



Grinnell Hotel and Motel Tax Committee
Tentative Agenda
Tuesday, April 26, 2016
12:00 p.m.
2nd floor – Council Chambers

Roll Call:

Cirks ___ Lang ___ Nowasell ___ Smith ___ Spriggs ___ White ___ Wright ___

1. Call Meeting to Order
2. Approve Agenda
3. Approve meeting minutes: None.
4. Receipt of monthly reports
 - a. Monthly Budget Report
 - b. CVB Monthly report
 - c. Quarterly Report
5. Review FY 17 Plan of Work Proposal.
6. Approve Fireworks agreement for FY 2016
7. Review GAAC Quarterly Report
8. Consider bills for May 2, 2016 council meeting:
 1. J&M Displays, Invoice \$10,000.00
 2. Chamber of Commerce, Invoice 5,500.00
 3. Grinnell Area Arts Council, Invoice 5,155.00
 4. Pioneer Communications inc., The Iowan 800.00
9. Sports Authority Report and update.
10. Inquiries
11. Adjournment



**Tourism YTD Budget Report
April 26, 2016**

		2014-2015 ACTUAL	2015-2016 BUDGET	YTD ACTUAL	Proposed Bills list 05/02/16	2015-2016 REMAINING BUDGET
Beginning Balance		\$ 146,108	\$ 196,406	\$ 196,406		-
Revenues:						
145-3.550.2.4780	Other Miscellaneous Revenue	\$ 2,542	\$ 500	\$ -		\$ -
145-3.550.4.4085	Hotel/Motel Tax	304,410	300,000	271,307		-
145-3.550.4.4300	Interest Earned	979	800	832		-
145-3.910.4.4790	H&M - Trans In (Interna	-	-	-		-
Total Revenues		\$ 307,931	\$ 301,300	\$ 272,139		\$ -
Expenditures:						
145-4.550.1.6020	Part Time Salaries	8,001	-	10,410	-	(10,410)
145-4.550.1.6210	Dues, Memberships	-	2,000	1,076	-	924
145-4.550.2.6413	Pymts to Agencies	5,000	-	-	-	-
145-4.550.2.6414	Music in the Park	3,000	-	-	-	-
145-4.550.2.6421	Consultation & Prof Fees	-	-	-	-	-
145-4.550.2.6508	Postage and Shipp	-	50	-	-	50
145-4.550.2.6513	Misc Supp & Mater	4,960	5,500	4,105	-	1,395
145-4.550.2.6525	GAAC - Projects	12,000	15,000	4,672	5,155	5,173
145-4.550.2.6526	Project Development/other exp	35,000	25,000	343	-	24,657
145-4.550.2.6527	Fees for Service	16,372	35,000	17,516	6,300	11,184
145-4.550.2.6528	Mini-Grant Awards	800	5,000	2,000	-	3,000
145-4.550.2.6529	Fireworks	10,000	10,000	-	10,000	-
Total Expenditures		\$ 95,133	\$ 97,550	\$ 40,122	\$ 21,455	\$ 35,973
145-4.910.5.6911	TRANSFERS	\$ -	\$ -	\$ -		
	313 ITM Museum	30,000	50,000	20,000	-	30,000
	372 Bike Trail Project	27,523	-	-	-	-
	180-146 Matching Funds/Signs	42,477	-	-	-	-
	Sports Authority	25,000	25,000	25,000	-	-
	Central Park/Gr Pls/4th Ave	-	105,000	105,000	-	-
	001 General Fund	37,500	37,500	37,500	-	-
Total Transfers		\$ 162,500	\$ 217,500	\$ 187,500	\$ -	\$ 30,000
Total Expenditures and Transfers Out		\$ 257,633	\$ 315,050	\$ 227,622	\$ 21,455	\$ 65,973
Ending Balance		\$ 196,406	\$ 182,656	\$ 240,923		

Destination Marketing & Visitor Services - Monthly Report -

Grinnell Area Chamber of Commerce

Report Period: March 1 – April 20

SOCIAL MEDIA

Objective: Increase social channel followers and engagement. Connect users to GetIntoGrinnell.com or other partner's websites. Connect with visitors from planning through their actual visit, offering them inspiration and information.

- Shared our new [Ladies' Day Out In Grinnell](#) itinerary on Facebook April 18. The post reached 1,695 people organically in the first three days. This demonstrates the success our digital content can have online, and we will continue to share this itinerary periodically since it is evergreen content.

Post Details Reported stats may be delayed from what appears on posts

Engaging Post

Grinnell Area Chamber of Commerce
Published by Emily Counts [?] · April 18 at 11:38am · 🌐

Whether it's a mother-daughter getaway or a girls' weekend with the important women in your life, grab your best gal pals and plan a fun day in Grinnell. We've even done the legwork and planned some activities for you:

[Ladies' Day Out in Grinnell - Grinnell Area Chamber of Commerce](#) [Ladies' Day Out in Grinnell - C Chamber of Commerce](#)

1,695 people reached [Boost Post](#)

👍👤 Dorothy Spriggs, Steph Peiffer Hoopes and 6 others

👍 Like 💬 Comment ➦ Share

1,695 People Reached

19 Reactions, Comments & Shares

15 Like	7 On Post	8 On Shares
1 🤩 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	2 On Post	1 On Shares

173 Post Clicks

0 Photo Views	116 Link Clicks	57 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

DIGITAL

Objective: Position GetIntoGrinnell.com as the go-to source of information and inspiration about Grinnell. Increase traffic to GetIntoGrinnell.com.

- Added a [Weekend Fun](#) section to the Things To Do lists on www.getintogrinnell.com.
- Published a [Ladies' Day Out In Grinnell](#) itinerary, featuring suggested activities a group of women could do when visiting Grinnell for the day.
- Published a [Grinnell Mancation](#) itinerary to the website, featuring some suggested “manly” things to do during a day in Grinnell.

- Added photos and more detail to the [Couples Night Out Progressive Dinner](#) itinerary on our website.
- Created a [Farmers Market landing page](#) on www.getintogrinnell.com. This currently houses basic information about the market, and will be expanded with more information as the market season gets underway.

PUBLIC RELATIONS

Objective: Raise top-of-mind awareness of Grinnell in the state of Iowa. Build relationships and communicate regularly with Iowa media and tourism industry.

- Accepted an invitation to participate in the *Midwest Travel Bloggers* Facebook group. This group is very active, and it will be a valuable tool for establishing connections with bloggers and travel writers who could write about our community.
- Worked with the Iowa Tourism Office to coordinate a private tour of the Jewel Box Bank for a travel writer from San Antonio, Texas. She is coming to Iowa for a FAM tour the state office is hosting in May in Cedar Rapids, and this writer is extending her stay to tour other communities in the area. The writer is a freelancer for the San Antonio Express-News, AAA and Houston Chronicle.

PAID MEDIA

Objective: Raise awareness about Grinnell as destination in the state of Iowa. Focus on target markets through niche advertising, centered on our three tourism strategies. Develop cooperative marketing opportunities for local businesses/attractions to increase their reach and reduce overall marketing expenses while creating a unified, intentional message and brand promise.

- Coordinated and designed a Grinnell ad for *The Iowan*. This will run in their May/June issue, to be published May 1.

Get Into Art & Entertainment

Grinnell, Iowa, is rightfully known as the "Jewel of the Plains" with a thriving arts and entertainment scene. From fascinating art exhibitions and stunning architecture, to entertaining events and a vibrant downtown, Grinnell is worth a visit this summer. Get into Grinnell and discover art galleries, architectural treasures, community festivals, shopping and dining, all located in a gorgeous downtown.

Grinnell's central location on Interstate 80, equidistant between Des Moines and Iowa City, makes it a convenient getaway for your next trip and the perfect place to "meet in the middle" with friends from the other side of the state.

PLAN YOUR VISIT AT GETINTOGRINNELL.COM
OR REQUEST A VISITOR GUIDE AT 641.236.6555

[#GETINTOGRINNELL](#)

FAULCONER GALLERY
Falconer Gallery at Grinnell College presents outstanding exhibitions of art by regional, national and international artists. Located at the heart of the Bucksbaum Center for the Arts, designed by Cesar Pelli, Falconer Gallery brings art to central Iowa that enchants, challenges, and inspires visitors. Exhibitions change every few months and range from contemporary art to historic drawings, or from dramatic photography to intriguing installations. A robust schedule of programs, visiting artists, and events accompanies every exhibition. Falconer Gallery is always free and open seven days a week, 11 a.m. to 5 p.m.
GRINNELLEDU/FAULCONERGALLERY
641.269.4660

JEWEL BOX BANK
The Jewel Box Bank, also known as Merchants National Bank, is notably the most iconic architectural work in Grinnell. Legendary architect Louis Sullivan designed the bank and it opened in 1915. From the awe-inspiring stained-glass windows to the majestic griffins standing guard at the entrance to the geometric explosion of terra cotta that dominates the facade, its unparalleled ornamentation has made the building an international attraction. Located in downtown Grinnell, this architectural treasure is well worth a visit. Open weekdays and most weekends, please call ahead for hours.
GETINTOGRINNELL.COM | 641.236.6555

GRINNELL AREA ARTS COUNCIL
Founded in 1979, the mission of the Grinnell Area Arts Council is to enrich the community by supporting creative expression. The Arts Council makes its home in an historic 114-year old structure which once served as the Stewart Library, but is today known as the Grinnell Arts Center. Programs based at the Arts Center in downtown Grinnell include: Stewart Gallery, Arts Academy/hands-on classes for all ages, and the Loft Theatre. Other programs of the Arts Council include: Community Band, Grinnell Collective, Grinnell Community Theatre, Music in the Park, and Turlach Ur bagpipe band. Grinnell Area Arts Council staff and volunteers support a lively program of creativity year round and welcome visitors to the Arts Center as well as to community performances and events.
GRINNELLARTS.ORG | 641.236.3203

COMMUNITY FESTIVALS
Grinnell comes alive with numerous community events and festivals in the summer months. Grinnell Games, Iowa's Family Sports Festival, kicks off the summer June 11-12 with two days of active fun for all ages. Nothing compares to fresh Iowa foods, and you'll find an abundance of them at the Grinnell Farmers Market, one of the largest small-community markets in Iowa, every Thursday from 3 to 6 p.m. and Saturday from 10 a.m. to Noon from mid-May through mid-October. Enjoy a summer night at Friday Fest, a downtown block party with live music and ice cold beverages, June 3, July 2, and August 5. See the online community event calendar for all upcoming events.
GETINTOGRINNELL.COM | 641.236.6555

The Iowan Grinnell Ad May/June 2016.indd 1

3/25/16 1:59 PM

- Have begun reaching out to restaurants to seek their participation in our next *The Iowan* ad, which will highlight dining and the farmers market. Will be designing the ad with the same format we used in the art & entertainment ad, creating consistency in our ads in both issues.

VISITOR CENTER

Objective: Operate a physical downtown visitor center that serves as the official first point of contact, or "front door," to the community. Assist visitors and ensure they have a good experience in Grinnell. Answer requests for visitor information.

- Provided planning support to several tour planners regarding their summer group tours to Grinnell.
- Coordinated an itinerary for and hosted the Green Hills Retirement Community group tour in Grinnell on April 12. They visited the Jewel Box Bank, Faulconer Gallery, Grinnell College, Grinnell Steakhouse and United Methodist Church. Twenty-two people attended this tour.
- Set up and staffed a visitor information table during the NCAA DIII National Track & Field Championships March 10-12 at Grinnell College.
- Coordinated weekend docent schedule at the Visitor Center.

COMMUNITY EVENTS

Objective: Add to the vitality of the community by hosting public events. These events add activity and entertainment, and draw attendees from the surrounding area. Use events as a reason to communicate with media.

- Working with the All-Class Reunion on details of their event in July.
- Working with Summer Fest organizers on details of their June event.
- Working with the WHO Tractor Ride organizers on their event plans for June.
- Collecting Grinnell Games registration, marketing the event and working on logistics. The full schedule is posted on www.grinnellgames.com.
- Partnering with Tiger Attack softball on back office support and logistics for their May tournament.
- Organizing three Friday Fests for this summer.
- Preparing for the kick-off of the Grinnell Farmers Market, which begins May 12.

OTHER PROJECTS

- Emily attended the Iowa Tourism Leadership Institute April 6-7. Was one of twelve tourism professionals to complete the second year of this program. Topics included tourism trends, marketing, branding, strategic planning, public speaking, networking and board development. This was a good opportunity to learn more about what other communities are doing across the state and to build relationships with my peers.
- Attending the Iowa Power of Travel Day in Ames on April 22. The keynote speaker is Doug Lansky, who will be speaking about what smart destinations are doing right and how to work with travel writers. Lansky is a tourism author, columnist and speaker.



**Destination Marketing & Visitor Services
- Quarterly Report -**

Report Period: December 1, 2015 - February 29, 2016

*Prepared by Emily Counts, Tourism Director
Grinnell Area Chamber of Commerce and Convention & Visitors Bureau*

SOCIAL MEDIA

Objective: Increase social channel followers and engagement. Connect users to GetIntoGrinnell.com or other partner's websites. Connect with visitors from planning through their actual visit, offering them inspiration and information.

- Throughout this quarter, we created and curated social media content with the goal of being the go-to resource for community information and inspiration. The number of fans/followers on each of our social media is as follows: Facebook-1,942, Twitter-488, Instagram-124, Pinterest-197.
- Our Google Analytics show that social media referred 15% of the traffic to our website this quarter. Our goal is to grow this percentage even higher over the summer months.
- We shared the “9 Architectural Treasures to Visit in Grinnell” blog post on Facebook and the post became one of the all-time most popular posts on our Facebook page, reaching 9,473 people.

Post Details Reported stats may be delayed from what appears on posts ✕



Grinnell Area Chamber of Commerce
Published by Emily Counts [?] · February 15 · 🌐

How much do you know about the architectural treasures located right in your own backyard? This blog post includes videos that share some of the history of each of these places.
<http://blog.traveliowa.com/.../9-Architectural-Treasures-To-V...>



9 Architectural Treasures to Visit in Grinnell
The next time you decide to go on a treasure hunt, Grinnell should be at the top on your list. This town is full of architectural treasures with a wide variety of architectural styles by renowned architects, and they attract visitors from around...
BLOG.TRAVELIOWA.COM

9,473 People Reached

356 Likes, Comments & Shares

263 <small>Likes</small>	46 <small>On Post</small>	217 <small>On Shares</small>
31 <small>Comments</small>	3 <small>On Post</small>	28 <small>On Shares</small>
62 <small>Shares</small>	61 <small>On Post</small>	1 <small>On Shares</small>

696 Post Clicks

2 <small>Photo Views</small>	502 <small>Link Clicks</small>	192 <small>Other Clicks ⓘ</small>
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NEGATIVE FEEDBACK

8 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

- We shared the new “Notable Grinnellians” webpage on Facebook and the post was quite popular with a total reach of 2,401 people. Interesting content helps us tell our community’s story and is something we can incorporate into future history-related promotions.

Grinnell Area Chamber of Commerce
Published by Emily Counts [?] · February 16 · 🌐

Local resident and historian Dan Kaiser shared a great list of notable Grinnellians with us, so we've added it to our website so you can take a look, too! Did you know all of these people have ties to Grinnell?



2,401 People Reached

47 Likes, Comments & Shares

33 Likes	15 On Post	18 On Shares
6 Comments	4 On Post	2 On Shares
8 Shares	4 On Post	4 On Shares

350 Post Clicks

0 Photo Views	154 Link Clicks	196 Other Clicks 📄
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Notable Grinnellians - Grinnell Area Chamber of Commerce

Notable Grinnellians - Grinnell Area Chamber of Commerce

DIGITAL

Objective: Position GetIntoGrinnell.com as the go-to source of information and inspiration about Grinnell. Increase traffic to GetIntoGrinnell.com.

- Traffic to www.GetIntoGrinnell.com increased substantially from last quarter. We had 30,495 pageviews, and increase of 53.77% over last quarter. Our pages per session increased 7.61% over last quarter, with our pages per session at 4.19 this quarter.
- In December, we finalized our digital content plan for the 2016 calendar year, which included a variety of blog post and web content topics. Content will primarily be for the “Things To Do” section, as well as some things related to group travel and event planning.
- Our new website design from last Fall has enabled us to start creating some new content, which we will continue to build on throughout this year. Some examples of tourism content we’ve created include:
 - A “[Notable Grinnellians](#)” page with short biographies about various people of note in Grinnell’s history.
 - Added group tour itinerary samples to the [Group Tours](#) page of our website in January. This has already resulted in two phone calls from tour planners who had specifically looked at the examples and were interested in bringing their groups to do them.
 - In the weeks leading up to the NCAA DIII National Track & Field Championships, we created a special landing page for track meet visitors. This included links to restaurant lists, maps, things to do, etc.

PUBLIC RELATIONS

Objective: Raise top-of-mind awareness of Grinnell in the state of Iowa. Build relationships and communicate regularly with Iowa media and tourism industry.

- Published a blog post titled “[9 Architectural Treasures to Visit in Grinnell](#)” on the Iowa Tourism blog. It was their highest-viewed blog post of the week. They later shared it on the Travel Iowa Facebook page, which received 75 likes and 45 shares! Two groups even started

planning their visit in the comments of the post.

IA Travel Iowa
February 19 at 2:02pm · 🌐

Iowa is full of architectural treasures. Check out a few that call Grinnell home! #ThisIowa



9 Architectural Treasures to Visit in Grinnell
The next time you decide to go on a treasure hunt, Grinnell should be at the top on your list. This town is full of architectural treasures with a wide variety of architectural styles by renowned architects, and they attract visitors from around...
BLOG.TRAVELIOWA.COM

Like Comment Share

75 Top Comments

45 shares 4 comments

Write a comment...

Grinnell Area Chamber of Commerce Thanks for sharing!
Like · Reply · 3 · Commented on by Emily Counts [?] · February 19 at 2:11pm

Cheryl McCaskey Tracy Coon, Judi Braaksma, Donna Keesling, Judy Oxenreider Bonnett -- we need to go here 😊
Like · Reply · 1 · February 19 at 7:56pm

Tracy Coon Okay. Let's go.
Like · Reply · 1 · February 19 at 8:02pm

Cheryl McCaskey I sent an email to all 😊
Like · Reply · 1 · February 19 at 8:03pm

Donna Keesling Mary said she couldn't join us on the 4th. Do we want to pick another date? Grinnell looks fun.
Like · Reply · 2 · February 19 at 9:28pm

Judi Braaksma Looks like fun.
Like · Reply · 1 · February 19 at 9:28pm

Cheryl McCaskey throw out some dates that work for you
Like · Reply · February 19 at 9:29pm

- Began working with Noga Ashkenazi, a Grinnell College alum and a Filmmaker, who is planning to shoot her next feature film in Grinnell in July. Have connected her with various people in town as well as helping her get permission to shoot at venues/businesses.

PAID MEDIA

Objective: Raise awareness about Grinnell as destination in the state of Iowa. Focus on target markets through niche advertising, centered on our three tourism strategies. Develop cooperative marketing opportunities for local businesses/attractions to increase their reach and reduce overall marketing expenses while creating a unified, intentional message and brand promise.

- We are partnering with Madden Media for search engine marketing management for four months, which will begin in May. Leading up to May, we will be working with their team to develop a marketing strategy and plan for those four months.
- Started working on the design for two co-op print ads that will run in The Iowan Magazine this year. Will be seeking partnership from local businesses/attractions to partner with us on these ads.
- Working with IA Magazine on an advertisement featuring Grinnell for their annual publication, which will be published in October.

VISITOR CENTER

Objective: Operate a physical downtown visitor center that serves as the official first point of contact, or "front door," to the community. Assist visitors and ensure they have a good experience in Grinnell. Answer requests for visitor information.

- Prepared itineraries for 9 tour groups planning visits to Grinnell this summer. Will continue to coordinate with them leading up to their tours.
- Set up and staffed a visitor information table during the NCAA DIII National Track & Field Championships March 10-12 at Grinnell College.
- Followed up with all tour planners that attended the Travel Iowa Marketplace last November.
- Coordinated weekend docent schedule for the Visitor Center.

COMMUNITY EVENTS

Objective: Add to the vitality of the community by hosting public events. These events add activity and entertainment, and draw attendees from the surrounding area. Use events as a reason to communicate with media.

- Successfully recruited the annual WHO tractor ride to Grinnell this summer for the ride's 20th anniversary. Participants will be in Grinnell Sunday, June 26 through Wednesday, June 29. An estimated 600-700 tractors and 800 people will be involved in the event. We are now working with the organizers on logistics including catering, lodging, venues, etc.
- Began working with the All-Class Reunion on details of their event this July.
- Worked with Summer Fest organizers on details of their June event.
- Announced Grinnell Games schedule. The event is June 11-12, with the largest new event being a UV Splash color run/bike.
- Recruiting vendors for the Grinnell Farmers Market, which begins May 12. Also working on additional entertainment/programming for the market this year.

OTHER PROJECTS

- Attended two Central Iowa Tourism Region (CITR) meetings as well as one Iowa Destination Marketing Alliance (IDMA) meeting.
- Volunteered as a member of the planning committee for the 2016 Iowa Travel Marketplace.
- Was accepted to attend the Iowa Tourism Leadership Institute that will take place in April.

2015-2020 Iowa Tourism Industry Sector Plan



**Iowa Tourism Industry
Sector Plan Advisory Team**

October 2015

Developed with
the Assistance of:



Institute for Decision Making | University of Northern Iowa

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I. Overview of the Plan and the Process

Why Now? – The Need

Iowa has an opportunity through the *2015-2020 Iowa Tourism Industry Sector Plan* to unite as an industry and chart its path toward being a world-class place to visit, live and work. Global competition for tourists continues to increase; and a plan is needed to ensure Iowa remains competitive. Iowa's needs to build on its tourism asset base and its successes, yet continue to be innovative and competitive. The *2015-2020 Iowa Tourism Industry Sector Plan* is industry driven, built on the vision and input gathered from hundreds of Iowa's tourism stakeholders. The plan envisions Iowa's tourism stakeholders working together to strengthen Iowa's tourism product by fully utilizing all of its tourism assets; working in collaboration and pooling resources to strengthen Iowa's tourism marketing; and working to build broad public appreciation and support for the tourism industry as a major economic driver for Iowa.

The *2015-2020 Iowa Tourism Industry Sector Plan* sets out five priority outcomes and competitive factors that are shared by the tourism industry:

1. Increase economic growth through targeted marketing
2. Enhanced unique tourism experiences
3. Improved collaboration, partnerships and expertise among industry stakeholders
4. Increased level of support and resources for the tourism industry
5. Elevated understanding and responsiveness to the changing visitor needs, offerings and Iowa's competitive position

How Was the Plan Developed? – The Planning Process

Customized Approach:

The Institute for Decision Making at the University of Northern Iowa developed and implemented a customized approach to develop the *2015-2020 Iowa Tourism Industry Sector Plan* built on input from a broad group of tourism stakeholders. The Travel Federation of Iowa organized the planning effort and identified a broad based Iowa Tourism Industry Sector Plan Advisory Team (22 members) to lead and oversee the development of the Vision and Strategic Plan. The Plan is designed to facilitate collaboration. It is structured in a way that outlines (1) the shared vision for tourism in Iowa, (2) desired outcomes for the tourism industry in the next

five years, (3) and objectives for achieving those outcomes. Various tourism industry stakeholders will be responsible for implementation.

Research and Planning:

Research was a critical step in the planning process involving two key areas. The first involved reaching out to tourism stakeholders and conducting a statewide county-level tourism assets inventory and gathering stakeholder input regarding their desired vision for Iowa tourism for the next five years. The second involved an analysis of the tourism industry including trending visitor volume, spending, tourism funding, travelers' preferences and other market and industry trends. Input was gathered from state agencies, destination marketing organizations, tourism-related associations, tourism attractions, arts and cultural organizations, transportation entities, sports organizations, hoteliers, etc. The stakeholder input and market/industry analysis established a comprehensive view of Iowa's diverse tourism industry, allowing the Iowa Tourism Industry Sector Plan Advisory Team to gain an understanding of the current state of tourism in Iowa, including lures, challenges and unique assets. Three visioning and planning sessions with the Advisory Team were conducted April – July 2015 to draft the plan.

What Are the Next Steps? – Plan Adoption/Endorsement & Implementation Launch

The adoption and endorsement process will be conducted July – September 2015. This process includes presentation by the Advisory Team to entities and organizations identified to take “Lead Responsibility” for implementing specific objectives in the *2015-2020 Iowa Tourism Industry Sector Plan*. Once these entities and organizations endorse the plan and adopt objectives, a final document will be prepared and presented at the Iowa Tourism Conference in October 2015 and thus launching implementation.

Implementation sessions with tourism stakeholders and implementing organizations will be held November 2015 – March 2016 to develop suggested implementation strategies.

The Iowa Tourism Industry Sector Plan Advisory Team will monitor and report progress on an annual basis during the implementation phase of the five-year plan period.

II. Shared Vision for Tourism In Iowa

In 2020 Iowa is a vibrant tourism destination with ...



Thriving communities inspiring visitors through unique attractions, accommodations, local foods, beverages, events and an authentic sense of place



A recognized brand showcased through innovative marketing built around increased public-private collaborations



A tourism industry recognized as a leader in growing Iowa's economy and creating compelling reasons for individuals to choose to live, work and travel in Iowa

III. Priority Outcomes and Objectives

Marketing & Promotions

Priority Outcome 1: Increased economic growth through targeted marketing

Objective	Lead Responsibility	Supporting Responsibility	Timeline	Potential Measures of Success
<p>Objective 1.1: Develop strategies for leveraging and expanding co-branding local, regional and statewide tourism assets with the Travel Iowa brand to provide a consistent message to travelers and elevate Iowa tourism within and outside of Iowa.</p>	<ul style="list-style-type: none"> • Iowa Tourism Office • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region 	<ul style="list-style-type: none"> • Department of Cultural Affairs • Travel Federation of Iowa • Iowa Chamber Alliance • Iowa League of Cities • Iowa Destination Marketing Alliance • Local destination marketing organizations 	October 2015	<ul style="list-style-type: none"> • Brand utilized consistently across Iowa
<p>Objective 1.2: Increase offerings and participation in the Iowa Tourism Office’s Cooperative Partnership Program.</p>	<ul style="list-style-type: none"> • Iowa Tourism Office • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region 	<ul style="list-style-type: none"> • Travel Federation of Iowa • Iowa Destination Marketing Alliance 	May 2016	<ul style="list-style-type: none"> • Program sells out

<p>Objective 1.3: Increase the amount of public and private investments and collaboration in tourism marketing at the local, regional and state levels.</p>	<ul style="list-style-type: none"> • Travel Federation of Iowa • Iowa Destination Marketing Alliance 	<ul style="list-style-type: none"> • Iowa Tourism Office • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region 	<p>January 2017</p>	<ul style="list-style-type: none"> • Level of increased funding • The number of new collaboration and projects
<p>Objective 1.4: Collaborate with other economic development organizations and the private sector to integrate workforce retention and attraction strategies into tourism marketing efforts.</p>	<ul style="list-style-type: none"> • Iowa Economic Development Authority • Iowa Workforce Development • Professional Developers of Iowa • Travel Federation of Iowa 	<ul style="list-style-type: none"> • Colleges and universities • Iowa Tourism Office • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region • Iowa Association of Regional Council of Governments 	<p>January 2016</p>	<ul style="list-style-type: none"> • Retention and growth in workforce • Increase in the number of visitors

Tourism Product Enhancement

Priority Outcome 2: Enhanced unique tourism experiences

Objective	Lead Responsibility	Supporting Responsibility	Timeline	Potential Measures of Success
<p>Objective 2.1: Develop a customizable hospitality training program to increase the customer service skills of frontline workers and better meet the needs of visitors.</p>	<ul style="list-style-type: none"> • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region 	<ul style="list-style-type: none"> • Travel Federation of Iowa • Iowa Tourism Office • Iowa Lodging Association • Main Street Iowa • Iowa Restaurant Association 	<p>Begin July 2016</p>	<ul style="list-style-type: none"> • Number of communities participating • Visitor ratings of their experience
<p>Objective 2.2: Challenge and assist communities to enhance their visitors' experiences by improving their attractiveness and tourism-related infrastructure, policies, services and amenities.</p>	<ul style="list-style-type: none"> • Iowa League of Cities • Iowa Downtown Resource Center – Main Street Iowa • Iowa Association of Regional Council of Governments 	<ul style="list-style-type: none"> • Travel Federation of Iowa • Local governments • State government • Private and community foundations 	<p>Launch October 2016</p>	<ul style="list-style-type: none"> • Successful projects

<p>Objective 2.3: Develop strategies to improve visitor experiences at tourism attractions through enhanced interpretation, engaging presentations, tailored amenities, and appealing facilities.</p>	<ul style="list-style-type: none"> • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region • Iowa Tourism Office • Iowa Department of Cultural Affairs 	<ul style="list-style-type: none"> • Iowa Museum Association • Travel Federation of Iowa • Silos and Smokestacks • Iowa Department of Natural Resources 	<p>Begin October 2016</p>	<ul style="list-style-type: none"> • Increased visitors • Number of attractions participating
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Industry Collaboration & Betterment

Priority Outcome 3: Improved collaboration, partnerships and expertise among industry stakeholders

Objective	Lead Responsibility	Supporting Responsibility	Timeline	Potential Measures of Success
Objective 3.1: Establish a statewide private-sector led organization to foster collaboration and partnerships, encourage innovation and advocate on behalf of the tourism industry.	<ul style="list-style-type: none"> Travel Federation of Iowa Iowa Destination Marketing Alliance Iowa Lodging Association Iowa Hospitality Association 	<ul style="list-style-type: none"> Central Iowa Tourism Region Eastern Iowa Tourism Association Western Iowa Tourism Region Iowa Group Travel Association 	Operational by January 2017	<ul style="list-style-type: none"> Number of participating partners Organization operational Funding level
Objective 3.2: Establish a statewide “Iowa Tourism Foundation” to support the tourism industry through the oversight of grant funds and the provision of education, training and research.	<ul style="list-style-type: none"> Travel Federation of Iowa Iowa Destination Marketing Alliance Iowa Lodging Association Iowa Hospitality Association 	<ul style="list-style-type: none"> Central Iowa Tourism Region Eastern Iowa Tourism Association Western Iowa Tourism Region Iowa Group Travel Association 	July 2018	<ul style="list-style-type: none"> Foundation operational
Objective 3.3: Develop a collaborative training program for tourism professionals and volunteer leadership across Iowa.	<ul style="list-style-type: none"> Central Iowa Tourism Region Eastern Iowa Tourism Association Western Iowa Tourism Region 	<ul style="list-style-type: none"> Iowa community colleges 		<ul style="list-style-type: none">

	<ul style="list-style-type: none"> • Travel Federation of Iowa • (Statewide Tourism Organization when established) 			
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Supportive Environment & Resources

Priority Outcome 4: Increased level of support and resources for the tourism industry

Objective	Lead Responsibility	Supporting Responsibility	Timeline	Potential Measures of Success
<p>Objective 4.1: Raise the awareness among policy makers and business leaders of the critical contributions tourism make to business development and the Iowa economy.</p>	<ul style="list-style-type: none"> • Travel Federation of Iowa 	<ul style="list-style-type: none"> • Iowa Destination Marketing Alliance • Iowa Lodging Association • Iowa Restaurant Association • Iowa Museum Association • Iowa Economic Development Authority • Iowa Department of Cultural Affairs • Association of Business and Industry 	October 2015	<ul style="list-style-type: none"> • Information is highly visible • Tourism-related funding increased

		<ul style="list-style-type: none"> • Professional Developers of Iowa • Iowa Chamber Alliance • Iowa Chamber of Commerce Executives • Iowa Association of Regional Council of Governments 		
<p>Objective 4.2: Create a new source of grant funding for tourism-related projects through a statewide prepared food and beverage tax.</p>	<ul style="list-style-type: none"> • Travel Federation of Iowa • Iowa Destination Marketing Alliance 	<ul style="list-style-type: none"> • Iowa Lodging Association • Iowa Restaurant Association • Iowa Museum Association 	<ul style="list-style-type: none"> • July 2019 	<ul style="list-style-type: none"> • Passage of tax

Research & Data

Priority Outcome 5: Elevated understanding and responsiveness to the changing visitor needs, offerings and Iowa’s competitive position

Objective	Lead Responsibility	Supporting Responsibility	Timeline	Potential Measures of Success
Objective 5.1: Update the County Tourism Asset Inventory on an annual basis for building awareness of what Iowa has to offer and for benchmarking.	<ul style="list-style-type: none"> • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region 	<ul style="list-style-type: none"> • Travel Federation of Iowa • Iowa Destination Marketing Alliance 	February annually	<ul style="list-style-type: none"> • Percent of counties completed
Objective 5.2: Produce an “Annual State of the Tourism Industry” report which highlights tourism’s impact on the Iowa economy and key data and trends by niche areas (i.e. food, lodging, museums, recreation, etc.).	<ul style="list-style-type: none"> • Iowa Economic Development Authority • Iowa Tourism Office 	<ul style="list-style-type: none"> • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region 	October annually	<ul style="list-style-type: none"> • Report published • Data utilized in industry planning
Objective 5.3: Establish an online repository of tourism data, case studies, presentations, impact studies and other research to serve as a resource tool for the tourism industry.	<ul style="list-style-type: none"> • Travel Federation of Iowa • (Statewide Tourism Organization when established) 	<ul style="list-style-type: none"> • 	July 2017	<ul style="list-style-type: none"> • Level of usage • Number of items posted

<p>Objective 5.4: Develop presentation templates and other customizable materials that local and regional tourism organizations can utilize in their funding efforts.</p>	<ul style="list-style-type: none"> • Travel Federation of Iowa • (Statewide Tourism Organization when established) 	<ul style="list-style-type: none"> • 	<p>December 2017</p>	<ul style="list-style-type: none"> • Usage of materials • Local funding outcomes
<p>Objective 5.5: Provide technical assistance and resources to assist local tourism organizations with the development and implementation of marketing plans and strategies.</p>	<ul style="list-style-type: none"> • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region 	<ul style="list-style-type: none"> • 	<p>January 2017</p>	<ul style="list-style-type: none"> • Number of plans developed • Increased funding for marketing plans • Increased visitations & expenditures
<p>Objective 5.6: Develop case studies of best practices that tourism attractions and organizations can utilize and model to respond to the changing needs of visitors and changes in the tourism industry.</p>	<ul style="list-style-type: none"> • Central Iowa Tourism Region • Eastern Iowa Tourism Association • Western Iowa Tourism Region 	<ul style="list-style-type: none"> • Travel Federation of Iowa • Iowa Tourism Office 	<p>January 2019</p>	<ul style="list-style-type: none"> • Number of case studies • Usage of case studies

IV. Iowa Tourism Industry Sector Plan Advisory Team Members

Tracy Arthur, Iowa Department of Cultural Affairs

R. Lee Belfield, Kirkwood Community College Culinary & Hospitality Program

Kirk Brandenberger, Keokuk Convention and Visitors Bureau

Aaron Buzza, Waterloo Convention and Visitors Bureau

Mark Eckman, Council Bluffs Convention and Visitors Bureau

Carla Eysink, Marion County Development Commission

Mathew Harris, Iowa Department of Cultural Affairs

Carrie Koelker, Eastern Iowa Tourism Association

Shawna Lode, Iowa Tourism Office

Megan McKay, Peace Tree Brewing Company

Andrew Milam, Shrine of the Grotto of the Redemption

Shirley Phillips, Western Iowa Tourism Region

Jack Roeder, Prospect Meadows

John Sutter, National Mississippi River Museum

Ann Vogelbacher, Central Iowa Tourism Region

Michelle Wilson, Iowa Dept. of Natural Resources

Sherry Vavra, Mahaska Community Recreation Foundation

Sandi Yoder, Iowa Museum Association



Destination Marketing & Visitor Services Proposal

Grinnell Convention & Visitors Bureau Plan Of Work 2016-17

Prepared by Emily Counts, Tourism Director
Grinnell Area Chamber of Commerce and Convention & Visitors Bureau

PART I

OVERVIEW

Tourism is the intentional branding of a community. We work hard to strategically increase awareness of Grinnell as a travel destination. Whether that be placing an ad, securing a regional meeting, or hosting a regional sporting event, these are all opportunities to tell Grinnell's story.

Tourism impacts the community in many ways, such as through the number of visitors who travel to Grinnell or the dollars they spend or the hotel stays they generate. When tourism can provide a unique experience for visitors, one that brings economic prosperity to our community, we also create a positive experience for those who call Grinnell home. By supporting businesses, events, and organizations that make this community vibrant, the quality of life and the opportunities available to residents increases.

➤ **Partnering with the Chamber of Commerce**

The Grinnell Area Chamber of Commerce is committed to the success and growth of the Grinnell community. We have operated the Grinnell Convention and Visitors Bureau for several years and propose continuing our public/private partnership with the City of Grinnell's Hotel/Motel Tax Committee for fiscal year 2016-17.

Many communities have found that the best way to provide destination marketing and visitor services is through a well-established organization that offers a trusted "chamber of commerce" brand. This is helpful because of the Chamber's relationships with the business community and community at large. There is synergy and efficiency in one organization operating business, tourism, and branding functions for a community.

Why the Grinnell Area Chamber of Commerce?

- Represent the largest collective voice of business in the city and county, with 300 members who represent a workforce of more than 6,000.
- Provide a qualified, experienced team that efficiently operates as an in-house marketing agency. The staff has expertise in hospitality, marketing, event management, and customer service.
- Build awareness about Grinnell through our digital marketing channels, especially GetIntoGrinnell.com and our weekly e-newsletter.
- Manage social media channels in an effort to increase awareness about Grinnell. Success in managing social media tourism goals is illustrated through the receipt of the "2014 Outstanding Social Media Execution Award" from the Iowa Tourism Office.
- Proven track record with event management and involvement with the majority of tourism events in the community.
- Maintain relationships with the Iowa Tourism Office and regularly work with their staff to gain exposure for Grinnell.
- Maintain memberships in several tourism organizations including Central Iowa Tourism Region, Travel Federation of Iowa, and Iowa Destination Marketing Alliance. Attend the annual Iowa Tourism Conference hosted by the Iowa Tourism Office.
- Maintain efficiencies by operating both the Chamber of Commerce and Convention & Visitors Bureau, which complement each other.

PART II

TOURISM STRATEGIES

With the approval of the Grinnell Hotel-Motel Tax Committee, we propose continuing our strategic direction for the fiscal year 2016-17. These three key tourism strategies were outlined this past year, and we we feel they should remain our areas of focus.

This proposal outlines the individual components of a fully integrated destination marketing and visitor services program designed to ultimately increase hotel/motel tax revenues and sales tax revenues, in alignment with the goals and objectives set by the Grinnell Hotel/Motel Tax Committee.

➤ STRATEGY #1

Position Grinnell as a sports and recreation hub in Iowa.

Grinnell is an ideal location for youth and collegiate sporting events in the region because the city boasts a large inventory of sporting event venues.

Tactics:

1. Collaborate with the Grinnell Sports Authority committee in an effort to provide support to sporting events/tournaments and sport facilities.
2. Expand information about local sporting facilities on GetIntoGrinnell.com.
3. Continue to grow Grinnell Games as Iowa's Family Sports Festival.
4. Grow awareness of Grinnell as destination for gravel bike riding enthusiasts.

Target Markets:

1. Tournament managers
2. Coaches and team leaders
3. Gravel bike riding enthusiasts
4. Athletes
5. Runners

PART II (conintued)

TOURISM STRATEGIES

► STRATEGY #2

Position Grinnell as a regional dining destination in central Iowa.

As Grinnell's reputation for dining continues to grow, our city is poised to offer travelers an authentic culinary tourism experience. We will strive to elevate Grinnell's reputation as a dining destination. We will use dining as a driver and point of differentiation to grow visitation to Grinnell.

Culinary tourism is defined by the World Food Travel Association as the pursuit of unique and memorable eating and drinking experiences, not necessarily high-end or "gourmet." Culinary tourism or food tourism is experiencing the food of the country, region, or area, and is now considered a vital component of the tourism experience.

Tactics:

1. Develop partnerships with culinary destinations in Grinnell to implement cooperative marketing campaigns.
2. Work with key Grinnell restaurants to enhance the dining experience for tourists.
3. Include the Grinnell Farmers Market in marketing to help brand Grinnell as a local foods destination.
3. Supply culinary tourism education and information to Grinnell's culinary tourism businesses.
4. Create and curate content for GetIntoGrinnell.com.

Target Markets:

1. Foodies
2. Couples
3. Women
4. Millennials

► STRATEGY #3

Position Grinnell as a statewide destination rich in history, architecture, arts, and entertainment.

Grinnell's historic buildings, especially its downtown, and its variety in architecture are attractive to travelers. We will continue to spread awareness about historic and architecturally significant landmarks in the community. We will also work in collaboration with other local organizations to brand Grinnell as a community filled with arts and entertainment.

Tactics:

1. Showcase community assets that have historic and architectural significance.
2. Develop cooperative marketing partnerships with local arts organizations and galleries.
3. Create and curate content for GetIntoGrinnell.com.

Target Markets:

1. Baby Boomers
2. Retirees
3. Architecture Enthusiasts
4. History Enthusiasts
5. Arts Enthusiasts

PART III

WORK PRODUCTS & DELIVERABLES

Through our role as the Convention and Visitors Bureau, we propose continuing our work in the following areas. We have outlined our proposed objectives and tactics in each area along with our proposed measurable benchmarks. We will submit a monthly report to the Hotel/Motel Tax Committee that provides updates in each work area based on its measurable deliverables.

SOCIAL MEDIA

Objective: Increase social channel followers and engagement. Connect users to GetIntoGrinnell.com or other partner's websites. Connect with visitors from planning through their actual visit, offering them inspiration and information.

Tactics:

1. Continue to strengthen social channels as go-to resources for community information and inspiration.
2. Develop niche social promotions designed to further our objectives in branding Grinnell as a destination for sports/recreation, dining, history, architecture, arts, and entertainment.
3. Write or assist others with writing one blog post per month for TravellIowa.com's statewide travel blog.

Deliverables:

1. Number of fans/followers on social channels (Facebook, Twitter, Instagram, Pinterest)
2. Referral traffic directed to GetIntoGrinnell.com

DIGITAL

Objective: Position GetIntoGrinnell.com as the go-to source of information and inspiration about Grinnell. Increase traffic to GetIntoGrinnell.com.

Tactics:

1. Enhance website content by adding highly engaging photos and videos that entice users to spend more time on the website and that are designed for social sharing.
2. Expand website content, centered around our objectives in branding Grinnell as a destination for sports/recreation, dining, and history/arts/architecture.
3. Partner with a local photographer to acquire new promotional photography for GetIntoGrinnell.com, GrinnellIowa.gov, and marketing materials.

Deliverables:

1. Google Analytics (number of visitors, location of visitors, traffic to tourism content)
2. Reports on new tourism content added to website

PART III (continued)

WORK PRODUCTS & DELIVERABLES

PUBLIC RELATIONS

Objective: Raise top-of-mind awareness of Grinnell in the state of Iowa. Build relationships and communicate regularly with Iowa media and tourism industry.

Tactics:

1. Target niche publications and writers/bloggers with story pitches and press releases that align with tourism strategies.
2. Increase and maintain regular contact with media.
3. Continue to grow relationship with the Iowa Tourism Office.
4. Increase and maintain the Grinnell information posted at TravelIowa.com.
5. Submit nominations and applications for community awards and accolades.
6. Develop a new branding library available to anyone who wishes to promote the community. This could include logos, photos, and video.
7. Update community profiles on review websites such as TripAdvisor, Google Places, Yelp, and Wikipedia.

Deliverables:

1. Report of work with the Iowa Tourism Office and TravelIowa.com
2. Report of completed nominations and applications for awards and accolades
3. Report of updated profiles on review websites

PAID MEDIA

Objective: Raise awareness about Grinnell as a destination in the state of Iowa. Focus on target markets through niche advertising, centered around our three tourism strategies. Develop cooperative marketing opportunities for local businesses/attractions to increase their reach and reduce overall marketing expenses while creating a unified, intentional message and brand promise.

Tactics:

1. Develop a paid media plan and secure media placements for the year.
2. Design a framework for co-op marketing opportunities and secure local partners.
3. Create advertising collateral that stays true to the Grinnell brand and focuses on our three tourism strategies.
4. Act as the creative director for tourism marketing projects.

Deliverables:

1. Copies of the creative content produced for all marketing projects
2. Ad metrics (depending on advertising medium, metrics could include circulation, audience reach, impressions, clicks, responses)

PART III (continued)

WORK PRODUCTS & DELIVERABLES

VISITOR CENTER

Objective: Operate a physical downtown visitor center that serves as the official first point of contact, or “front door,” to the community. Assist visitors and ensure they have a good experience in Grinnell. Answer requests for visitor information.

Tactics:

1. Continue to operate a visitor center in the Merchants National Bank building, staffing it with Chamber/CVB staff and volunteers.
2. Respond to all requests for information by phone, mail, and in-person.
3. Provide planning assistance to visiting groups, both large and small.
4. Provide planning assistance to groups hosting tourism events/meetings in the community.
5. Provide digital and print resources to visitors, such as dining guides and maps.

Deliverables:

- . Report on assistance provided to visiting groups and events

COMMUNITY EVENTS

Objective: Add to the vitality of the community by hosting public events. These events add activity and entertainment, and draw attendees from the surrounding area. Use events as a reason to communicate with media.

Tactics:

1. Improve and grow Grinnell Games as Iowa’s Family Sports Festival.
2. Coordinate Grinnell On The Fourth festivities including parade and fireworks.
3. Grow the Grinnell Farmers Market through increased vendors, customers, and added activities/partnerships.
4. Provide event logistics and/or marketing support to other community events that draw visitors including but not limited to Music in the Park, Grinnell Vintage Auto Show, sports events/tournaments, Arts Council events, and Grinnell College events.

Deliverables:

1. Report of event progresss
2. Post-event results reports

PART IV

PROPOSED BUDGET

The following budget outlines our proposed fees for the services detailed in this proposal.

Proposed Destination Marketing & Visitor Services Budget

Fiscal Year 2016-17

	Hotel-Motel Tax Committee Investment		Matching Investment	
	Fee For Service	Project Dev/Promotions	Chamber of Commerce	Other Partners
SOCIAL MEDIA				
Management/Creative/Strategy	\$ 2,750.00		\$ 6,000.00	
Paid Niche Social Promotions		\$ 800.00		
DIGITAL				
Management/Creative/Strategy	\$ 5,250.00		\$ 6,000.00	
Content Development		\$ 1,500.00		
Photography/Videography		\$ 1,000.00	\$ 1,000.00	
PUBLIC RELATIONS				
Management/Creative/Strategy	\$ 3,250.00		\$ 1,000.00	
PAID MEDIA				
Management/Creative/Strategy	\$ 2,750.00			
Media Placements		\$ 5,000.00		\$ 4,000.00
VISITOR CENTER				
Management/Staffing/Rent	\$ 5,250.00		\$ 5,000.00	
COMMUNITY EVENTS**				
Management/Marketing	\$ 3,250.00		\$ 5,000.00	\$ 4,000.00
INDUSTRY INVOLVEMENT/EDUCATION				
Memberships/Conferences/Webinars	\$ 1,500.00		\$ 1,500.00	
Totals	\$ 24,000.00	\$ 8,300.00	\$ 25,500.00	\$ 8,000.00

PART V

SUMMARY

The Grinnell Area Chamber of Commerce values its partnership with the Hotel-Motel Tax Committee. We feel we are uniquely positioned to carry out Grinnell's work in destination marketing and visitor services. We look forward to working with you to execute this proposed plan of work for fiscal year 2016-17. This comprehensive plan will help us focus our destination marketing and visitor services efforts, resulting in a targeted approach that uses hotel-motel tax funds efficiently by pairing them with matching funds from the Chamber of Commerce membership as well as partner businesses and organizations. We will submit a written monthly update to the Hotel-Motel Tax Committee based on the deliverables outlined in this proposal.

Thank you for your consideration and continued partnership.

FIREWORKS DISPLAY AGREEMENT

THIS AGREEMENT is made and entered into this _____ day of _____, 20____, by and between J & M Displays, Inc., an Iowa corporation, having its principal place of business at Yarmouth, Iowa, hereinafter referred to as "Seller", and _____, hereinafter referred to as "Buyer".

Seller shall furnish to Buyer one (1) fireworks display, as per the \$_____ program submitted and accepted by the Buyer, and which by reference is made a part hereof as Exhibit "A". The display is to take place on the evening of _____, 20____ at approximately _____:_____ pm, weather permitting.

IT IS FURTHER UNDERSTOOD AND AGREED BETWEEN THE PARTIES AS FOLLOWS:

1. Firing of Display (check one of the below options):

_____ Seller agrees to furnish all necessary fireworks display material and personnel for a fireworks display in accordance with the program approved by the parties. Seller agrees to comply with all local, state, and federal guidelines pertaining to the storing and displaying of fireworks.

_____ Buyer waives the services of Seller's technician. Buyer is a municipality or has a valid permit from the Bureau of Alcohol, Tobacco, Firearms & Explosives and will be firing the display. If Buyer shoots the display, proof of liability insurance is required as stated in paragraph number five (5), proof of auto insurance (if pyrotechnics will be transported), and proof of worker's compensation insurance coverage is required. Buyer agrees to comply with all local, state, and federal guidelines pertaining to the storing and displaying of fireworks.

2. Payment. The Buyer shall pay to the Seller (check one of the below options):

_____ the sum of \$_____ as a down payment upon execution of this Agreement. The balance of \$_____ shall be due and payable in full within fifteen (15) days after the date of the fireworks display. A service charge of one and one-half percent (1 ½%) per month shall be added to the unpaid balance if the account is not paid in full within fifteen (15) days from the date of the show. If this account remains unpaid and is turned over to a collection agency for non-payment, all fees incurred in collecting the balance will be at the Buyer's expense. All returned checks will be assessed a \$30.00 fee.

_____ \$_____ in full by _____ (70 days prior to the event date).
The Buyer will receive the 8% prepayment bonus product in this fireworks display.

_____ \$_____ in full by _____ (30 days prior to event date).
The Buyer will receive the 5% prepayment bonus product in this fireworks display.

3. Weather Delay/Cancellation. If Buyer postpones or cancels the fireworks display after the Seller has arrived on site and began setting up the display, the Buyer shall pay to the Seller the amount of the shoot fee \$_____ as payment in full for the postponement/cancellation fee. If the Buyer postpones or cancels the display prior to Seller arriving on site for set up, there will be no charge for rescheduling.

4. Rain Date. Should inclement weather prevent the firing of the display on the date mentioned herein, the parties agree to a mutually convenient rain date of _____ or another date as agreed to by both parties. The determination to cancel the fireworks display because of inclement weather or unsafe weather conditions shall rest within the sole discretion of the Seller. In the event the Buyer does not choose to reschedule another date or cannot agree to a mutually convenient date with the Seller, then the Seller shall be entitled to thirty percent (30%) of the contract price for full settlement of this Agreement.

5. Insurance. (Check one of the below options):

_____ Seller agrees to provide, at its expense, general liability insurance coverage, in an amount not less than \$10,000,000, and within two (2) weeks prior to the date of the fireworks display, shall submit to the Buyer, if requested in writing, a certificate of insurance. All entities listed on the certificate of insurance will be deemed an additional insured. In the event of a claim by Buyer, the applicable deductible shall be paid by the Seller.

The Seller agrees to defend, indemnify and hold harmless the Buyer and its agents, and employees from and against all claims, costs, judgments, damages and expenses, including reasonable attorney fees that may or shall arise from the performance of the fireworks by the Buyer. The Buyer agrees to give the Seller prompt notice of any claims or demands and to cooperate with the Seller or its successors in interest or assigns, if any, in the defense of any such claims and/or demands.

_____ Buyer agrees to provide, at its expense, general liability insurance coverage with a rating by AM Best of A VIII or higher, in an amount not less than \$5,000,000, and within two (2) weeks prior to the date of the fireworks display, shall submit to the Seller a certificate of insurance. All entities listed on the certificate of insurance will be deemed an additional insured. Any charge incurred from the insurance provider for additional insurance after insurance application has been sent in, shall be the responsibility of the Buyer. In the event of a claim by Seller, the applicable deductible shall be paid by the Buyer.

The Buyer agrees to hold the Seller harmless and defend Seller from any and all claims brought against the Seller by employees or sponsors of the Buyer for any and all acts of the Buyer relating to the event for which the fireworks is performed.

6. Buyer agrees to provide:

- (a) sufficient area for the display, including a minimum spectator set back as determined by Seller.
- (b) protection of the display area by roping off or similar facility.
- (c) adequate police protection to prevent spectators from entering display area.
- (d) dry, clean sand, if needed, for firing.
- (e) inspection and cleanup of fireworks debris in the fallout zone of the shoot site at first light the morning following the display for anything that may have been missed at the night search.
- (f) necessary local permits.

7. No representation of affirmation of fact, including but not limited to statement regarding capacity, suitability for use, or performance of equipment or products shall be, or deemed to be a warranty by the Seller for any purpose, nor give rise to any liability or obligation of the Seller whatsoever, except for acts of Seller's negligence as above stated.

8. It is further understood and agreed that nothing in this Agreement shall be construed or interpreted to mean a partnership. Both parties hereto being responsible for their separate and individual debts and obligations, and neither party shall be responsible for any agreements not stipulated in this Agreement.

9. The parties hereto do mutually and severally guarantee terms, conditions, and payments of this Agreement. This document shall be binding upon the parties, themselves, their heirs, executors, administrators, successors and assigns.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the day and year first above written.

BY: _____
J & M Displays, Inc.
SELLER

BY: xxxxxxxxxxxxxxxx _____
Gordon R. Canfield, Mayor
BUYER

Please include the DISPLAY INFORMATION form with this Agreement so your order is processed accurately.



926 Broad Street | Post Office Box 657 | Grinnell, Iowa 50112 | 641.236.3203 | www.grinnellarts.org

April 13, 2016

MEMO

TO: Grinnell Hotel-Motel Tax Committee

FROM: Jerry Brown, president and Kelly Guilbeau, vice-president
Grinnell Area Arts Council Board

RE: Request for allocated Tourism funds

We are writing on behalf of the Board of GAAC to request \$5,155 from the Grinnell Hotel-Motel Tax Committee from those funds designated for the Grinnell Area Art Council in the current fiscal year. The attached chart documents the use of funds from September 2015 through March 2016 in several areas: Stewart Gallery, the Loft Theatre, Music in the Park, and general marketing. We are seeking funding primarily in the area of marketing, though we have included some programming funds as well (without the program, we wouldn't have anything to market!). Here are some details about each area.

In the Stewart Gallery, we have pursued a mix of local and regional artists. All of our shows in the summer and fall were with artists from outside of Grinnell: *Fork in the Fire* involved the young artists then in residence at Grinnell College, we showed photographs by J.O. Parker from Montezuma, ceramics and drawings by Jeffrey Henshaw of Cedar Rapids, and photographs by David van Allen of Cedar Rapids. In every case, people came from out of town to see the exhibition and visit Grinnell. We find this mix of local and regional to be a good fit for GAAC's mission. It celebrates what we do here, and brings in fresh voices as well. Overall attendance from July to March was 1,035.

We used the Loft Theatre for three productions. *The Fantastiks* and *Dear Elizabeth* were Grinnell Community Theatre productions (a sponsored group within GAAC), and *Coming of Age in Chore Boots* was a partnership with Riverside Theatre Company of Iowa City. We have done several of these partnerships and plan to do more in the future. All of the productions brought in visitors from beyond Grinnell and demonstrated the versatility of The Loft. Attendance totaled 549 for all 3 productions. Clearly we could (and should) have done more marketing for *Coming of Age in Chore Boots* and plan to do more in the future.

Our upcoming season of Music in the Park overlaps fiscal years for the Hotel-Motel Tax Committee. We have our schedule set now for Summer 2016, which will take place on central campus at Grinnell College and at Ahrens Park, since Central Park will not be available. With this change of location, funding for advertising and promotion is especially important. We have already made our summer ad buy with KGRN and are requesting reimbursement of those funds.

Finally we have done some more general promotion of the Arts Center and of the current Public Arts project. We are excited that artists from California and from cities across Iowa will have works of public art installed soon in Grinnell. Promotion and advertising helped us realize this broad involvement and bring attention to Grinnell.

In researching our expenses for this request, we learned that staff had not pursued marketing as vigorously as we had hoped and we will be working to make some changes in our promotions and marketing in order to attract a wider out-of-town audience through print and social media ad buys and other marketing. We will return with a final request in June (for the period April-June 2016), and will continue to track our attendance numbers for you.

If there are any other guidelines you would like to share with us, we look forward to hearing them. Thank you, so much, for your support of the arts in Grinnell.

Tourism Funding Request from Grinnell Area Arts Council

Apr-16

Areas of Funding Support	Amount Allocated	Amount claimed	Amount Requested	Balance
Stewart Gallery	\$2,000	0	\$1,413	\$587
Loft Theatre	\$3,000	0	\$2,320	\$680
Music in the Park	\$5,000	\$3,672	\$672	\$656
Marketing	\$5,000	\$1,000	\$750	\$3,250
TOTALS	\$15,000	4672	\$5,155	\$5,173

DETAIL:

GAAC Loft Theatre

2015-16

Production	Sponsor	Dates	Attendance	Marketing	Other costs
<i>Fantastiks</i>	GCT	Nov-15	366	\$690	
<i>Coming of Age in Chore Boots</i> (Riverside Theatre Production)	GAAC	01/16/2016	44	\$23	\$1,350
<i>Dear Elizabeth</i>	GCT	2/11-2/14/16	139	\$257	
TOTALS			549	\$970	\$1,350

\$2,320

Stewart Gallery

2015-16

<i>Fork in the Fire</i>	Jul 15	68	\$35	\$150
<i>Summer Reflections</i>	Aug/Sept 15	227	\$47	\$150
<i>The Village</i>	Sept/Oct 15	241	\$23	\$150
<i>Assembled Portraits</i>	Nov/Dec 15	214	\$29	\$150
CLOSED	Jan-16			\$329
<i>Middle School/High School Art Show</i>	Feb-16	111	\$25	\$150
<i>Art in Bloom</i>	Mar-16	174	\$25	\$150
TOTALS		1035	\$184	\$1,229

\$1,413

Music in the Park - 2016 season

KGRN advertising buy	Mar-16	\$672	\$672
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Note: Performance costs in June 2016 will total \$3,000.(FY16) Other PR costs TBD.

Performance costs in July and August 2016 will total approximately \$4,900.Other PR costs TBD.

General Marketing

General advertising	July-Sept 15	\$125
General Advertising	Oct-Dec 15	\$203
Public Art Initiative	Facebook ads Oct	\$100
Public Art Initiative	Facebook ads Nov	\$30
Public Art Initiative	Total Choice Feb	\$92
Iowan co-op ad	16-Apr	\$200
TOTALS		\$750

\$750

The Grinnell Sports Authority 2015-2016 Committee members:

Russ Behrens – City of Grinnell

Kelly Johnson Rose – City of Grinnell

Julie Gosselink – Ahrens Park

Rachel Bly – Grinnell College

Dustin Smith – Grinnell Little League

Chris Coffman – Grinnell Newburg School District

*Chris Coffman is a new member that will be joining our committee representing the school district.

This current fiscal year we are supporting approximately 40 different sporting events within Poweshiek County. We will give out a total of \$75,000 to these events. \$25,000 coming from the local level and an additional \$50,000 was awarded through the states Sports Authority grant. All funds must be used by June 30, 2016.

We are still accepting applications for some of the grant money if anyone is aware of any sporting events taking place in Poweshiek County. Event has to take place by June 30 or have expenses prior to June 30 if the event takes place on or after July 1.

I will share a copy of the final report that we send into the state reporting on the grant money and how it was distributed.

Kelly M Johnson Rose