2015 Annual Report
Looking Ahead to an Olympic Year
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.

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.

Josh Sabin
CVB Board Chair

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 Grun, 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 Ruggeberg, Brown Street Inn
Josh Sabin, Iowa Northern Railway Co.
Naftaly Stramer, Oasis Falafel
Matt Swift, Red’s Alehouse, 3Hop, Big Grove, Pullman
Matthew Traetow, Homewood Suites & Comfort Suites
Nick Westergaard, Brand Driven Digital

FROM THE BOARD CHAIR

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CVB Board Chair

CBV STAFF
Josh Schamberger, President
Laurie Haman, Vice President of Communications & Marketing
Lyndsey Kent, Director of Sales
Nicole Kroul, Director of First Impressions
Nick Keating, Vice President of Finance & Operations
Maggie McClelland, Director of Partner Development
Clerissa McPherson, Director of Creative Services
Jillian Miller, Director of Special Events
Michael Rooney, Special Events Assistant
Donna Jondle, Visitor Services Assistant
Lauren Alderson, Group Services Assistant

BOAD 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
MG Ginsberg Jewelers
Dale Davis
Holiday Inn & Hampton Inn
Tom Gill
Coralville City Council
Matt Hayek
Mayor, City of Iowa City
Peter Matthes
University of Iowa
Janelle Retting, Ex-Officio
Johnson County Board of Supervisors
Neal Roth
Holiday Inn Express
Mark Ruggeberg
Brown Street Inn
Josh Schamberger, Ex-Officio
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: 1,389
- Florida: 1,257
- Georgia: 1,003

**TOP WEBSITE ENTRY PAGES**
- Calendar of Events
- Home Page
- Things to Do
- Lodging

**100,086 total website visits**

**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 one of the most playful cities in the country, Kaboom.org, June 2015

**TRAVEL IMPACT**

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

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Dollars (in millions)</th>
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<tbody>
<tr>
<td>10-11</td>
<td>$3.75</td>
</tr>
<tr>
<td>11-12</td>
<td>$3.77</td>
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<tr>
<td>12-13</td>
<td>$3.79</td>
</tr>
<tr>
<td>13-14</td>
<td>$3.81</td>
</tr>
<tr>
<td>14-15</td>
<td>$3.84</td>
</tr>
</tbody>
</table>

**$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

**Comparison of Travel Expenditure Increase (13-14)**
- U.S. (domestic & international): 4.7%
- State of Iowa: 4%
- Johnson County: 5%

**% Increase in Travel Employment (Top 5 Counties, 2013-2014)**
- U.S.: 2.1%
- State of Iowa: 1.6%
- Johnson County: 2.3%

**Source:** U.S. Travel Association

**Comparison of Travel Employment Increase (13-14)**
- U.S.: 2.1%
- State of Iowa: 1.6%
- Johnson County: 2.3%

**Source:** U.S. Travel Association

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

**Website** 40%

**E-mail** 29%

**Walk-in** 15%

**Phone** 10%

**VISITOR INQUIRY: TOP CITIES & STATES (after Iowa)**
- ILLINOIS
  - Chicago
  - Sycamore
  - Springfield
- MINNESOTA
  - Minneapolis
  - St. Paul
  - Mankato
- WISCONSIN
  - Madison
  - Milwaukee
- MICHIGAN
  - St. Joseph
  - Battle Creek

**TRAVEL IMPACT**

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

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<tr>
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</tr>
<tr>
<td>Linn</td>
<td>4.2%</td>
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<tr>
<td>Scott</td>
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</tr>
<tr>
<td>Johnson</td>
<td>3.8%</td>
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**Source:** U.S. Travel Association

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**Source:** U.S. Travel Association

**Website**

**E-mail**

**Mail**

**Phone**

**Walk-in**

**Visitor Inquiries**

**Website** 40%

**E-mail** 29%

**Walk-in** 20%

**Phone** 10%
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 flyer 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.

GROUPS BOOKED IN FY15

<table>
<thead>
<tr>
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<th>Year(s)</th>
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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.

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16,683 attendance represented
5,428 total future room nights
68 total groups
$4 mil total direct spending
$855,418 highest month direct spending
14,224 total group attendance
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.

"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

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

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 Internation 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 Event (Within an Existing Festival)
SILVER Awards:
Herky on Parade - Best Full Length TV Program (National)
Herky on Parade - Best Overall Merchandising Program

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
Brrt Fest
Coralville Winterfest

PARTNER ORGANIZATIONS
Destination Marketing Alliance International (DMAI)
Eastern Iowa Tourism Association (EITA)
Internation 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

STAFF COMMUNITY INVOLVEMENT

100+ Men Who Care
CCA Booster Club
COA 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 To Town Living Learning Community Committee
North Liberty Youth Baseball & Softball
RAGBRAI 2015
St. Thomas More Catholic Church
St. Vincents Catholic Church
Summit 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

TFI LEGISLATIVE PRIORITY
To support increased funding to the Iowa Economic Development Authority Tourism Office and Iowa’s three tourism regions.
T

he 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 to include more than five acres of pumpkins, squash and gourds, a kids’ play area, hayrack rides, corn canyon, corn maze and a fall festival. Visitors often speak about being 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 events at its request, and coronary and birthdays and families look forward to time at the patch. It is fun to see the Colonial 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 clothing the needy. In addition, she also services Johnson County and other nearby communities. By tending 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 the community. She supplied the proposal for the 2008 visit to North Liberty. Katie and her crew flawlessly ensured that all the necessary stations were 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 in North Liberty, Katie has served as the volunteer coordinator for RAGBRAI’s 2008 visit to North Liberty. Katie and her crew flawlessly ensured that all the necessary stations were covered for the entire visit of more than 10,000 bicyclists.

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 to whom 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 being an assistant preschool teacher, a maid, a mother, and doing what’s best for her family motivates her in everything she does. We truly are blessed to have Crystal as part of our community.

Mallory Hellman
Mallory is the director of the Iowa Youth Writing Project, and in her role she guides the activities 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, Tipton Elementary in Tipton, and Johnston Middle School. She has led workshops on her own, as well as in collaboration with Carol Van Zandt, 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 just 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 area 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 art 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 make them pop. His creative genius is evident from the spectacular. Jim begins his artwork with a vision and works through all possible options until his vision has come to life. Along the way, Jim also helped create 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. Summer of 2016, he asked fellow artist Erin Fitzgerald to create 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.

Crystal Hansel
Crystal Hansel is an amazing employee and a true team player. One of her co-workers writes, “Crystal always has a smile on her face and is always willing to assist you personally. At all times she’s easily accessible and approachable, and makes the work day a little better.” Her regular feedback for guests of the exceptional service she provides throughout the sales process, which almost always leads to repeat necessary stations were covered for the entire visit of more than 10,000 bicyclists.

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’s best for her family in whatever ways she can, she always has a smile on her face and truly enjoys what she can to make a great CVB event even better, or it’s assisting with one of many Chamber events, doing what’s best for her family in whatever ways she can, it’s assisting with one of many Chamber events, doing what’s best for her family in whatever ways she can, or helping the Iowa River Landing partners promote the area, Crystal always has a smile on her face and truly enjoys what she can to make a great CVB event even better, or it’s assisting with one of many Chamber events, doing what’s best for her family in whatever ways she can.
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 with 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.

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 in 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 ICCD 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 ICCD 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 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 happened without this program. This entails keeping up with over 100 participating businesses and ensuring communication and collaboration between the ICCD and member businesses is strong and clear.

Without a doubt, the ICCD 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 people 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 the street corner in West Branch to one of the Department’s (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 and run major events throughout the community. He is entirely obsessed with helping 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 knows 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, he is a accomplished in 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. 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. Quin has been active in organizations he has been involved in include 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 Snyder is an active member of the community, which is evident in the activities, committees and commissions 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 flyers, 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 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 FYFest, 4thFest, RAGBRAI, BMFest, 100+ Women Who Care, Coralville Community Fund and Coralville Center for the Performing Arts.

Lynn also worked with the local businessmen who made Lynn work with the local businessmen who made Christmas special for the residents of the Johnson County Homeless Coalition. Lynn also worked with the local businessmen who made Christmas special for the residents of the Johnson County Homeless Coalition.

John Meehan

Dr. John Meehan is an attending surgeon in the Division of Pediatric General and Thoracic Surgery at Seattle Children’s Hospital and is 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 his 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 he has raised over 12 years to the UI Children’s Hospital.

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 arts, cultural, and business core tireless supporters. Across the arts, cultural, and business core tireless supporters.

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.

Trainings on how to use the extranet will allow our partners to feel more invested in what we are doing – it will provide us a platform for more interaction with them in addition to more partner-to-partner interaction, all to see what works and what we can make better.

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:

a) Being the ultimate resource for visitors
b) Personalizing the visitor experience

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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.

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 (IFPSI) 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.

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. 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.