



Grinnell Hotel and Motel Tax Committee
Tentative Agenda
Tuesday, July 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 for June 28, 2016.
4. Review FY 17 Monthly Budget Report
5. Consider bills for July 5, 2016 council meeting
 - Grinnell Area Arts Council – Services \$5,171.00
 - Grinnell Chamber of Commerce – Qtrly pymt 6,000.00
 - The Iowan Magazine Bill – Tourism portion 800.00
6. Consider Mini-grant application:
 - Grinnell Rotary Club – Kites over Grinnell \$1,000.00
7. Monthly CVB Report
 - Consider Iowa Travel Marketplace Registration
 - Consider Iowa Magazine advertising maximum \$2,000.00
8. Inquiries
9. Adjournment

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

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

Also present were Emily Counts, Rachael Kinnick and Kay Cmelik.

1. Wright called the meeting to order at 12:11 p.m.
2. Lang made the motion, second by White to approve the agenda. AYES: All. Motion carried.
3. Lang made the motion, second White to approve meeting minutes for May 24, 2016 with one correction for a misspelling of Faulconer. AYES: All. Motion carried.
4. The committee reviewed the FY 2016 yearend report and the FY 2017 monthly budget report. No action was necessary.
5. Consider bills for July 5, 2016 council meeting

- Grinnell Area Arts Council – Services \$5,171.00.

The group could not approve the Grinnell Area Arts Council bill because there was not a quorum without Lesley Wright's vote. Formal approval will be completed on July 26, 2016.

6. Emily Counts provided the CVB Monthly Report. She noted that there would be 550 tractors in town June 28 and 29. They are staying at our hotels.

She stated she was still working on the final report for the Grinnell Games but overall it went well. The new UV Splash/fun run was well received.

The 4th of July planning is in full swing. The parade is on Monday, July 4 at 5:00 p.m. followed by the fireworks at 9:00 p.m. All class reunion is on Saturday, July 2.

Kelly Rose and Emily Counts are finalizing the Sports Authority grant application which is due on July 1, 2016.

Madden Media has ads have started. It has gone really well and will run through August.

Emily noted that Iowa Tourism puts together a cooperative advertising package. She has signed Grinnell up for the program. She will come with some ideas in July. She mentioned that she would like the committee to consider advertising in the IA Magazine. She will bring more information on this item to the next meeting. There is an opportunity to share an ad with Faulconer Gallery and Grinnell for a four page spread

depending on the other small advertisers she can secure. Emily will bring back the plan for approval at the next meeting.

7. The meeting was declared adjourned at 12:50 p.m.

Respectfully submitted by
P. Kay Cmelik, Secretary for the Committee



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

	2015-2016 ACTUAL	2016-2017 BUDGET	YTD ACTUAL	Proposed Bills list 08/01/16	2015-2016 REMAINING BUDGET
Beginning Balance	\$ 196,406	\$ 244,499	\$ 244,499		-
Revenues:					
145-3.550.2.4780 Other Miscellaneous Revenue	\$ 950	\$ 500	\$ -		\$ -
145-3.550.4.4085 Hotel/Motel Tax	332,305	306,000	-		-
145-3.550.4.4300 Interest Earned	1,147	800	-		-
145-3.910.4.4790 H&M - Trans In (Interna	-	-	-		-
Total Revenues	\$ 334,403	\$ 307,300	\$ -		\$ -
Expenditures:					
145-4.550.1.6020 Part Time Salaries	17,392	20,500	970	-	19,530
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	-	6,000	19,000
145-4.550.2.6527 Fees for Service	23,816	35,000	250	800	33,950
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
Total Expenditures	\$ 68,810	\$ 118,050	\$ 6,391	\$ 6,800	\$ 104,859
145-4.910.5.6911 TRANSFERS					
ITM Conversion	\$ 50,000	\$ 100,000	\$ 100,000	-	-
Sports Authority	25,000	25,000	-	-	25,000
Central Park Project	105,000	105,000	-	-	105,000
General Fund	37,500	37,500	-	-	37,500
Total Transfers	\$ 217,500	\$ 267,500	\$ 100,000	\$ -	\$ 167,500
Total Expenditures and Transfers Out	\$ 286,310	\$ 385,550	\$ 106,391	\$ 6,800	\$ 272,359
Ending Balance	\$ 244,499	\$ 166,249	\$ 138,108		



926 Broad Street | Post Office Box 657 | Grinnell, Iowa 50112 | 641.236.3203 | 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			
TOTALS	\$15,000	9827	\$5,171	\$2		
DETAIL:						
Production	Sponsor	Dates	Attendance	Marketing	Other costs	
Stewart Gallery						
2015-16						
<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
Music in the Park - 2016 season						
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			
General Marketing						
General advertising		May				
Rurally Good	advertising	June	175	\$423		
Other marketing	banner	June		\$64		
				\$487		\$487

Grinnell Area Chamber of Commerce



PO Box 538
Grinnell, IA 50112-0538
641-236-6555
www.getintogrinnell.com

Invoice

Date	Invoice #
7/1/2016	6529

City of Grinnell
Russ Behrens
927 4th Avenue
Grinnell, IA 50112

Due Date	7/1/2016
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Description	Amount
2016-17 Tourism Services - Quarterly Payment	6,000.00

Total	\$6,000.00
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Please contact Grinnell Area Chamber of Commerce at 641-236-6555 or email rachael@getintogrinnell.com with inquiries. Thank you.

THE IOWAN ^A
 Pioneer
 Communications
 magazine [®] Publication

PO Box 2516
 Waterloo, IA 50704
 800-765-1690

Emily Counts
 Grinnell Area Chamber of Commerce
 833 Fourth Ave.
 P.O. Box 538
 Grinnell, IA 50112

DATE	INVOICE #	DUE DATE	SALES REP
6/14/2016	2016-5685	7/14/2016	Mike Kellner

Pub.	Issue	Year	Section	Ad Size	Color	Frequency	Gross	Net	Amount
The Iowan	JulAug	2016	ROP	Full Page trim	4-Color	2x	1,345.50	1,345.50	\$1,345.50
								\$1,345.50	\$1,345.50
Total									\$1,345.50

Payment is due on or before 7/14/2016.

Thank you — we really appreciate your business! Please send payment upon receipt of this invoice. There will be a 1.5% interest charge per month on invoices older than 30 days.

Payments made by credit card will show as Pioneer Communications on your statement.

Date Received: 7/22/16

Grinnell Tourism Grant Program
Grant Request Application Form

Application deadlines: January 15, April 15, July 15, October 15

Name of Organization: Grinnell Rotary Club

Address: west side family restaurant, Grinnell, IA 50112

Contact Person: Heriberto Hernández

Phone Number: 641-269-9806 or 641-275-1942

Email: hernandh@grinnell.edu

1. Project Summary (short description of project including date(s) of event if applicable):

Kites Over Grinnell is a fun family event where kids can make and fly kites. This event will feature a professional kite flyer which will put on a show for the entire ~~fami~~ public. Also, we will provide the k-4 Arts teachers at Grinnell elementary schools with material for kids to make their own kites.

2. Economic Impact on Grinnell (Describe the economic impact (hotel stays, meals, gasoline purchases, etc.) and how you will encourage "buying local" among participants.):

By hosting a large event like this one, we are certain that local businesses will benefit. Also, the professional kite flyers will stay in one of our local hotels.

3. Total estimated expenses by category:

Materials: <i>School supplies / kites</i>	\$1000
Advertising (which local outlets): <i>Newspaper, flyers, etc (propaganda), radio</i>	\$500
Other Publicity:	\$
Equipment/space rental:	\$
Honoraria or fees:	\$
Food you will purchase for the event (not food sales):	\$
Hotel/motel expenses if your group will be paying for rooms:	\$500
Printing (possible vendors):	\$
Other <i>kids prizes / Inflatables bounce house rental</i>	\$1000
Total	\$3000

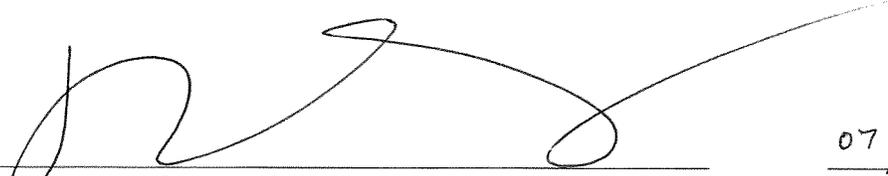
4. Income from other sources:

Individual/Organization name: <i>Grinnell Rotary Club</i>	\$1500
Individual/Organization name:	\$
Admission/participation fees (if any): <i>N/A</i>	\$
Other grants	\$
Donations	\$
TOTAL	\$1500

5. Amount being requested from Grinnell Hotel-Motel Tax Committee: \$ 1000

6. How do you plan to secure other funding (outline sources and approaches if not already noted in your Income section): *Advertising, we plan on having other sponsors.*

7. Other budget-related information you think we should know:



 Signature of Organization Representative

 07/21/16
 Date

Heriberto Hernández

 Printed Name

 2016-17 past-president
 Title

Destination Marketing & Visitor Services - Monthly Report -

Grinnell Area Chamber of Commerce

Report Period: June 20 – July 21

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.

- Continue to run social promotions and engage with travelers on social media.

DIGITAL

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

- Our Google adword campaign with Madden Media will continue through August 31. June's top ten performing Google Adwords were:
 1. grinnell iowa
 2. things to do in grinnell iowa
 3. iowa festivals
 4. rock creek campground
 5. iowa calendar of events
 6. grinnell mutual aquatic center
 7. grinnell iowa history
 8. iowa concerts
 9. grinnell ia
 10. Iowa event calendar

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 resource for the film *Saints Rest* in various capacities including recruiting extras, securing locations, arranging meet and greets, organizing meals, etc.
- Currently updating all listings for Grinnell attractions and businesses on traveliowa.com. Updates must be made in before August 1 to be printed in the new Iowa Travel Guide that will be published this winter. The Chamber manages the bulk of Grinnell listings, and we will also be reaching out to any others who's listings have fallen inactive.

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.

- Reserved co-op marketing opportunities through the statewide Iowa Tourism co-op ad program.
- Our dining themed co-op ad ran in the July/August issue of *The Iowan* magazine. Six local restaurants participated in the promotion.
- Working with *ia Magazine* on a Grinnell ad for their publication.

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 an itinerary for Treasure Tours, who is bringing a bus tour to Grinnell on July 27.
- Provided visitor information to the Iowa Salers Association cattle show that took place at the fairgrounds July 4-7.
- Provided visitor information to the Grinnell-Newburg All Class Reunion that took place July 1-4.

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.

- Coordinated Fourth of July celebrations including a block party (in conjunction with the All Class Reunion), the parade and the fireworks.
- Providing planning support to and welcomed participants of the WHO tractor ride in Grinnell June 26-29.
- Working with Grinnell College on various community components of New Student Orientation (NSO).

OTHER PROJECTS

- Submitted an application for consideration as a Sports Authority Regional District for the 2016-17 fiscal year. Our application was successful, which results in \$50,000 of state funding to support our efforts to increase sports tourism locally.
- Attended industry meetings including Iowa Destination Marketing Alliance and Central Iowa Tourism Region.

Application for Booth Space

CITR/IGTA Travel Iowa Marketplace - Thursday, November 3, 2016

Bridge View Center - Ottumwa Iowa

Applications for booth space are accepted on a first-reservation basis and while we hope to accommodate all exhibitors, registration is not guaranteed. A waiting list will be established if all booth spaces are filled.

*This application form serves as your invoice. You will not receive another invoice unless you request one.
Please make a copy of this form for your records if needed.*

Organization: _____ Contact Person: _____
 Mailing Address: _____
 City, State, Zip: _____
 E-mail: _____ Phone: _____

- 1) Affiliation with CITR or IGTA is required to participate in the marketplace. Please check **all** that apply:
- Full member of Iowa Group Travel Association
 - Private business/organization member of CITR
 - County appointed representative to CITR

2) Organization name for booth sign (**limited to 39 characters - including spaces**)

- 3) **Booth Registration Fees**
- Registration fee is \$295 (includes 1 person in the booth) \$295 – **received by September 30**
 - **Registration fee increases to \$395 after September 30** **\$395 – received after September 30**
 - Will you have a second person in your booth? If yes, add \$50 \$ _____
 - Do you need electricity? If yes, add \$55 \$ _____
 - **Total Booth Registration Fees due** **\$ _____**

Payment enclosed Payment to follow by October 14 Checks payable to Central Iowa Tourism Region.

Exhibitors are allowed to have a maximum of two people per booth. Booth fee includes 1 person and there's an additional \$50 for a second person in your booth. These must be the same two people throughout the show. You cannot bring additional people to the luncheon or show. Exhibitors can purchase more than one booth space to accommodate additional staff if needed.

- 4) Provide a brief (30 words or less) description highlighting your community, business, etc. Consider what will appeal to tour planners so they will plan to stop by your booth at the marketplace. Descriptions will be featured in the exhibitor list tour planners receive.

- 5) List special requests below (example - if you would like to be placed next to or near another exhibitor).

- 6) We agree to purchase a space at the 2016 marketplace. _____
Signature of authorized person

Return your completed application form to the Central Iowa Tourism Region
 Mail: PO Box 454, Webster City, IA 50595-0454 ~ Fax: 515-832-4809 ~ Email: ann@iowatourism.com

CITR/IGTA Travel Iowa Marketplace

Thursday, November 3, 2016 | Bridge View Center, Ottumwa Iowa.

The Central Iowa Tourism Region and Iowa Group Travel Association are sponsoring the 21st Travel Iowa Marketplace. Plan to participate in this opportunity that showcases Iowa's group tour product.

Exhibitor Benefits:

- Excellent and affordable opportunity to meet one-on-one with tour planners.
- Showcase your group tour offerings to planners interested in traveling in Iowa.
- Tour planners invited include bank clubs, senior groups, motorcoach companies, church groups, etc.
- The marketplace has a proven track record with 100% of last year's planners indicating they planned to incorporate a destination or activity in a future tour as a result of meeting with an exhibitor at the marketplace.

Registration Rates and Deadlines:

We are offering the same registration rate as in previous years **(\$295) if registration received by September 30.** Rate increases to \$395 for booth registrations received after September 30.

See registration form for additional fees to have a second person in your booth or if you need electricity. Payment due by October 14. Checks payable to Central Iowa Tourism Region.

Eligibility

Exhibit space is available to full members of IGTA, private members of CITR, or county appointed representatives from a CITR county in good standing.

Booth Size

Booths are 10 feet wide by 10 feet deep and include one 8 foot skirted table. If you require special booth arrangements such as an extra table, etc. please **contact us by October 2** and we will try to accommodate your needs. Additional charges apply for extra tables, etc.

What Does My Booth Fee Include

- 10' x 10' booth with pipe and drape.
- One 8' skirted table
- Small booth sign
- List of all registered planners
- Luncheon and refreshment breaks for 1 person
- Additional charge for second person and for electricity. See registration form for information.

Food & Beverage Giveaways

Exhibitors are allowed to give away food & beverage items from their booths at our location in Ottumwa. Contact the CITR office with any questions.

Confirmation Materials

We will confirm your registration after receipt of your application form.

Marketplace Schedule-Thursday, November 3, 2016

8:00 - 10:00 AM	Exhibitor Set-up
10:00 AM - 12:15	Exhibits Open
12:15 to 1:15	Luncheon attended by exhibitors & tour planners. This provides time for additional networking.
1:15 to 2:00 PM	Exhibit Booth Tear Down

Exhibitors can also set-up the day before the show on Wednesday, November 2 from 1:30 to 4:30 p.m.

Prizes

Exhibitors can offer a grand prize to be given away during drawings that will be conducted at the end of the luncheon. Participation with a grand prize is optional. Ideas: a weekend getaway, nice gift basket, etc.

Refund/Cancellation Policy

100% of the registration fee will be refunded to any applicant who does not receive an exhibit space if space sells out. Should an exhibitor need to cancel, or is unable to participate, a refund will be issued based on the following schedule:

- 75% refund through September 2, 2016
- 50% refund September 3 - October 3, 2016.
- No refund after October 4, 2016

**For more information or questions contact CITR at 515-832-4808 or 800-285-5842
or by e-mail to: ann@lowatourism.com**



CELEBRATING ITS 5TH YEAR OF DELIVERING THE ULTIMATE
SHOWCASE MAGAZINE TO IOWA'S MOST INFLUENTIAL



Why ia?

To be included with other business leaders committed to Iowa

- | | | |
|--|---|-------------------------------------|
| AGRI-INDUSTRIAL PLASTICS CO. | CONVENTION & VISITORS BUREAU | PROJECTS CONTEMPORARY FURNITURE |
| AMANA SOCIETY | GRINNELL COLLEGE | QUAD CITIES CHAMBER OF COMMERCE |
| AMERICAN ENTERPRISE GROUP | GRINNELL MUTUAL | RENEWABLE ENERGY GROUP |
| AMERICAN INSTITUTE OF ARCHITECTS | HY-VEE | SAHAR'S |
| BANK IOWA | INS - FAMILY OF COMPANIES | SHERATON |
| BANKERS TRUST COMPANY | IOWA BEEF INDUSTRY COUNCIL | SIMPSON COLLEGE |
| BRIAR CLIFF UNIVERSITY | IOWA CITY AREA DEVELOPMENT GROUP | SKIN IOWA |
| CENTRAL COLLEGE | IOWA CLINIC | STOREY KENWORTHY |
| CITY OF TIPTON | IOWA COMMUNITY FOUNDATIONS | TERRACE HILL |
| COMMUNITY FOUNDATION OF GREATER DES MOINES | IOWA DEPARTMENT OF CULTURAL AFFAIRS | UNITYPOINT HEALTH - DES MOINES |
| CULTIVATION CORRIDOR | IOWA ECONOMIC DEVELOPMENT AUTHORITY | UNIVERSITY OF IOWA |
| DAVIS BROWN LAW FIRM | IOWA LOTTERY | UNIVERSITY OF NORTHERN IOWA |
| DELTA DENTAL | IOWA PORK PRODUCERS ASSOCIATION | VERMEER CORPORATION |
| DES MOINES ART CENTER | IOWA STATE UNIVERSITY | WEITZ CO. |
| DES MOINES INTERNATIONAL AIRPORT | JLL (JONES LANG LASALLE) | WELLMARK BLUE CROSS AND BLUE SHIELD |
| DES MOINES METRO OPERA | K RENEE | WELLS FARGO BANK |
| DES MOINES SYMPHONY | KNAPP PROPERTIES, INC. | WILD ROSE CASINO - JEFFERSON |
| DES MOINES UNIVERSITY | KOCH FACIAL PLASTIC SURGERY | |
| DICKINSON LAW | LOST ISLAND WATERPARK | |
| DOWNTOWN COMMUNITY ALLIANCE | MARSHALLTOWN CONVENTION & VISITORS BUREAU | |
| DUBUQUE MUSEUM OF ART | MIDAMERICAN ENERGY | |
| DUPONT PIONEER HI-BRED INTERNATIONAL | NATIONWIDE | |
| EASTERN POLK REG DEV., INC. | NEXTGEN CLIMATE ACTION COMMITTEE | |
| ECOENGINEERS | OKOBOJI TOURISM / CITY OF OKOBOJI | |
| ENT CLINIC OF IOWA, P.C. | OLSON LARSEN GALLERIES | |
| FAULCONER GALLERY | PERRY CHAMBER | |
| GREATER DES MOINES BOTANICAL GARDEN | PRAIRIE MEADOWS RACETRACK & CASINO | |
| GREATER DES MOINES | PRINCIPAL FINANCIAL GROUP | |



Why Include ia Magazine in Your Marketing Strategy?

Business Publications partners with the **Iowa Economic Development Authority (IEDA)** to annually create *ia* magazine, with a goal of positively changing misperceptions of our state. In addition to the targeted mailing list in Iowa, the IEDA uses *ia* magazine as an economic development tool nationally and worldwide.

IF WE ARE TO POSITIVELY CHANGE THE MISPERCEPTIONS ABOUT IOWA, WE KNOW IT TAKES STRONG CORPORATE MESSAGING TO AMPLIFY THE IOWA STORY TOLD IN IA MAGAZINE AND BY THE TEAM AT THE IOWA ECONOMIC DEVELOPMENT AUTHORITY.

Collectively through public-private opportunities like this, we can more effectively share our stories to change outdated pictures of Iowa and raise our state's profile nationally and globally.

Strong corporate messaging amplifies the visually stunning brag book and demonstrates Iowa's civic and corporate pride. In other words, this is beyond an ad buy. Your presence and messaging in *ia* magazine is important to our collective effort and affords your company with a smart opportunity to meet your marketing objectives and execute your own corporate responsibility strategy.

Join other Iowa businesses who have been committed to *ia* magazine and raising our state's profile. **We cannot produce such a stunning showcase publication for Iowa without your support!**

Unique Reach Only ia Magazine Offers

18,000 copies distributed statewide, through targeted mailings to a highly-qualified audience.

OUR DISTRIBUTION STRATEGY INCLUDES:

Iowa Economic Development Authority

1,000 copies distributed nationally and worldwide as an economic development tool.

Iowa's Most Influential Consumers

Households with \$200k income/\$350+k home value

Community Leaders

Economic Development Leaders through the state of Iowa
Chamber of Commerce Executive Directors

B2B

Bank Presidents
Leaders in Business and Industry
Top 250 Iowa Companies' CEO's

Other State Influencers

Top Lawyers
Architects
Private Colleges, State Universities' Presidents & Boards of Directors
Arts & Culture Leaders
(Museums, Major Galleries, Performing Arts)
State Legislators

Chapter Sponsorships & Special Placement Available:

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2016-2017 Publication Date

OCTOBER 2016

Advertising Deadline

JUNE 20, 2015 (AD BUILD)

JUNE 27, 2015 (CAMERA READY)

Dimensions

PUBLICATION TRIM SIZE: 9 x 10.875"

AD SIZES:

4-PG GATEFOLD

Inside and outside of gate flap - trim: 8.125 x 10.875"

Inside and outside of binded page - trim: 8.75 x 10.875"

Total document width and height - trim: 16.875 x 10.875"

2-PG SPREAD BLEED

Trim: 18 x 10.875" - add .125" for bleed (18.25 x 11.125")

Keep live matter .5" inside the trim size

FULL PAGE BLEED

Trim: 9 x 10.875" - add .125" for bleed (9.25 x 11.125")

Keep live matter .5" inside the trim size

FULL PAGE NON-BLEED 8.125 x 10.375"

1/2 PAGE VERTICAL 4 x 10.125"

1/2 PAGE HORIZONTAL 8.125 x 5"

1/4 PAGE SQUARE 4 x 5"

Camera-Ready and Electronic Requirements

Camera-ready ads must be made to exact size of space reserved. The camera ready discount will be reversed after more than two files are submitted incorrectly. Ads need to be exported as a high resolution (300 dpi) PDFs in CMYK using the PDF/X-1a:2001 preset. All photos (raster images) used in your ad must be CMYK and 300 dpi placed at 100% or less in the original document you're exporting from. All logos within your original document must be vector art. Full page ads with bleed must have .125" of bleed and crop marks. Live matter requirements: All Bleed ads - KEEP live matter a minimum of 1/4" inside the trim edges at top, bottom and 1/2" from both sides. If any of these requirements are not met, BPC has the right to charge for an ad build. Any questions regarding electronic requirements for emailed ads should be directed to your BPC representative at 515.288.3338. High-resolution PDF files should be emailed to magazineads@bpcdm.com and copied to your BPC representative. For files exceeding 10 MB please use our Dropbox.

Upload Large Files to Our hightail.com Dropbox

www.hightail.com/u/BusinessPublications

A 15 percent discount applies for camera-ready ads.

* Gatefold pricing is net

* Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.

BPC Magazines Camera Ready Ad Checklist:

- Resolution: 300 dpi
- Size: refer to rate card
- Color: CMYK (do not include color profiles)
- For full page bleed ads: Make sure bleed is .125" and your ad meets the live area requirements: .5" inside trim for dsm/.25" for all other publications

Anytime BPC receives an advertisement that is not sent in according to our specifications the client will be notified as to why it is not a printable document. In regards to color space and files that come in that are RGB and/or have a color profile attached to it BPC will convert those files to CMYK and/or strip the embedded color profile from the document. The client will be notified and asked to approve the revised ad. BPC will not guarantee the results of any color shifting that may occur.

2016 Rates

AD SIZE	15% DISCOUNT	
	OPEN RATE	CAMERA READY & NON-PROFIT
Chapter Gatefold (limited)	\$13,900*	\$13,900
Spread	\$8,050	\$7,012.50
Back Cover - SOLD	\$6,125	\$5,355
Premium	\$5,950	\$5,206.25
Full Page	\$4,450	\$3,825
Half Page	\$2,885	\$2,528.25
Quarter Page	\$1,690	\$1,466.25



Special Profile Opportunities

MADE IN IOWA

Full page - \$4,450, 1/2 page - \$2,885, 1/4 page - \$1,690

MILESTONES

2-page spread - \$8,050, Full page - \$4,450

LEADERS IN IOWA IN BUSINESS

2-page spread - \$8,050, Full page - \$4,450

iapublication.com

ONLINE IA PUBLICATION SPONSORSHIP - \$10,000

Includes 15 second video pre-roll before online publication can be opened for annual period plus one page in the print version of ia

EDITORIAL VIDEO SPONSORSHIPS - \$3,300

Includes 15 second video pre-roll before video extras on the ia website for annual period

SKYSCRAPER AD (160x600 pixels) - \$3,000

PREMIUM RECTANGLE AD (300x250 pixels) - \$2,500

BANNER AD (468x60 pixels) - \$2,000

“The University of Iowa was privileged to host the unveiling of the stunning 2015 *ia* magazine.

Seeing the A-list crowd this event drew – and especially how impressed Iowa’s top community and business leaders were with the new edition – solidified for me the important role *ia* magazine plays in helping raise Iowa’s profile on a local, national, and global level.

The University of Iowa is proud to be a supporter. Iowa is a better place because of what you do.”

TOM RICE

ACADEMIC DIRECTOR, THE UNIVERSITY OF IOWA - MARY AND JOHN PAPPAJOHN EDUCATION CENTER



ACCOUNT EXECUTIVE
LESLIE JASPER
515.288.0927
lesliejasper@bpcdm.com
13 YEARS MARKETING EXPERIENCE

DSM MAGAZINE SALES MANAGER
YOLANDA CHRYSAL
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yolandachrysal@bpcdm.com
13 YEARS MARKETING EXPERIENCE

MAGAZINES/CUSTOM PUBLISHING
KRIS MAGGARD
515.288.0909
krismaggard@bpcdm.com
26 YEARS MARKETING EXPERIENCE

IA SALES MANAGER
REBECCA ZOET
515.288.3307
rebeccazoet@bpcdm.com
16 YEARS MARKETING EXPERIENCE



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The Depot on Fourth 100 Fourth Street Des Moines, Iowa 50309 515.288.3336 Fax: 515.288.0309

www.iapublication.com  

GRINNELL Jewel of the Prairie

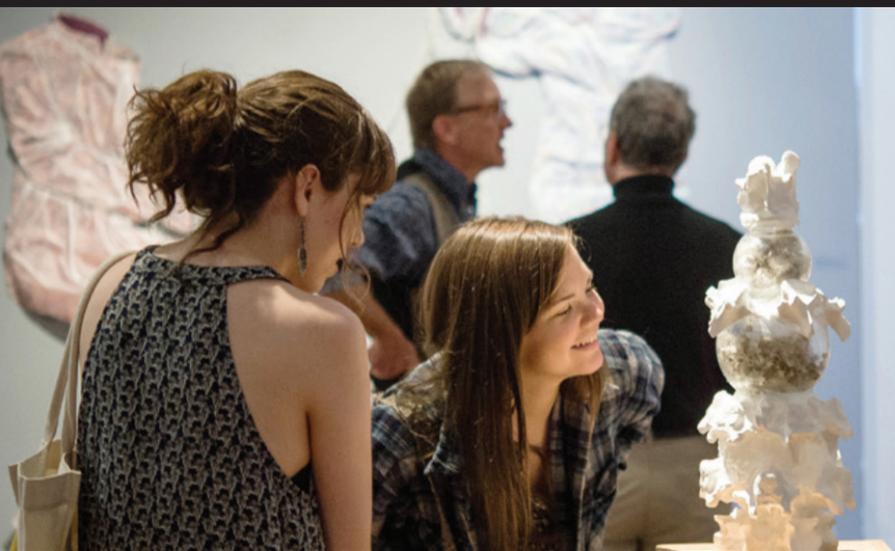


Grinnell is rightfully known as the “Jewel of the Prairie,” with some of Iowa’s hottest independent restaurants, a host of unique retailers and a legendary downtown. Add in world-class athletic and recreational facilities, plus a thriving arts and culture community and you can see why Grinnell has been named one of the Top Ten Coolest Small Towns in America! Whether you are stopping by for an hour, a weekend or the rest of your life, welcome to Grinnell!

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THRIVING Arts & Culture



Falconer Gallery at Grinnell College is a changing exhibition space for art by regional, national, and international artists.

The gallery features exhibitions curated by the professional staff, as well as shows from other institutions. Staff and students create dynamic programs, publications, and events year round. The gallery is open seven days a week and is free to all.

FAULCONER GALLERY

FAULCONER GALLERY
1115 8th Avenue / (641) 269-4000 / grinnell.edu/falconergallery



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LOGO

GRINNELL AREA ARTS COUNCIL
926 Broad Street / (641) 236-3203 / grinnellarts.org

UNIQUE Shopping



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ABC COMPANY
555 5th Avenue / (555) 555-5555 / abccompany.com



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ABC COMPANY
555 5th Avenue / (555) 555-5555 / abccompany.com

INDEPENDENT Dining



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ABC COMPANY
555 5th Avenue / (555) 555-5555
abccompany.com



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ABC COMPANY
555 5th Avenue / (555) 555-5555
abccompany.com



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ABC COMPANY
555 5th Avenue / (555) 555-5555
abccompany.com

EVENTS & Attractions



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GRINNELL GAMES FESTIVAL
555 5th Avenue / (555) 555-5555
grinnellgames.com

BED & Breakfast



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LOGO

ABC COMPANY
555 5th Avenue / (555) 555-5555
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