



Grinnell Hotel and Motel Tax Committee  
Tentative Agenda  
Tuesday, June 28, 2016  
12:00 p.m.  
2<sup>nd</sup> floor – Council Chambers

Roll Call:

Cirks \_\_ Lang \_\_ Nowasell \_\_ Smith \_\_\_\_ Spriggs \_\_\_\_ White \_\_ Wright \_\_

1. Call Meeting to Order
2. Approve Agenda
3. Approve meeting minutes for May 24, 2016.
4. Review FY 16 Yearend Budget Report and FY 17 Monthly Budget Report
5. Consider bills for July 5, 2016 council meeting
  - Grinnell Area Arts Council – Services                      \$5,171.00.
6. Monthly CVB Report
7. Inquiries
8. Adjournment



Grinnell Hotel and Motel Tax Committee  
Minutes  
Tuesday, May 24, 2016

PRESENT: Lang, Nowasell, Smith, Spriggs and Wright. Absent: Cirks and White.

Also present were Mayor Canfield, Russ Behrens, Emily Counts and Ann Wingerter.

1. Chair Wright called the meeting to order at 12:07 p.m.
2. Lang made the motion, second by Spriggs to approve the agenda. AYES: All. Motion carried.
3. Lang made the motion, second by Nowasell to approve the meeting minutes for April 26, 2016. AYES: All. Motion carried.
4. The committee reviewed the Monthly Budget Report.
5. Smith made the motion, second by Lang to approve the transfer of \$30,000 to the ITM, per budget. AYES: All. Motion carried.
6. Emily Counts presented the Monthly CVB Report. She asked if the committee would be interested in contributing \$2,000 toward a four pages ad in IA magazine. Grinnell College and Falconer Gallery already are advertising in the next issue. Counts will work with her contact at the magazine and will submit a more formal proposal at the meeting on June 28.

Upcoming events:

- Friday Fest – 6/3, 7/2, 8/5
  - Grinnell Games - June 11 – 12
  - 4<sup>th</sup> of July Activities
  - Small Team Baseball Tournament
7. Russ Behrens provided an update on Spaulding Center for Transportation a/k/a ITM and the Boutique Hotel and Event Center.

The city of Grinnell has submitted an offer of \$890,000 for the ITM and is waiting to hear whether the offer was accepted.

Negotiations are finished on the sale of the Community Center building. The sale price is \$700,000 with the Hotel and Motel tax generated by the boutique hotel rebated back along with a TIF rebate. The city will set the public hearing for the sale and development agreement at their next regular meeting.

8. Paul Nowasell and Dorothy Spriggs' terms end June 30, 2016. Both are interested in serving another term. Mayor Canfield will recommend their reappointment at the next council meeting.

9. Inquiries -

Updates on Central Park construction start date, Broad Street paving, Grinnell College Block Party and the CDBG Façade grant. No action was necessary.

10. The Chair adjourned the meeting at 12:49 p.m.

Respectfully submitted by  
Ann Wingerter, Acting Secretary for the Committee



**Tourism YTD Budget Report  
May 24, 2016**

|   |                               | 2014-2015<br>ACTUAL | 2015-2016<br>BUDGET | YTD<br>ACTUAL | Proposed<br>Bills list<br>05/02/16 | 2015-2016<br>REMAINING<br>BUDGET |
|---|-------------------------------|---------------------|---------------------|---------------|------------------------------------|----------------------------------|
| <b>Beginning Balance</b>                    |                               | \$ 146,108          | \$ 196,406          | \$ 196,406    |                                    | -                                |
| Revenues:                                   |                               |                     |                     |               |                                    |                                  |
| 145-3.550.2.4780                            | Other Miscellaneous Revenue   | \$ 2,542            | \$ 500              | \$ 950        |                                    | \$ -                             |
| 145-3.550.4.4085                            | Hotel/Motel Tax               | 304,410             | 300,000             | 271,307       |                                    | -                                |
| 145-3.550.4.4300                            | Interest Earned               | 979                 | 934                 | 1,034         |                                    | -                                |
| 145-3.910.4.4790                            | H&M - Trans In (Interna       | -                   | -                   | -             |                                    | -                                |
| <b>Total Revenues</b>                       |                               | \$ 307,931          | \$ 301,434          | \$ 273,291    |                                    | \$ -                             |
| Expenditures:                               |                               |                     |                     |               |                                    |                                  |
| 145-4.550.1.6020                            | Part Time Salaries            | 8,001               | 18,625              | 15,041        | -                                  | 3,584                            |
| 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               | 4,106         | -                                  | 1,394                            |
| 145-4.550.2.6525                            | GAAC - Projects               | 12,000              | 15,000              | 9,827         | -                                  | 5,173                            |
| 145-4.550.2.6526                            | Project Development/other exp | 35,000              | 25,000              | 593           | -                                  | 24,407                           |
| 145-4.550.2.6527                            | Fees for Service              | 16,372              | 35,000              | 23,816        | -                                  | 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        | -                                  | -                                |
| <b>Total Expenditures</b>                   |                               | \$ 95,133           | \$ 116,175          | \$ 66,459     | \$ -                               | \$ 49,716                        |
| 145-4.910.5.6911                            | TRANSFERS                     | \$ -                | \$ -                | \$ -          |                                    |                                  |
|   | 313 ITM Museum                | 30,000              | 50,000              | 50,000        | -                                  | -                                |
|   | 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        | -                                  | -                                |
| <b>Total Transfers</b>                      |                               | \$ 162,500          | \$ 217,500          | \$ 217,500    | \$ -                               | \$ -                             |
| <b>Total Expenditures and Transfers Out</b> |                               | \$ 257,633          | \$ 333,675          | \$ 283,959    | \$ -                               | \$ 49,716                        |
| <b>Ending Balance</b>                       |                               | \$ 196,406          | \$ 164,165          | \$ 185,738    |                                    |                                  |



**Tourism YTD Budget Report  
June 28, 2016**

|  | 2015-2016<br>ACTUAL | 2016-2017<br>BUDGET | YTD<br>ACTUAL     | Proposed<br>Bills list<br>07/05/16 | 2015-2016<br>REMAINING<br>BUDGET |
|--|---------------------|---------------------|-------------------|------------------------------------|----------------------------------|
| <b>Beginning Balance</b>                       | <b>\$ 146,108</b>   | <b>\$ 135,440</b>   | <b>\$ 135,440</b> |                                    | <b>-</b>                         |
| Revenues:                                      |                     |                     |                   |                                    |                                  |
| 145-3.550.2.4780 Other Miscellaneous Revenue   | \$ 950              | \$ 500              | \$ -              |                                    | \$ -                             |
| 145-3.550.4.4085 Hotel/Motel Tax               | 271,307             | 306,000             | -                 |                                    | -                                |
| 145-3.550.4.4300 Interest Earned               | 1,034               | 800                 | -                 |                                    | -                                |
| 145-3.910.4.4790 H&M - Trans In (Interna       | -                   | -                   | -                 |                                    | -                                |
| <b>Total Revenues</b>                          | <b>\$ 273,291</b>   | <b>\$ 307,300</b>   | <b>\$ -</b>       |                                    | <b>\$ -</b>                      |
| Expenditures:                                  |                     |                     |                   |                                    |                                  |
| 145-4.550.1.6020 Part Time Salaries            | 15,042              | 20,500              | -                 | -                                  | 20,500                           |
| 145-4.550.1.6210 Dues, Memberships             | 1,076               | 2,000               | -                 | -                                  | 2,000                            |
| 145-4.550.2.6413 Pymts to Agencies             | -                   | -                   | -                 | -                                  | -                                |
| 145-4.550.2.6414 Music in the Park             | -                   | -                   | -                 | -                                  | -                                |
| 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             | 4,105               | 5,500               | -                 | -                                  | 5,500                            |
| 145-4.550.2.6525 GAAC - Projects               | 9,827               | 15,000              | -                 | 5,171                              | 9,829                            |
| 145-4.550.2.6526 Project Development/other exp | 593                 | 25,000              | -                 | -                                  | 25,000                           |
| 145-4.550.2.6527 Fees for Service              | 23,816              | 35,000              | -                 | -                                  | 35,000                           |
| 145-4.550.2.6528 Mini-Grant Awards             | 2,000               | 5,000               | -                 | -                                  | 5,000                            |
| 145-4.550.2.6529 Fireworks                     | 10,000              | 10,000              | -                 | -                                  | 10,000                           |
| <b>Total Expenditures</b>                      | <b>\$ 66,459</b>    | <b>\$ 118,050</b>   | <b>\$ -</b>       | <b>\$ 5,171</b>                    | <b>\$ 112,879</b>                |
| 145-4.910.5.6911 TRANSFERS                     |                     |                     |                   |                                    |                                  |
| 313 ITM Museum                                 | \$ 50,000           | \$ 100,000          | \$ -              | -                                  | 100,000                          |
| Sports Authority                               | 25,000              | 25,000              | -                 | -                                  | 25,000                           |
| Central Park/Gr Pls/4th Ave                    | 105,000             | 105,000             | -                 | -                                  | 105,000                          |
| 001 General Fund                               | 37,500              | 37,500              | -                 | -                                  | 37,500                           |
| <b>Total Transfers</b>                         | <b>\$ 217,500</b>   | <b>\$ 267,500</b>   | <b>\$ -</b>       | <b>\$ -</b>                        | <b>\$ 267,500</b>                |
| <b>Total Expenditures and Transfers Out</b>    | <b>\$ 283,959</b>   | <b>\$ 385,550</b>   | <b>\$ -</b>       | <b>\$ 5,171</b>                    | <b>\$ 380,379</b>                |
| <b>Ending Balance</b>                          | <b>\$ 135,440</b>   | <b>\$ 57,190</b>    | <b>\$ 135,440</b> |                                    |                                  |



926 Broad Street | Post Office Box 657 | Grinnell, Iowa 50112 | 641.236.3203 | [www.grinnellarts.org](http://www.grinnellarts.org)

June 20, 2016

MEMO

TO: Grinnell Hotel-Motel Tax Committee  
FROM: Jerry Brown, president and Kelly Guilbeau, vice-president  
RE: Request for allocated Tourism funds

Fiscal Year 2015-16

We are writing on behalf of the Board of GAAC to request \$5,171 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 April through June 17, 2016 in several areas: Stewart Gallery, 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!). This request leaves us with \$2.00 unspent in our Tourism allocation for the year.

In the Stewart Gallery, we have had 3 exhibitions this spring: *Scenes from an Invisible Life* with Sara Peak Convery and Cyd Peak from Chicago, our annual Elementary and Christian School exhibition, and *Beautiful Botanicals* with Cynthia Sherman and Stephanie Conner. We put an especial push on marketing for *Scenes from an Invisible Life* since the artists grew up in rural Grinnell and we hoped to attract a wider county audience. We promoted both the exhibition opening, and a second event with a reading by Cyd and a screening of Sara's film. We used Facebook advertising as well as print ads. Overall attendance from April till now is 577 (compared with 1,035 for the previous 9 months).

Music in the Park overlaps fiscal years for the Hotel-Motel Tax Committee. We kicked off Summer 2016 on June 2 with a concert planned in connection with the Grinnell College reunion. The rest of the June line-up features the Community Band, and we are including a request for funds to pay the Community Band for this month's concerts. The June concerts take place on central campus at Grinnell College, then switch in July to Ahrens Park, since Central Park will not be available. With this change of location, we increased our advertising so people know where to find us, and are requesting reimbursement for those ads. Attendance at the 3 concerts so far stands at 229.

Finally we have done some more general promotion of the Arts Center and of Rurally Good, hosted at Grin City on June 11. Rurally Good in particular brought people from out of town (Des Moines, Minneapolis, Chicago, Iowa City) and had an attendance of 175. Promotion and advertising helped us realize this broad involvement and bring attention to Grinnell.

Fiscal Year 2016-17

Thank you for allocating \$15,000 again to the Grinnell Area Arts Council for 2016-17. Based on our experience this year, we suggest that the funds be allocated as follows:

|                   |          |
|-------------------|----------|
| Stewart Gallery   | \$ 2,500 |
| Loft Theatre      | \$ 3,500 |
| Music in the Park | \$ 6,000 |
| General Marketing | \$ 3,000 |

We are putting more funds towards Music in the Park so that we can buy some new sound equipment to use on the new stage in Central Park. Let us know if you have any questions. Thank you, so much, for your support of the arts in Grinnell.

| Tourism Funding Request from Grinnell Area Arts Council |                  |                |                  |            |             |         |
|---|------------------|----------------|------------------|------------|-------------|---------|
| Jun-16  |                  |                |                  |            |             |         |
| Areas of Funding Support                                | Amount Allocated | Amount claimed | Amount Requested | Balance    |             |         |
| Stewart Gallery   | \$2,000          | 1413           | \$914            |            |             |         |
| Loft Theatre  | \$3,000          | 2320           | \$0              |            |             |         |
| Music in the Park                                       | \$5,000          | \$4,344        | \$3,770          |            |             |         |
| Marketing   | \$5,000          | \$1,750        | \$487            |            |             |         |
| <b>TOTALS</b>   | <b>\$15,000</b>  | <b>9827</b>    | <b>\$5,171</b>   | <b>\$2</b> |             |         |
| <b>DETAIL:</b>  |                  |                |                  |            |             |         |
| Production  | Sponsor          | Dates          | Attendance       | Marketing  | Other costs |         |
| <b>Stewart Gallery</b>                                  |                  |                |                  |            |             |         |
| <b>2015-16</b>  |                  |                |                  |            |             |         |
| <i>Sara Peak Convery</i>                                |                  | April 2016     | 123              | \$418      | \$150       |         |
| <i>Elementary Art</i>                                   |                  | May 2016       | 408              | \$23       | \$150       |         |
| <i>Beautiful Botanicals</i>                             |                  | June 2016      | 46               | \$23       | \$150       |         |
|   |                  |                | 577              | \$464      | \$450       | \$914   |
| <b>Music in the Park - 2016 season</b>                  |                  |                |                  |            |             |         |
| Advertising   |                  |                |                  | \$669      |             |         |
| ASCAP license   |                  |                |                  |            | \$101       |         |
| Community Band fee                                      |                  |                |                  |            | \$3,000     | \$3,770 |
| June 2 (with College Reunion)                           |                  |                | 70               |            |             |         |
| June 9 -Community Band                                  |                  |                | 83               |            |             |         |
| June 16 - Community Band                                |                  |                | 76               |            |             |         |
| Total   |                  |                | 229              |            |             |         |
| <b>General Marketing</b>                                |                  |                |                  |            |             |         |
| General advertising                                     |                  | May            |                  |            |             |         |
| Rurally Good  | advertising      | June           | 175              | \$423      |             |         |
| Other marketing   | banner           | June           |                  | \$64       |             |         |
|   |                  |                |                  | \$487      |             | \$487   |



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

**Report Period: March 1 - June 15, 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-2,020, Twitter-498, Instagram-227, Pinterest-204.
- Received the 'Publication of the Year' award at the Mid-America Chamber Executives conference for our weekly email newsletter. The association recognized the high readership and quality of this publication, which is one of our primary communication vehicles for promoting happenings in the community.
- Shared our new *Ladies' Day Out In Grinnell* itinerary on Facebook in April. The post reached 1,695 people organically in the first three days and demonstrated the success our digital content can have online. We continue to share this post and others like it periodically.

Post Details

Engaging Post

**Grinnell Area Chamber of Commerce**  
Published by Emily Counts (P) · 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 - Grinnell Area Chamber of Commerce**

1,695 people reached

Boost Post

👍 Dorothy Spriggs, Steph Peiffer Hoopes and 6 others

👍 Like    💬 Comment    ➦ Share

Reported stats may be delayed from what appears on posts

**1,695** People Reached

**19** Reactions, Comments & Shares

|                   |                  |                    |
|-------------------|------------------|--------------------|
| <b>15</b> Like    | <b>7</b> On Post | <b>8</b> On Shares |
| <b>1</b> Wow      | <b>1</b> On Post | <b>0</b> On Shares |
| <b>0</b> Comments | <b>0</b> On Post | <b>0</b> On Shares |
| <b>3</b> Shares   | <b>2</b> On Post | <b>1</b> On Shares |

**173** Post Clicks

|                      |                        |                        |
|----------------------|------------------------|------------------------|
| <b>0</b> Photo Views | <b>116</b> Link Clicks | <b>57</b> Other Clicks |
|----------------------|------------------------|------------------------|

**NEGATIVE FEEDBACK**

|                         |                         |
|-------------------------|-------------------------|
| <b>1</b> Hide Post      | <b>0</b> Hide All Posts |
| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

## 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](http://www.GetIntoGrinnell.com) increased substantially from last quarter. We had 46,245 pageviews, and increase of 70.61% over last quarter. Our pages per decreased this quarter to 3.72. While we did see a decrease, it is not something we are overly concerned with but will monitor to be sure we're staying above 3 pages/session average.
- We attribute the majority of our increased website traffic from this quarter to a large increase in traffic referrals in organic search, which increased 67.42% this quarter over last. This increase in organic search traffic is the result of the search engine ads we began running in May. These ads

are being managed by Madden Media. The top ten performing Google Adwords for the month of May were:

1. Grinnell iowa
  2. Iowa festivals
  3. Iowa history
  4. Rock creek campground
  5. Rivers in iowa
  6. Iowa calendar of events
  7. Iowa concerts
  8. Iowa event calendar
  9. Grinnell iowa maps
  10. Things to do Grinnell iowa
- We continue to add new tourism focused content to [getintogrinnell.com](http://getintogrinnell.com), primarily in our new Things To Do section of the website. This section has been popular already, and ranked as the #5 most popular page on our website. Some examples of tourism content we've created this quarter include:
    - Added Weekend Fun & Family Time categories to the Things To Do lists on [www.getintogrinnell.com](http://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.
    - Published a Kit-Friendly Summer Activities list, featuring summertime activities, camps, and activities for kids in Grinnell.

## 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.*

- Continue to serve as a community resource for the Grinnell College alum and filmmaker, Noga Ashkenazi, who is shooting a feature film in Grinnell in July.
- Began working with Noga Ashkenazi, a Grinnell College alum and a Filmmaker, who is
- Wrote an original blog post for the Travel Iowa blog that promoted Grinnell Games and Summerfest activities for families called [7 Entertaining Activities To Jumpstart Your Family's Summer This Saturday](#). The post was their most popular post of the day.
- Travel Iowa featured a Ladies' Day Out in Grinnell itinerary along with itineraries from Des Moines, Iowa City, Cedar Rapids and Burlington in a blog post titled "A Getaway With The Gals". They shared the blog post on the Travel Iowa Facebook page on June 9, and that post received 73 shares.



- 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.
- Currently updating all listings for Grinnell attractions and businesses on [traveliowa.com](http://traveliowa.com). Updates must be made in July to be printed in the new Iowa Travel Guide that will be published this winter.

## 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.*

- Designed two full-page ads in *The Iowan Magazine* for their summer issues. The first ad focused on arts and entertainment, and the second ad focused on dining. Coordinated the sale of ad space within the cooperative ad framework, worked with all partner businesses/organizations on their ad content and completed graphic design for both ads.

### Get Into Art & Entertainment

Grinnell, Iowa, is rightfully known as the "Jewel of the Prairie" with its 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 gateway 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**

### Get Into Delicious Food

Grinnell is truly one of Iowa's premier dining destinations. Few towns offer the wide variety of many incredible dining experiences that 22 restaurants delight diners in Grinnell. From a quick bite to eat with the kids to a romantic evening out, experiences made from scratch delights, save local foods, cool off with ice cream or stop for happy hour at one of our many independent restaurants. Your taste buds will thank you.

Grinnell's central location on Interstate 80, equidistant between Des Moines and Iowa City, makes it a convenient gateway 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 Bucknaburn Center for the Arts, designed by Greg Pahl, 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.

**GRINNELL.IOWA/FAULCONER.GALLERY**  
641.236.6660

#### 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 historic 114-year old structure which once served as the Steiner Library, but is today known as the Grinnell Arts Center. Programs based at the Arts Center include: Grinnell Area Academy, hand-on classes for all ages, and the Left Theatre. Other programs of the Arts Council include: Community Band, Gem City Collective, Grinnell Community Theatre, Music in the Park, and Turlah's Li bagpipe band. Grinnell Area Arts Council staff and volunteers support a lively program of monthly year-round and welcome visitors to the Arts Center as well as to community performances and events.

**GRINNELLARTS.ORG** | 641.236.3203

#### 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 saw-tooth stained glass windows to the majestic granite stairs leading to the entrance to the granite-clad 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

#### COMMUNITY FESTIVALS

Grinnell offers an abundance of community events and festivals in the summer months. Grinnell's famous Family Sports Festival, kicks off the summer June 11-12 with two days of activities 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 9 a.m. to 6 p.m., and Saturday from 10 a.m. to noon from mid-May through mid-October. Enjoy a summer night at Friday Freq, a downtown block party with live music and cold beverages, June 3, July 2 and August 5. See the online community event calendar for all upcoming events.

**GETINTOGRINNELL.COM** | 641.236.6555

#### DARI BARN

The Dari Barn is an iconic ice cream and sandwich shop open daily from 10 a.m. to 10 p.m., mid-March through mid-October. Dari Barn serves creamy soft serve ice cream and yogurt available in a variety of treats. Tenderloins, barn burgers, chicken houses, homemade guinea grinders and many delectable sides are also on the menu. Come sit outside at our picnic tables and enjoy a beautiful Iowa day or evening while watching one of our grasshoppers, pole beans or turkeys!

**FACEBOOK.COM/DARIBARN** | 641.236.7828

#### PAGLIA'S PIZZA

Paglia's serves pizza, pasta and sandwiches, and is known for their thin and crispy pizzas topped with hand-sliced pork and beef, fresh vegetables, homemade sauces and custom-blended mozzarella. They also offer thick crust and gluten free crust. In one week, they use 400 pounds of pork and beef, 600 pounds of mozzarella cheese, 1000 pounds of dough and 200 gallons of sauce. Located in a former Army dormitory built in the 1920s, they are open every evening of the week.

**#GRINNS.COM** | 641.236.5331

#### PRAIRIE CANARY

All Prairie Canary, we believe our customers care about where their food comes from. We do, too. We source locally whenever possible and regularly feature farmer market produce. We serve Iowa beef and pork, and our chicken is non-caged and antibiotic free. We are proud to have 10 local craft beers on tap. Check our Facebook page for upcoming live music and karaoke in the Canary Underground.

**THEPRAIRIECANARY.COM** | 641.236.0205

#### RELISH

Taste the difference fresh, local food can make! From selecting seasonal produce from our local growers to working with area producers to ensure the highest quality meats, Chef Karm's love of fresh food is evident in everything we do. Our menu includes everything from great burgers and steaks to European and Mediterranean dishes at affordable prices. There is always something new to try as we bring you experimental dishes and all seasonal ingredients.

**RELISHGRINNELL.COM** | 641.236.3657

#### SOLERA WINE BAR

Solera Wine Bar is located in historic downtown Grinnell at 829 Broad Street. It offers a selection of over 100 wines and 50 beers. A small selection of tasty appetizers completes the experience. Enjoy world class offerings in an eclectic, fun and elegant atmosphere. Solera is a welcoming refuge.

**FACEBOOK.COM/SOLERAOFGRINNELL**  
641.236.0141

#### WEST SIDE FAMILY RESTAURANT

West Side is your go-to place for breakfast, lunch and dinner. Our specialties include homemade sandwiches, hand-cut steaks, in-house roasted coffee, and homemade pies. There's something on the menu for everyone in the family. Serving you since 1975, we'll take care of you when you walk through our doors. Open seven days a week.

**GRINNELLWESTSIDE.COM** | 641.236.5939

- Began four-month contract with Madden Media to run search engine ads on Google, targeting potential visitors to Grinnell and central Iowa. Initial results are shared above in the digital section of this report.
- Designed four pages of Grinnell promotional content for the program for the Small Town Baseball Tournament taking place at Ahrens Park in June.
- Reviewed the 2016-17 Iowa Tourism Co-Op Marketing Opportunities and reserved several slots for Grinnell. These spaces often go quickly, so this ensures we can participate this year and leverage our tourism dollars with those of the state. Will be reviewing these opportunities in detail with the committee in the coming months.
- Working with IA Magazine to coordinate a possible opportunity to gain exposure for the Grinnell community in their new issue being published this fall. Will continue to coordinate and bring details to potentially interested parties to achieve a cohesive Grinnell presence in the magazine.

## 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 12 tour groups planning visits to Grinnell this summer. Will continue to coordinate with them leading up to their tours.
- Led a bus tour of 52 visitors from the National Questers Convention in Des Moines in May. We visited a variety of landmarks and attractions in Grinnell during the day.
- Organized a bus tour for the Art Institute of Chicago's bus group that was in Grinnell June 8.
- Organized and led multiple downtown walking tours during Grinnell College Alumni Reunion.
- Coordinated an itinerary for and hosted the Green Hills Retirement Community group tour in Grinnell on April 12. They visited the Jewel Box Bank, Falconer 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 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.*

- The Grinnell Farmers Market has been very successful so far this season. We have created a Farmers Market landing page on [www.getintogrinnell.com](http://www.getintogrinnell.com) and set up a dedicated URL pointed to this page: [grinnellfarmersmarket.com](http://grinnellfarmersmarket.com).
- Hosted Grinnell Games June 11-12. The event went smoothly and registration appears to be on par with last year. We will be compiling the results of the festival in the coming weeks.
- Hosted a Friday Fest on June 3 and have two more planned for this summer.
- Coordinating parade entries for the Fourth of July Parade and will manage the parade day-of. Also created a formal nomination process for grand marshals this year and publicized the call for nominations. Have arranged for fireworks the evening of July 4<sup>th</sup> at Ahrens Park.
- Partnered with a local softball program to host a softball tournament that drew 28 teams to Ahrens Park in May.
- Providing planning support to the WHO tractor ride in Grinnell this summer for the ride's 20<sup>th</sup> 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.
- Collaborating with the Grinnell-Newburg All Class Reunion on festivities for their event.
- Coordinating the Grinnell Farmers Market two days per week and have live music at many of them this year.

## OTHER PROJECTS

- Elected to the Central Iowa Tourism Region board of directors.
- 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.
- Attended the Iowa Power of Travel Day in Ames on April 22.
- Attended an Iowa Destination Marketing Alliance meeting with other Convention & Visitor Bureaus from across the state.