



Summer Celebration – 2027 (FY27) Request For Proposal

Overview: The iTIP Summer Celebration brings Iowa's tourism industry together to celebrate the accomplishments of the past year. The multi-day event includes an iTIP Board of Directors meeting, annual mini-golf tournament, annual meeting, keynote presenter, host community experience and iTIP Foundation awards celebration. Hosting Summer Celebration provides an opportunity for an Iowa community to showcase its meeting venues, attractions and experiences to tourism industry peers from across the state.

Proposals should address each section below and include estimated pricing, applicable taxes and service fees, and contact information for the proposed venues, lodging properties, and activity partners. Unique venue and offsite recommendations are encouraged.

Audience / Attendees: Summer Celebration brings together tourism professionals from across Iowa for networking, professional development and an opportunity to experience another Iowa destination firsthand. Traditionally, 60–100 attendees participate in the event.

Submit Proposal To:

Chelsea Lerud
Executive Director, Iowa Travel Industry Partners (iTIP)
515-207-0009 | clerud@iowatravelindustry.org

SUBMISSION DEADLINE: October 2, 2026 EOD to clerud@iowatravelindustry.org

Event Dates:

- Monday & Tuesday, June 7 - 8, 2027

Venue Requirements

- General meeting space will be used for Monday's Board of Directors meeting and Tuesday's programming. iTIP will begin setting up the space Monday morning. Meeting space must be available Monday at 10 AM through 4 PM Tuesday, including set-up and tear-down.
- Crescent rounds (tables of 6) for 75 attendees
- AV needs include: screen + projector, microphone, podium, and stage (roughly 10x20) with two sets of stairs (preferred)
- Vendor space: space for up to 8 6ft tables
- Preferred venue fee: \$1200 or less
- Please specify if iTIP or the venue will be responsible for the set-up of tables/chairs and the post event clean up.
- Please indicate if table linens are available and their pricing.
- Priority consideration will be given to proposals from venues that are current iTIP members or those that provide a signed statement to express intent to become members (see [membership information](#)).
 - Venues that indicate intent to become members should complete their iTIP membership registration within 60 days of selection.
- iTIP will sign rental agreements and pay the venue.



Catering Needs

- During the event, iTIP provides the following meals for attendees:
 - Dinner - 1 occasion for 50 people
 - Breakfast - 1 occasion for 40 people
 - Lunch - 1 occasion for 60 people
- Please describe the catering options available and provide the price per person for each meal type. Preferred meal prices range from \$20 to \$35 per person. It is preferred that all catering include table service.
- The host community will connect iTIP with catering partners at least **three months prior to the event**. iTIP will finalize menu selections, confirm bookings and pay meal expenses directly.

Activity Needs

- Activities
 - Monday
 - Monday's activities are designed to encourage attendees to arrive ahead of the primary Tuesday programming. A mini-golf tournament is hosted as a networking activity and fundraiser for iTIP. Provide suggestions on how this tournament could be hosted.
 - Following the mini-golf tournament, attendees gather for a networking dinner, drinks and a group activity. This is typically a low-key, fun evening. Think bucket-list experiences that give tourism peers a memorable taste of your destination.
 - Approximately 50 - 60 people participate in the mini-golf tournament and evening activity. The budget for Monday's activities, dinner and drinks is typically \$2,500 or less. Transportation costs may be quoted separately.
 - Tuesday
 - The host community will help **develop** a 1.5–2-hour community experience for attendees on Tuesday. Ideally, the experience takes guests off-site from the primary meeting venue. This is the host community's opportunity to showcase something distinctive to Iowa tourism peers.
 - Approximately 40 people participate in the community experience.
- Activity suggestions should be both creative and viable. Please confirm availability for a group of this size and provide estimated costs, capacity limitations and any special requirements.

Lodging Needs

- Property must have completed or be willing to complete the [Lodging Human Trafficking Awareness Certification](#) by the Iowa Department of Public Safety.
- Rooms Needed: (*preferred price \$115 - \$130*)
 - Sunday rooms: *option for attendees to book at block rate if desired*
 - Monday rooms: 40 rooms blocked
 - Tuesday rooms: *option for attendees to book at block rate if desired*
- The room block must be available for reservations **at least three months prior to the event**.
 - A 2-week cutoff period for room reservations is preferred.
 - No attrition clause will be applied.
 - iTIP will sign the room block agreements with the hotel.



- Priority consideration will be given to proposals from hotels that are current iTIP members or those that provide a signed statement to express intent to become members (see [membership information](#)).
 - Hotels that indicate intent to become members should complete their iTIP membership registration within 60 days of selection.

Transportation Needs

- If evening activities and community experience are not within walking distance of the host lodging property, shuttle services will be needed to transport the group. Please provide options and pricing for the following:
 - Monday: This is roughly 3 hours for approximately 50 people, evening dinner and activity only.
 - Tuesday: This is 2 hours during the community experience for approximately 40 people.

Speaker Needs

- Summer Celebration traditionally features a keynote speaker who provides an inspirational or motivational experience for attendees. Priority is given to speakers who are Iowa-based or have a strong Iowa connection.
- The keynote does not need to focus specifically on tourism, but the speaker's story or topic should connect to the work of tourism professionals.
- Preferred speaker budget: \$1,500–\$2,000, including speaker fees and travel expenses.
- Please recommend 1–3 speakers within a reasonable driving distance of your community, or speakers you have experienced at other conferences, who would be a strong fit for Summer Celebration. Recommendations do not need to be based in the host community. Include links, estimated speaking fees (if known) and additional information about the speakers when available.

Incentives

- Describe any incentives available to iTIP for hosting Summer Celebration in your community or venue (i.e., complimentary activities, reduced-cost opportunities, sponsorship opportunities from the host organization, or connections to potential local sponsors).

Host Community Role

- The host community serves as iTIP's local planning partner for Summer Celebration. The host will participate in Education Committee planning conversations beginning in early 2027, assist with local connections and logistics, and help identify and coordinate experiences that showcase the community. iTIP staff will make final reservations, execute agreements, and manage event payments.

Notes

- A site visit may be conducted before the host community is selected. Selection announcement is anticipated in late November 2026.



Tentative Schedule:

Day 1: Monday

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|-----------------|-------------------------------------|
| ● 10 AM – 12 PM | iTIP venue set-up |
| ● 1 - 3 PM | iTIP Board of Directors Meeting |
| ● 4 – 6 PM | Mini Golf Tournament |
| ● 6:30 – 9 PM | Group Activity with dinner + drinks |

Day 2: Tuesday

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|--------------------|------------------------------------|
| ● 7 – 8:30 AM | iTIP final venue set-up |
| ● 8:30 – 9 AM | Breakfast / Networking / Check-In |
| ● 9 – 9:30 AM | Welcome / Overview of Day |
| ● 9:30 – 10:30 AM | Keynote Presenter |
| ● 10:40 – 11:40 AM | Awards Celebration |
| ● 11:40 AM – 12 PM | Photos Break |
| ● 12 – 1 PM | Lunch / iTIP Year in Review |
| ● 1 – 3 PM | Off-site community tour / activity |
| ● 3 PM | Dismiss / Venue Tear Down |