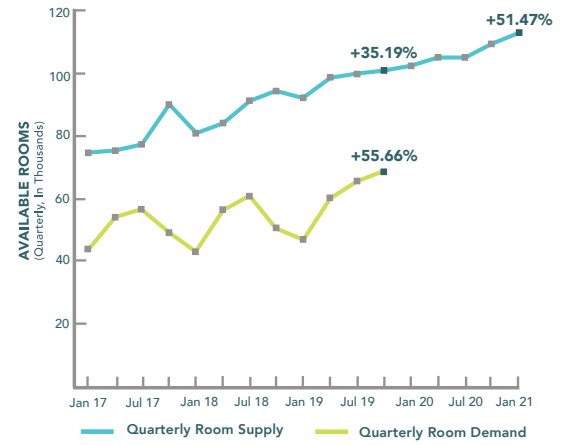
# FUNDING & GROWTH



## DOMESTIC TRAVEL IMPACT TO JOHNSON COUNTY



## HOTEL SUPPLY & DEMAND



# 3,800 LOCAL TOURISM EMPLOYMENT

**2019**  
YEAR IN REVIEW VIDEO:  
[THINKIOWACITY.COM/2019](http://THINKIOWACITY.COM/2019)

Josh Schamberger  
*President*

Kate Wilson  
*Director of Partnership & Servicing*

*Annual report designed by Clarissa Kane*

Thanks to MidWestOne Bank for a generous sponsorship of the 2019 Annual Report and Luncheon

