



**Join a progressive organization  
190+ members strong!**

- ◆ Lead...Learn...Share
- ◆ Focus your efforts on tourism development & sales.
- ◆ Increase visitor numbers/business.
- ◆ Learn from the Pros at bi-monthly workshops designed to help you build business.
- ◆ Network with your peers.
- ◆ Target new customers.
- ◆ Create valuable partnerships.
- ◆ Capitalize on co-operative advertising opportunities that support your own programs and lets you target new areas inexpensively.
- ◆ Double your money by competing for grant dollars for tourism promotion, advertising, & education.
- ◆ Cross sell & package your tourism product to create the critical mass travelers are looking for.
- ◆ Capitalize on direct sales efforts & sales leads.
- ◆ Receive legislative updates that affect the tourism industry. Attend the annual Legislative Showcase.
- ◆ Connect with the State Tourism office & other tourism industry professionals throughout Iowa.
- ◆ Showcase, promote, and advertise your attraction, event, and/or business on the Region's website [www.visitwesterniowa.com](http://www.visitwesterniowa.com) & Facebook page.
- ◆ Stay informed about state-wide tourism meetings & conferences.
- ◆ Vote on projects & programs.

**Make the "Right" connection!  
Become a member today!**

*"It is the current of tourist traffic that enables our small towns' amenities to exist. These in turn provide a host of benefits for our residents and businesses. The Region provides us invaluable chances to connect, network, and collaborate with, local, regional, and state tourism professionals that we otherwise could not easily accomplish."*

**Robert Mortenson, Executive Director  
Danish Villages Economic Development**

*"The Okoboji Summer Theatre is a proud member of the Western Iowa Tourism Region. We are only in the Iowa Great Lakes in the summer months, it is important that we stay informed about tourism-related activities that impact us year-round. In addition, our colleagues in the WITR have been invaluable for advice on grant opportunities and learning about the most effective marketing strategies for our area."*

**Ruth Ann Burke, Executive Director  
Okoboji Summer Theatre**

*"As a Western Iowa Tourism Region member I get to build professional relationships, expand my knowledge and expertise by receiving training through workshops and webinars, create new partnerships for cooperative marketing, share tips and tricks to enhance our own local cultural, historical, and outdoor sites and events. Why wouldn't you want to belong?"*

**Beth Waddle, Executive Director  
Adams Community Economic Development Corp.**

*"Being a member of WITR provides you with the chance to network with tourism peers, build valuable partnerships across the entire region and numerous educational opportunities to keep you informed of the latest industry trends."*

**Jessica Brownmiller, Convention & Visitors Bureau Manager  
City of Le Mars**

*"The Clarinda Chamber of Commerce organization values our membership in the Western Iowa Tourism Region. It is an opportunity to become directly involved in a variety of tourism projects and statewide events. The region provides valuable resources and educational sessions throughout the year for staff members. Being an active member of the region allows you to be "connected" and market your community/attraction to other tourism entities. WITR should be a top priority for all tourism organizations within the 36 county area."*

**Elaine Farwell, Executive Director  
Clarinda Chamber of Commerce**

\$150 entitles you to full membership status.  
Please list the contact person(s) to receive the WITR information:

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip \_\_\_\_\_ County \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Website \_\_\_\_\_

Please rank you project interests.

Advertising \_\_\_\_\_  
 Education \_\_\_\_\_  
 Natural Resources \_\_\_\_\_  
 Membership \_\_\_\_\_  
 Website \_\_\_\_\_

\_\_\_\_ Yes, Please contact me. I would like to get involved.

Private memberships are valid for one year and are renewed on the anniversary date.  
**Mail to 615 West Main Street, Sac City, IA 50583**

Make your check payable to **Western Iowa Tourism Region.**

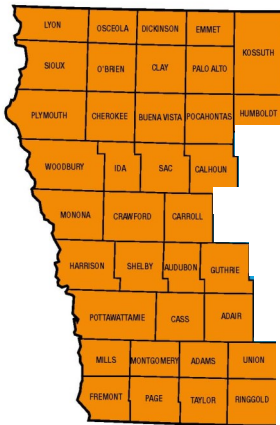


**What is the Western Iowa Tourism Region?**

One of three tourism regions in Iowa, the Western Iowa Tourism Region is the only organization solely devoted to promoting and developing the tourism industry in Western Iowa.

**Where is the Region?**

The Region encompasses a 36 county area in Western Iowa.



**Where does the money come from?**

- ◆ Iowa Tourism Office, Iowa Economic Development Authority
- ◆ County Government: Supervisors provide matching funds for the state dollars
- ◆ Private Membership
- ◆ Special Projects

**Who qualifies as a Private Member?**

- ◆ Tourism Organizations
- ◆ Chamber of Commerce
- ◆ Convention & Visitor Bureaus
- ◆ Economic Development
- ◆ Conservation organizations & Offices
- ◆ Attractions
- ◆ Events
- ◆ Local Government
- ◆ YOU!

**2017-18 Meeting Schedule**

The Western Iowa Tourism Region membership meetings fluctuate to accommodate events held by the Iowa Tourism Office

July 26, '17 • Nodaway Valley Historical Museum, Clarinda

Sept. 20, '17 • Conference Center, Manning Hausbarn-Heritage Park

Feb. 21, '18—Boulders Conference Center, Denison

Apr. 18, '18 • Yesterday's Memories & Vander Haag's Antique Truck Museum, Sanborn

Jun. 13, '18 • Annual Meeting, Sioux City Convention Center

Aug. 1, '18 • Corning Opera House Cultural Center

Sept. .26, '18 • Saints Center for Culture & the Arts, Stuart

Notices are e-mailed prior to each meeting. Register by calling the Region office at 888-623-4232 or e-mail [Jane@visitwesterniowa.com](mailto:Jane@visitwesterniowa.com)

The registration fee for each meeting in \$25.00 per person. The cost includes a workshop, handouts, and lunch in addition to the business meeting.

**Get Noticed**

**Accomplish More**

**Make an Impression**

**Stay Connected**



The Western Iowa Tourism Region connects, develops, and promotes the tourism industry in Western Iowa.