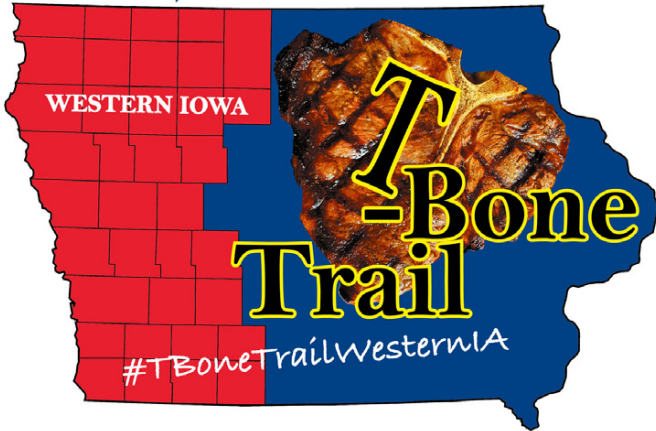


2022 WESTERN IOWA TOURISM REGION annual report



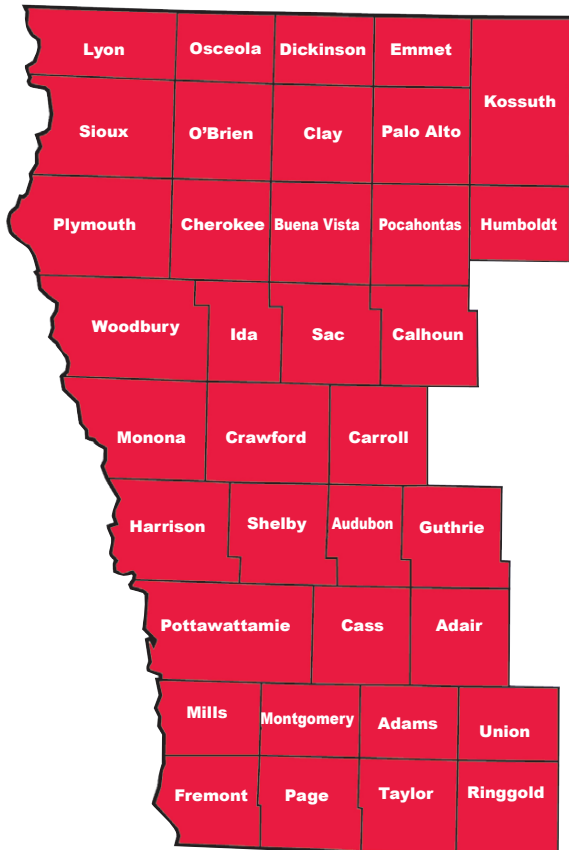
Road Trip



We staked out the steaks!

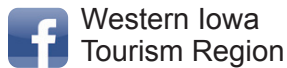


Photo by Anji Bennett



Western Iowa Tourism Region

615 West Main Street
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Visitwesterniowa.com



Board of Directors

Kenner Baxter, President
Cass Co. Tourism/Baxter Cycles

Kiana Johnson, Vice President
O'Brien Co. Economic
Development & Tourism

Jayne Quirk, Treasurer
City of Lake City

Andy Milam, Past President
Shrine of the Grotto of
Redemption

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Iowa Welcome Center

Jessica Brownmiller
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Chamber of Commerce

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Audubon Co. Economic
Development & Tourism

Amy Zeigler
Iowa Tourism Office

Executive Director
Shirley Phillips
shirley@visitwesterniowa.com

Administrative Assistant
Jane Berger
jane@visitwesterniowa.com

A message to our members:

What a great year for outdoor tourism!

2021 was a banner year for many in Western Iowa as people were seeking rural areas, the great outdoors with all its recreational activities and campgrounds and unique lodging opportunities. We tracked visitors from all 50 states, the District of Columbia and 19 foreign countries. Business is increasing across the state and it's hard to find a reservation remaining in our campgrounds and county parks.

Western Iowa Tourism Region is one of three regions in Iowa. We work with communities, attractions, events and visitor services on tourism development and marketing initiatives. Your involvement supports relevant and innovative programs that directly benefits your counties, cities, attractions, businesses and events. Attending our meetings allows you to network and establish relationships with your peers and sharing ideas and programs.

We re-printed our new Freedom Rock guide that includes all 36 counties in Western Iowa. You will find the stories and photos of every rock, as well as a map and other valuable information. We are the only region to provide a guide like this.

The T Bone Trail Western Iowa was such a big hit that we decided to do it again beginning on April 22, 2022. The Iowa Gallivant ventured out looking for the best steaks in each of the counties as well as a Bonus Beef stop, lodging, attractions throughout each county and unique shopping experiences. Watch the trail on Facebook as each county will be presented with blogs, posts and videos.

Our truck wrap continues to travel through the state promoting our region and outdoor recreation on a moving billboard. If you see the truck, snap a shot and share it with us on Facebook.

Meetings were held in person providing educational opportunities for our members, we co-hosted the Power of Travel event, and helped with the Travel Federation of Iowa showcase and silent auction. We promoted the new lodging certification program throughout the region.

We are the administrators of the Iowa Tourism Office Grant contracts and have been for the past three years. After receiving notification of the grant award, all paperwork and administration is completed by the region offices. We also awarded scholarships for the annual Iowa Tourism Conference.

Tourism remains a vibrant industry in the State of Iowa, generating \$864 million in state and local taxes (2020) to offset the property tax burden for all. Tourism continues to help promote our state to draw population to grow our workforce. Did you know that nearly 1/3 of new residents first visited their communities as tourists?

We're looking forward to another banner season in 2022!

Contributing Counties

| | | | | |
|-------------|-----------|------------|---------------|----------|
| Adair | Clay | Humboldt | O'Brien | Ringgold |
| Adams | Crawford | Ida | Osceola | Sac |
| Audubon | Dickinson | Kossuth | Page | Shelby |
| Buena Vista | Emmet | Lyon | Palo Alto | Sioux |
| Calhoun | Fremont | Mills | Plymouth | Taylor |
| Carroll | Guthrie | Monona | Pocahontas | Union |
| Cass | Harrison | Montgomery | Pottawattamie | Woodbury |
| Cherokee | | | | |

Advocacy:

The Travel Federation of Iowa continued to advocate on behalf of Iowa's travel and tourism industry throughout the 2022 Legislative Session through continued personal and electronic communications.

- We identified partners with similar goals to assist us in advancing our agenda.
- We produced our annual Fast Facts booklet full of statistics and other information to be used by the industry to communicate with their legislators.
- We continued advocating throughout 2021 & 2022 with the Governor's office on the re-opening of public and private attractions, campgrounds, businesses, and other aspects of the industry and encouraged supportive programs.
- Hosted the annual Iowa Tourism Legislative Showcase to inform legislators and elected officials about tourism and the impact on their districts. We also hosted a legislative seminar/luncheon where industry members could interact with elected officials.
- We organized and held our annual silent auction at the 2022 Tourism Conference.
- Your TFI board continues to meet to discuss issues important to the whole industry.

Committees 2021-2022

FY 22 Grant Reviewers

De Heaton, Corning Opera House
Rebecca Castle, Golden Hills RC&D
Kristi Franz, Explore Sioux City

Travel Federation of Iowa Board Members

Kiana Johnson, O'Brien County Economic Development
Andy Milam, Shrine of the Grotto of Redemption
Jayme Quirk, City of Lake City
Lisa Riggs, Danish Windmill Corporation;
Shirley Phillips, Western Iowa Tourism Region

Iowa DOT TODS Committee

Shirley Phillips, Western Iowa Tourism Region

Education Sessions

June 23, 2021 • Humboldt • Holly Hoffman, "Lead Simply" – Model, Connect, Involve; motivation and inspiration of what it takes to survive in the real world.

Sept. 22, 2021 • Audubon • Stacy Kluesner, Iowa Restaurant Association, Troy Hart & Roy Watson, Hart Family Hotels • Helping our communities recover from the pandemic.

Dec. 1, 2021 • Manning • Annual Town Hall Meeting featuring the state staff with updates and available programs, grants and awards

Mar. 23, 2022 • Le Mars • Human Trafficking, certification of lodging and businesses; impact on attractions and communities

June 8, 2022 • Atlantic • Anne Bonney • Ignite Your Shift: Overcoming the Discomfort of Change; We've all had to change.

2022 Iowa Tourism Awards

Outstanding Dining Business

The Wells Visitor Center & Ice Cream Parlor, Le Mars (Metro)

Outstanding Diversity, Equity and Inclusion Initiative

Yummi Blox, Sioux City (Metro)

Outstanding Marketing Collaboration

City of Sioux Center and Sioux Center Chamber of Commerce (Rural)

Outstanding Social Media Execution

Council Bluffs Convention & Visitors Bureau (Metro)



Emerge Marketing Solutions, Manning (Rural)

Outstanding Website

Council Bluffs Convention & Visitors Bureau (Metro)



Adams Community Economic Development Corporation, Corning (Rural)

People's Choice Award

The Wells Visitor Center & Ice Cream Parlor, Le Mars



Power of Travel • October 26, 2021

- Partnership with Iowa's three tourism regions and the Iowa Tourism Office.
- An education & networking event to engage and energize all industry members.
- Keynote and break-out sessions on tourism data & research, sales strategies, social media, and industry idea generation

2022 Annual Report – Memberships

Adams Community Economic Dev. Corp.
Algona Area Chamber of Commerce
AmericInn of Okoboji
Arrowwood Resort & Conference Center
Artisans Road Trip
Associations Inc.
Atlantic Chamber of Commerce
Atlantic Rock Island Society Enterprise
Audubon Chamber of Commerce
Audubon County Tourism
Baxter Cycles
Boulders Conference Center
Breda, City of
Breezy Hills Vineyard & Winery
Bridges Bay Resort
Brown's Century Theater
Buy Fresh, Buy Local Siouxland Inc.
Calhoun Co. Economic Development
Camp Algona P.O.W. Museum
Carroll Area Chamber of Commerce
Carroll County Conservation
Carrollton Inn & Event Center
Cass County Tourism
Chamber & Dev. Council of Crawford Co.
Chamber Main Street Sac City
Cherokee Area Economic & Dev. Corp.
Cherokee Iowa Chamber of Commerce & Rodeo
Clarinda Chamber of Commerce
Clarinda Super 8 by Wyndom
Clay County Conservation
Clay County Fair Association
Clay County Heritage
Cobblestone Inn & Suites, Majestic Hills, Denison
Cobblestone Inn & Suites, Oak Ridge, Denison
Cobblestone Inn & Suites, Holstein
Cobblestone Inn & Suites, Lake View
Crawford Co. Conservation Board/Dow House
Creston/Union County Tourism
Dammann, Freda & LeRoy
Danish Villages Improvement Organization
Danish Windmill Corporation
Dickinson Co. Conservation
Donna Reed Foundation
Emmetsburg Chamber of Commerce

Estherville Area Chamber of Commerce
Explore Sioux City
Fremont County Historical Society
Glenn Miller Birthplace Society
Golden Hills RC & D
Grand Falls Casino & Golf Resort
Greenfield Chamber, Main Street & Community Dev.
Guthrie County Tourism
Hard Rock Hotel & Casino, Sioux City
Harlan Publishing
Harrison County Development Corp.
Harrison Co. Historical Village & Welcome Center
Hart Family Hotels
Historic Arnolds Park
Higgins Museum
Hitchcock House
Holiday Inn at Ameristar
Humboldt Co. Historical Association Museum
Iowa's County Conservation System
Iowa Great Lakes Chamber of Commerce
Iowan Magazine, Heuss Printing
Iowa Rock 'n Roll Music Museum
Johnny Carson Birthplace
Kings Pointe Waterpark & Resort
Lake City Community Building
Lake Park, City of
Lake View, City of & Community Club
Launchpad Children's Museum
Le Mars Convention & Visitors Bureau
Lewis & Clark Interpretive Center
Loess Hills Alliance Economic Development
Loess Hills Hospitality Association
Lyon Co. Economic Development
M. Catton & Company
Manning Hausbarn Heritage Park
Merideth Maranville
Mills County Tourism
Missouri Valley Chamber of Commerce
Museum of Danish America
Newell Historical Society/Alee Mansion
Northwest Iowa Development
O'Brien Co. Conservation
O'Brien Co. Economic Dev. & Tourism
Okoboji Classic Cars

Okoboji Inn & Suites
Okoboji Tourism Committee
Onawa Chamber of Commerce
Orange City Tulip Festival
Our Iowa Magazine
Page Co. Conservation
Pottawattamie Co. Conservation
Prairie Crossing Vineyard & Winery
Red Coach Inn & Restaurant
Red Oak Chamber & Industry Association
Rock Rapids Chamber of Commerce
Sac Economic & Tourism Development
Sgt. Floyd Riverboat Museum & Welcome Center
Shelby Co. Chamber of Commerce & Industry
Sheldon Chamber & Development Corp.
Shenandoah Chamber & Industry Association
Shrine of the Grotto of Redemption
Sidney Rodeo Assn. Iowa's Championship Rodeo
Sioux City Art Center
Siouxland Historical Railroad Museum
Southern Iowa Tourism
Spencer Chamber of Commerce
Stanton Chamber of Commerce
Stanton Historical Society
Star Destinations
Storm Lake United
Taylor Hill Lodge
The Warrior Hotel, Sioux City
Trinity Heights/ Queen of Peace
Van Wyngarden, Diane
Villisca, City of
Wallace Centers of Iowa
Watson Steam Train
WATTA WAY to see Pottawattamie Co.
Wells Visitor Center & Ice Cream Parlor
White Pole Road
Whiterock Conservancy
Wilson, Gaela Consulting
Wilson Performing Art Center of Red Oak
Wisecup Farm Museum
Woodbine Main Street Chamber
Woodbury Co. Conservation Board

6/1/22