



iTIP
Iowa Travel Industry Partners



2021 ANNUAL REPORT



**TRAVEL GENERATES
OVER **\$9.26 BILLION**
IN VISITOR SPENDING
EACH YEAR IN IOWA.**



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**OVER
70,700
PEOPLE**

are employed within the
travel sector in Iowa.
Iowa's state travel budget
ranks #42 out of 50 states.

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ONE VISION ONE MISSION ONE VOICE

ABOUT

The Iowa travel industry is currently organized by regional associations which deliver education, networking and programs. In addition, there are statewide organizations that focus on specific niche market activities. As part of an industry wide strategic sector plan in 2015, a goal was outlined to improve collaboration, partnerships and expertise amongst stakeholders. Stakeholders have worked for

the last several years to mold this concept into the Iowa Travel Industry Partners. This new association aligns with the recommendation from the Governor's Economic Growth Subgroup of Hospitality and Tourism industry professionals to develop a public/private organization to represent the interests of Iowa's tourism industry as part of a statewide strategic plan for tourism, including investment strategy.

In December 2020, 501c6 and 501c3 filings were submitted to begin the formation of the new organization.

VISION

For Iowa to be a vibrant travel destination with thriving diverse communities which inspire visitors, led by a recognized brand and a united Association of travel professionals leading the way to make Iowa a destination of choice.

MISSION

Iowa Travel Industry Partners mission is to be the unified driving force of the travel and tourism industry promoting Iowa and its communities to positively impact the economy and quality of life for all Iowans.

VOICE

The program areas identified are not a plan, but rather a blueprint for how together the travel industry can identify opportunities and take action on critical issues with the purpose of growing travel in Iowa.

“UNITED, WE CAN ACCOMPLISH GREAT THINGS.”

BOARD

TAVIS HALL, President,
Experience Waterloo
GINGER WILLIAMS, Vice President,
Charles City Area Chamber of Commerce
KEVIN BOURKE, Treasurer,
Ames Convention & Visitors Bureau
NICKI BRUS, Secretary,
Visit Quad Cities
REBECCA PETERS, Director At Large,
Vacation Okoboji

ERIN SCHMITZ
ITIP Administrator

GREG EDWARDS, Catch Des Moines
MARK ECKMAN, Council Bluffs Convention
& Visitors Bureau
KIM GRZYWACZ, CIT Signature Transportation
DAVE HERRELL, Visit Quad Cities
LINDSEY JAMES, Visit Mason City
ASHLEY JOHNSON, Cedar Valley Sports Commission
CARRIE KOELKER, Eastern Iowa Tourism Association
CHELSEA LERUD, Greater Burlington Convention &
Visitors Bureau
KIM MANNING, Cedar Falls Tourism & Visitors Bureau
KEITH RAHE, Travel Dubuque
JOSH SCHAMBERGER, Think Iowa City
JOHN VALLERIE, Iowa PGA

DREAM COMMITTEES

DEVELOPMENT | RESOURCES | EDUCATION | ADVOCACY | MARKETING



DEVELOPMENT

The development committee focuses on membership, fundraising, and relationships.

- Develop and promote a membership program
- Encourage membership that reflects the diversity of the travel industry
- Identify funding sources and partnerships to further the mission of the organization
- Build relationships both within the travel industry and externally with aligned partners from other sectors

COMMITTEE

Kim Manning, Cedar Falls Tourism & Visitors Bureau, Chair
Greg Edwards, Catch Des Moines
Kim Grzywacz, CIT Signature Transportation
Dave Herrell, Visit Quad Cities
Keith Rahe, Travel Dubuque
John Valliere, Iowa Professional Golf Association

RESOURCES

The resources committee focuses on grants, mentorships, professional services, and technical tools. This committee works in synergy with the iTIP Foundation.

- Identify data and conduct research to quantify the impact of travel in Iowa
- Build mentoring relationships to elevate professionalism
- Provide technical and professional services to members
- Develop grant programs that meet member needs
- Design resources to assist members through an online library

COMMITTEE

Mark Eckman, Council Bluffs Convention & Visitors Bureau, Chair
Kevin Bourke, Ames Convention and Visitors Bureau
Carrie Koelker, Eastern Iowa Tourism Association
Chelsea Lerud, Greater Burlington Convention & Visitors Bureau
Kim Manning, Cedar Falls Tourism & Visitors Bureau
Rebecca Peters, Vacation Okoboji
John Valliere, Iowa Professional Golf Association



EDUCATION

The education committee focuses on networking opportunities, best practices, accessible training, and professional development. This committee works in synergy with the iTIP Foundation.

- Design an education plan which delivers training across the state and uses technology to increase access
- Provide education on best practices, trends and strategies that enhance the travel industry
- Coordinate networking opportunities for members
- Implement a professional development and leadership training program
- Education committee collaborates with 501c3 to develop programming

COMMITTEE

Josh Schaumberger, Think Iowa City, Chair
 Mark Eckman, Council Bluffs Convention & Visitors Bureau
 Kim Grzywacz, CIT Transportation
 Lindsay James, Visit Mason City
 Ginger Williams, Charles City Area Chamber of Commerce



ADVOCACY

The advocacy committee focuses on identifying key issues, creating meaningful coalitions, empowering members, and engaging in advocacy events and programming.

- Provide a unified voice for state and federal issues which affect the travel industry
- Identify key issues threatening Iowa's travel industry and coordinate legislative events
- Build support through coalitions for appropriate public policy to address key issues or opportunities
- Empower members with information to advocate for policies at the federal, state, and local levels

COMMITTEE

Dave Herrell, Visit Quad Cities, Chair
 Tavis Hall, Experience Waterloo
 Carrie Koelker, Eastern Iowa Tourism Association
 Rebecca Peters, Vacation Okoboji
 Keith Rahe, Travel Dubuque
 John Valliere, Iowa Professional Golf Association



MARKETING

The marketing committee focuses on the development of the Association's brand and collateral materials while keeping all the niche markets in mind. The niche markets include but are not limited to sports, group travel, meetings, and Destination Marketing Organizations.

- Develop a strategic marketing plan for external and internal audiences
- Develop niche partnerships in areas of group travel, sports, leisure travel, meetings and other niche markets
- Collaborate with the Iowa Economic Development Authority
- Foster a culture of public-private partnerships
- Cultivate innovations amongst members

COMMITTEE

Chelsea Lerud, Greater Burlington Convention & Visitors Bureau, Chair
Nicki Brus, Visit Quad Cities
Carla Eysink, Marion County Development Commission
Tavis Hall, Experience Waterloo
Lindsay James, Visit Mason City
Ashley Johnson, Cedar Valley Sports Commission
Matt Parbs, The Sawmill Museum
Jennifer Pickar, Cedar Rapids Tourism
Rebecca Peters, Vacation Okoboji
Ginger Williams, Charles City Area Chamber of Commerce
Libbey Hohn, Clear Lake Chamber
Mikayla Brown, Brown's Century Theater

ITIP IN ACTION



Iowa Tourism Conference Sponsor

Iowa Travel Industry Partners joined with the Iowa Tourism Office as a sponsor for the Iowa Tourism Conference. The sponsorship allowed for the opportunity to introduce iTIP to the rest of Iowa's travel industry.



Board Retreat

The board met for a full day in February to begin planning the program of work for each committee. It is important for iTIP to start off strong with programming for the industry and the board retreat helped to lay the foundation for those conversations.



Town Hall Meetings

iTIP hosted two virtual Town Hall sessions as an opportunity to introduce the new association to Iowa's Travel Industry. Each session presented the why and how of iTIP as well as presented the initial slate of priorities for each of the DREAM committees. The Town Hall sessions energized individuals and recruited new members for each of the committees.

The Iowa Travel Industry Partners also manages a charitable organization, the Iowa Travel Industry Partners Foundation.



IOWA TRAVEL INDUSTRY PARTNERS' **JOE TAYLOR VISION AWARD**

WATERLOO, Iowa (KWWL) - A Waterloo community leader is the recipient of the Iowa Travel Industry Partners' Joe Taylor Vision Award. The award recognizes a tourism leader in the state of Iowa whose work advances their community, as well as the future of the state's tourism industry.

Tavis Hall, President and CEO of Experience Waterloo, is the recipient of the inaugural 2021 honor. The organization says Hall's work as Main Street Waterloo Director and now as President & CEO of Experience Waterloo demonstrates "both a passion and vision for his community."

The award is named in honor of the late Joe Taylor, of the Quad Cities. Taylor, former CEO of Visit Quad Cities, exemplified passion for the tourism industry in the Hawkeye

State, working in marketing and management for 30 years to draw people to what Iowa has to offer.

Iowa Travel Industry Partners (iTIP) notes Hall's contributions to the community going back to 2008, when he worked as a Regional Outreach Representative for Iowa's 1st Congressional District. Hall's other achievements noted are his work developing the Black Capitol of Iowa passport, promoting Black-owned businesses across the state.

He also helped in creating iTIP from the Iowa Tourism Industry Sector Plan, commissioned in 2015.

The award is voted on by the board of directors of iTIP. Hall received the award at the board's April meeting. He also received a \$1,000 stipend for a non-profit within the community.

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Tavis's deft hand can be found behind many of the successes we have shared these past few years. Whether that be the creation of iTIP, his leadership of the Eastern Iowa Tourism Association or work in creating a new RAGBRAI community partnership agreement. His ideas inspire and he is a mentor to more than many he will likely ever meet."

JOSH SCHAMBERGER

Think Iowa City President and Iowa Travel Industry Partners Foundation Board President

See the virtual presentation to Hall here: [YouTube.com/watch?v=0P52n3q3y3Y](https://www.youtube.com/watch?v=0P52n3q3y3Y)

TOP PRIORITIES FOR FY'22

DEVELOPMENT COMMITTEE

1. Maintain 90% of merging organization membership levels. Grow new partner/affiliate membership by 10%.
2. Develop and implement sponsorship and investment programs.
3. Grow tourism's stature through coordinated advocacy and strategic partner alliance (i.e. Iowa Bankers Association, Iowa League of Cities, etc.).

RESOURCE COMMITTEE

1. Implement industry wide mentorship program.
2. Work with an Iowa based higher education institution to design an economic impact calculator for groups, meetings, sports, and festivals.
3. Partner with Iowa Economic Development Authority and Iowa Tourism Office on research offerings.
4. Design and implement grant programs that fit the needs of the tourism industry, such as micro capacity building grants and a rural Regional Sports Authority District opportunity.

EDUCATION COMMITTEE

1. Coordinate with Iowa-based higher education institution to develop an Iowa Tourism & Hospitality education track. (i.e. Certified Iowa Travel Professional)
2. Develop networking experiences to strengthen industry awareness and relationships amongst Iowa attractions and cultural entities.
3. Align with Iowa Economic Development Authority to enhance and strengthen Iowa Tourism Office education and promotional efforts. Initiate and lead (when appropriate) existing and new statewide tourism collaborations.

ADVOCACY COMMITTEE

1. Ensure consistent and professional communication with Iowa elected officials at federal, state, and local levels.
2. Host an annual advocacy event(s) with elected officials.
3. Leverage legislators to work on behalf of Iowa tourism's priorities.
4. Create a bi-partisan tourism caucus and a statewide committee that supports tourism in Iowa.

MARKETING COMMITTEE

1. Develop and implement niche market marketing plans and strategies for areas to include but not limited to groups, sports, leisure, and meetings.
2. Implement co-op programs for marketing initiatives and trade show opportunities.
3. Work with the Education Committee to provide marketing education on multiple levels to fit the needs of the tourism industry.

BECOME A MEMBER

Become a member of Iowa Travel Industry Partners to join an association that informs, connects, inspires and educates members to be the unified driving force of Iowa's travel and tourism industry.

JULY 1, 2021 - JUNE 30, 2022 MEMBERSHIP DUES

GENERAL MEMBERSHIP

(identified as Attractions, Museums, Restaurants, Services, Chamber of Commerce, Economic Development Organizations, Individuals and all others)

\$150 0-10 FT employees
\$250 11-24 FT employees
\$500 25+ FT employees

AFFILIATE ASSOCIATION

(identified as an industry trade association)

\$250

LODGING PROPERTIES

\$150 ... 100 or fewer guest rooms
\$250 .. 101+ guest rooms

COUNTY

\$500

DESTINATION MARKETING ORGANIZATION

(identified as Destination Marketing Organization/Convention & Visitors Bureau, Sports Commission, Chamber of Commerce, or Economic Development Organizations that employs at least 1 full-time individual dedicated to tourism)

\$750... Annual budget under \$150,000
\$1,000 . Annual budget \$150,001 – \$250,000
\$2,500. Annual budget \$250,001 – \$500,000
\$5,000. Annual budget \$500,001 – \$1 million
\$7,500 . Annual budget \$1,000,000+

**ONE VISION
ONE MISSION
ONE VOICE**



iTIP
Iowa Travel Industry Partners