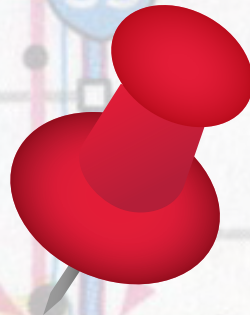


2019

ANNUAL REPORT



Ames



ames™
CONVENTION & VISITORS BUREAU

2019 BOARD OF DIRECTORS

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TERRY STARK

Chocolaterie Stam



DEAR CYTES OF AMES,

2019 has been another great year for putting Ames and Iowa State University on the map! Largely because of the support of all our CYtes of Ames and Iowa State University members, the Ames Convention & Visitors Bureau has continued to be the organization directing the visitor and travel industry for our community making it one of the largest economic generators for the city and Story County. More than \$114 million was brought into Ames this past year from overnight guests; those are big dollars brought in from non-residents to the great benefit of us all.



While not a designated “mega” year, 2019 did see its share of tremendous events and exciting developments. Ames garnered the national spotlight on more than one occasion through events like the USA Track & Field Masters Championships, the Leroy & Barbara Everson Global Seed Symposium, and the Iowa Association of Business and Industry’s Taking Care of Business Conference, not to mention hosting ESPN’s College Game Day and continuing to be a very popular stop for presidential candidates.

Additionally, the visitor industry provided \$83,000 through Ames Convention & Visitors Bureau Community Grant-funded events. In addition to the Ames Independence Celebration Fireworks, the Community Grant program helped fund 28 events that are created to boost quality of life for and draw visitors to Ames. Included in this year’s recipients were the Downtown Ames Farmers’ Market, the Octagon Art Festival, the 50th Anniversary Season at Stephens Auditorium, Reggie’s Sleepout and the Iowa Able Run, among others.

Internally, it was also a year of transition as our long-time President and CEO Julie Weeks announced her retirement after 19 years. Julie’s tenure with the ACVB and ISU Extension and Outreach was unparalleled. Building the organization up from a staff of 3 to almost 25 that bridges both the community and the university, Julie’s efforts positioned us well for continued growth, even in an ever-changing industry. We are grateful for her investment to make the Bureau what it is today.

Julie’s departure created an opportunity to seek new leadership, and, after a nationwide search, the board was pleased to welcome Kevin Bourke as the new President and CEO of the Bureau. His previous service with both the Iowa Sports Foundation and Iowa State University gives him insights into the community that will help us continue the charge to make Ames a destination.

Our publications, social media, and other communications reached larger audiences than ever before. We have expanded member benefits and promotions, and we welcomed another hotel in 2019. With at least two more hotels opening in 2020, we are poised to meet the upcoming mega year with open arms.

Thank you for your ongoing support, participation and “welcome mat” to the hundreds of thousands of visitors we receive each year. It’s no wonder Ames was recognized as The Best College Town in America (24/7 Wall Street). It’s a pleasure to work together with you to put Ames on the map!

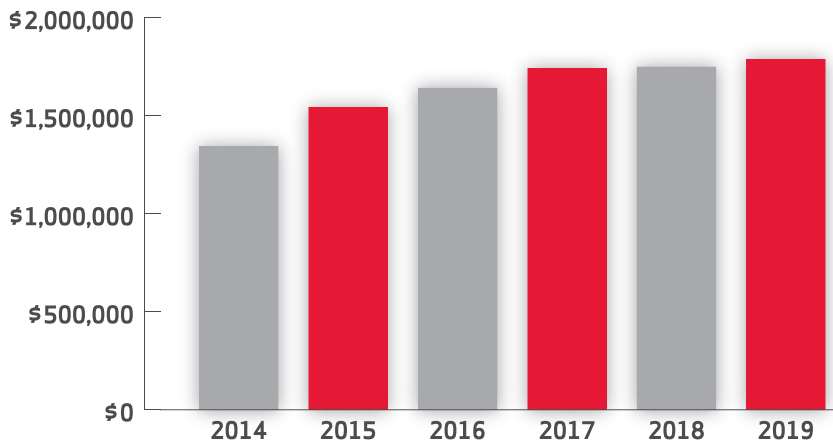
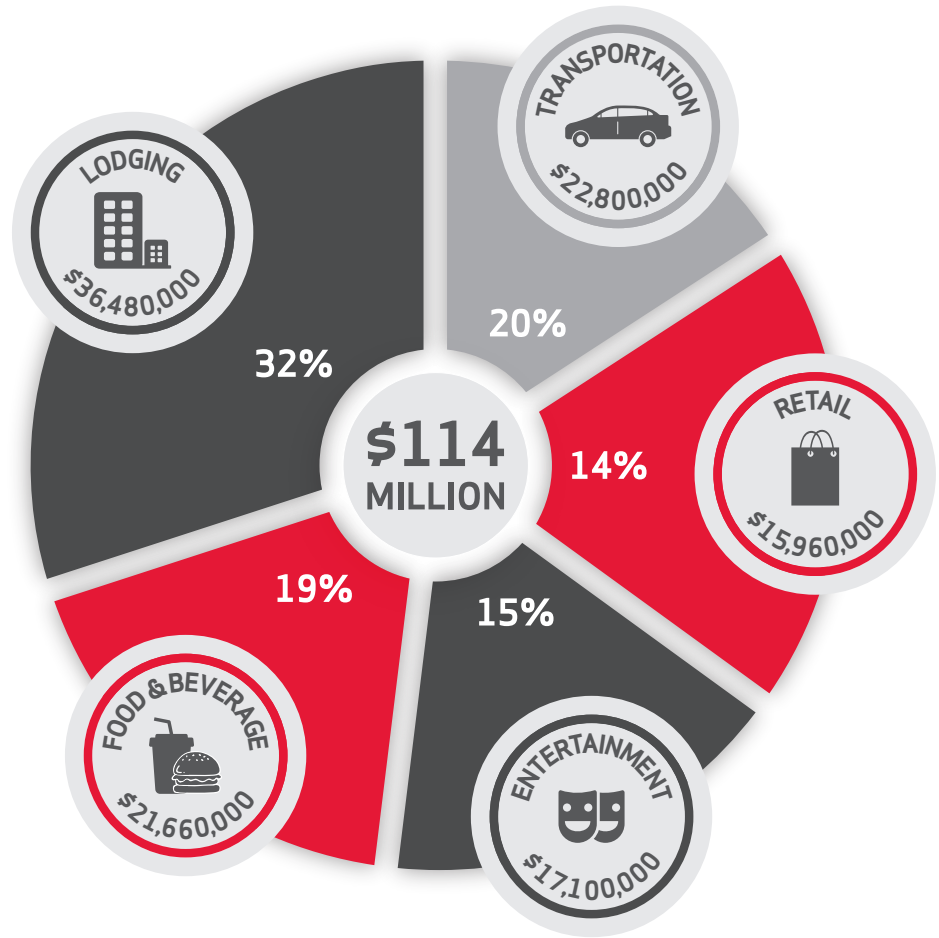
Sincerely,

James K. Baker
2019 Chair, Board of Directors
Ames Convention & Visitors Bureau

2019 ANNUAL SUMMARY

DIRECT SPENDING BY OVERNIGHT VISITORS

SOURCE:
Iowa Economic
Development
Authority and STR
Destination Report



HOTEL AND MOTEL TAX REVENUE

■ CITY OF AMES

AMES HOTEL/MOTEL TAX IS 7 PERCENT; 2 PERCENT REMAINS IN THE CITY BUDGET TO BE USED FOR ECONOMIC DEVELOPMENT AND QUALITY OF LIFE FUNDING FOR RESIDENTS.

SOURCE:
Hotel/motel tax receipts

2019 ANNUAL HIGHLIGHTS

There's never a dull moment when it comes to putting Ames and Iowa State University on the map! Overnight visitors brought in more than \$114 million in 2019, but what else would you expect from the city named as America's #1 College Town (24/7 Wall Street)? Though the accomplishments of the past year are numerous, here's a quick snapshot of some of the highlights of the Ames Convention and Visitors Bureau from the past 12 months:

COMMUNICATIONS: In addition to our CYtes of Ames and ISU Guide, weekly eNewsletters, and event client projects, the team introduced new publications like Late Night CYtes and the ACVB Holiday Shopping Guide, debuted summer CYtes Scavenger Hunts for Downtown Ames and Campustown districts and attracted record numbers of social media followers through more videos, live broadcasts, CYtes member promotions and more.

DESTINATION AMES MEMBER & VISITORS SERVICES: The year started with an annual meeting celebration featuring our members and a great 80s-inspired concert with the Spazmatics. We welcomed more than 5,000 incoming freshmen and their families at orientation, distributing more than 6,500 welcome bags to visitors and guests to Ames.

SPORTS & LEISURE SALES/EVENTS: Along with a handful of returning athletic events this summer, Ames played host to the USA Track and Field Outdoor Masters National Championships. Seven World Records and 13 American Records were set during the July event held at the Cyclone Sports Complex. In November, the USA Softball James Farrell Award of Excellence was presented to Ames and Nevada for excellence in conducting the 16U Northern Nationals this year.

ISU EXTENSION & OUTREACH CONFERENCE PLANNING & MANAGEMENT: As we close in on another election year, we certainly had more than our fair share of political candidate events to coordinate in 2019. Other special events to note from this past year include the North Central President Elect Training Seminar (Rotary) in March, the Taking Care of Business Conference (Iowa Association of Business & Industry) in June, and the Leroy & Barbara Everson Global Seed Symposium coordinated this year in October to work in conjunction with the World Food Prize.

AMES CONVENTION & VISITORS BUREAU COMMUNITY GRANT PROGRAM: \$83,000 in Community Grants were awarded to 27 different organizations hosting events scheduled throughout the Ames area in 2019. Each event was designed to attract new visitors, enhance visitor experience and improve the quality of life for area residents (*for a full list of Community Grant recipients, please see page 6*).



Furman Aquatic Center



Uncorked: The Spirited History of Alcohol in Ames

2019 AMES CONVENTION & VISITORS BUREAU COMMUNITY GRANT PROGRAM

For 2019, the Bureau awarded more than \$83,000 to assist local businesses and organizations in promoting and implementing 27 special events and projects in Ames.

- 2019 Lincoln Highway Days
- 25th Annual Senior Variety Show
- 4th of July Dog Dock Jumping Competition
- 5k on the 4th
- 6th Annual Iowa Able Run
- A Bevy: Studio Curiosities
- ACTORS Season Announce Reception
- Ames Fireworks
- Ames Main Street Farmers' Market
- Ames Pridefest 2019
- Art on Campus Self-Guided Tour Map
- The "Bells of Iowa State" Gala Anniversary Concert
- Days of Service
- Festival of Personal Geographies
- Friday Around Campustown (FAC)
- Goldfinch Room - Opening Night
- Iowa Games Athlete Jamboree
- Iowa State University WinterFest
- ISU Homecoming Parade 2019
- Midwest Children's Choir Festival
- Octagon Art Festival
- Play with Words
- Reggie's Sleepout
- Run for the Roses
- Spirits in the Gardens 2019
- Theatrical Workshops
- Uncorked: The Spirited History of Alcohol in Ames



All State Music Festival



Cube Iowa



USA Track & Field Masters Championships



ESPN College Game Day



Ames Main Street Farmers' Market



Breakfast Club with Mel in the Morning, KASI 1430

2019 CYTES OF AMES MEMBERS

Our 2019 **C**Ytes of Ames Members...supporting the Ames visitor industry as active contributors to the Ames and Iowa State University community and helping visitors **STAY, DO, EAT, SHOP** and **PLAN!**

Acorn Antiques and Consignment
Allen L. Kockler Company
Alluvial Brewing Company
Alpha Copies & Print Centers
AmericInn
Ames Area CROP Hunger Walk
Ames Area Running Club
Ames Chamber of Commerce
Ames Children's Choirs
Ames Christian School
Ames City Auditorium & Durham Bandshell
Ames Community Arts Council
Ames Community Theater (ACTORS, Inc.)
Ames Fitness Center
Ames Ford Lincoln
Ames History Museum
Ames Home Builders Association
Ames Jaycees
Ames Main Street
Ames Main Street Farmers' Market
Ames Pride
Ames Public Library
Ames Silversmithing
Ames Town & Gown Chamber Music Association
Ames Tribune/The Sun
Ames, City of
Antiques Iowa - Story City
Arcadia
Aunt Maude's
B Fabulous BBQ & Catering
B&G Productions
Baker Investments
Bankers Trust
Bar La Tosca
Barefoot Campus Outfitter
Barten Law P.C. Immigration Lawyers
BASF
Baymont Inn & Suites
Baymont Inn & Suites - Boone
Benjamin Design Collaborative, P.C.
Best Western PLUS University Park Inn & Suites
Blaze Pizza
Boone & Scenic Valley Railroad & James H. Andrew Museum
Boone County Chamber of Commerce and Convention & Visitors Bureau
Brick City Grill
British & American Foods & Gifts
Bronze515 Custom Airbrush Tanning
Brown's Shoe Fit Company
Budget Inn & Suites - Nevada
Buffalo Wild Wings
Burgie's Coffee and Tea Company
Cafe Beaudelaire
Cafe Diem, Coffee House
Cafe Milo
Campustown
Campustown Action Association
Carlos Quesadillas
Carrie Chapman Catt Center for Women and Politics
Celebrations Party & Rental Store
Central Iowa Air Service
Central Iowa Expo
Central Iowa Symphony
Central States Roofing
Cheshire Moon Films
Chick-fil-A Ames
Chocolaterie Stam
Ciccotti Art Glass
CIT Signature Transportation
Coe's Floral and Gifts
Coldwater Golf Links
Collegiate Presbyterian Church
Comfort Inn - Marshalltown
Comfort Inn - Story City
Comfort Inn & Suites ISU
Community Choice Credit Union
Conference Technologies, Inc.
Cooks' Emporium
Copyworks
Cornbred
Country Inn & Suites
Courtyard by Marriott - Ankeny
Cycle Force Group, LLC
Cyclone Sports Properties
CyRide
Dairy Queen
Dairy Queen
Dairy Queen
Danfoss Power Solutions
Danielle Minde, REALTOR with RE/MAX Concepts
Days Inn
Deery of Ames
Della Viti
Dentistry At Somerset
Design on Main
Dogtown University
DreaM Massage
Dublin Bay Irish Pub and Grill
Dutch Oven Bakery
Eat Street
Econo Lodge
El Maguey
Emerhoff's Footwear
Erbert & Gerbert's Sandwich Shop
Everts Flowers, Home & Gifts
Executive Express
Express Employment Professionals
EyeCare Partners
Fairfield Inn & Suites by Marriott
Fairfield Inn & Suites by Marriott - Ankeny
Farner Storage
Fastsigns
Filling Station
Filling Station Catering
First National Bank
Friedrich Iowa Realty
Friendship Ark Homes & Community Services
FUEL Story County
Fuji Japanese Steakhouse
G3: Games, Grinds and Gallery
Gary Thompson Oil Company
Gateway 2 Go
Gateway Hotel & Conference Center At Iowa State University
Gatherings
George White Chevrolet
Gilger Designs
Glendandy Marketing
Grandon Funeral Home and Cremation Care
GrandStay Hotel & Suites
Great Harvest Bakery
Great Plains Sauce & Dough Co.
Greater Iowa Credit Union
Habitat for Humanity of Central Iowa
Haila Architecture Structure Planning, LTD.
Hampton Inn & Suites
Hansen Agriculture Student Learning Center
Harvest Tennis
Harvest Vineyard Church
Heartland Senior Services
Heuss Printing
Hickory Park Catering
Hickory Park Restaurant Co.
Hilton Garden Inn
HIRTA Public Transit
Holiday Inn Express & Suites
Hotel Pattee
Humble Donuts
Hunziker & Associates, Realtors
Hy-Vee
Hy-Vee

2019 CYTES OF AMES MEMBERS

Hy-Vee Drugstore
Inkblot Studio
Iowa Able Foundation
Iowa Arboretum
Iowa House Inn
Iowa Lions Foundation
Iowa Sports Foundation
Iowa State Center
Iowa State University Extension
and Outreach
Iowa State University Extension and
Outreach - Conference Planning
& Management
Iowa State University Meat Laboratory
Iowa Veterinary Medical Association (IVMA)
Iowa Youth Ballet Company
IowaStater Restaurant at the Gateway
Hotel, The
ISU Alumni Center
ISU Block & Bridle Club
ISU Book Store
ISU Catering
ISU Department of Apparel, Events and
Hospitality Management (AESHM)
ISU Department of Athletics
ISU Dept. of Music & Theatre
ISU Extension and Outreach - Story County
ISU Memorial Union
ISU Theatre
ISU Trademark Licensing Office
ISU WinterFest
Jade Li Weddings & Events
JAX Outdoor Gear
Jethro's BBQ Steak n' Chop
KASI 1430 and NOW 105.1
KHOI 89.1 FM Community Radio
Knapp Tedesco Insurance
Kona Ice
Little Woods Herbs & Teas
London Underground
Loya's Little House Bed and Breakfast
at Grandad's Farm
Main Street Nevada
Mainstream Living
Mary Greeley Medical Center
McDonald's Restaurant
McDonald's Restaurant
McFarland Clinic PC
MEMBERS1st Community Credit Union
Microtel Inn & Suites
Midnight Madness Road Race
Miss Meyer's Clothing Consignment
Model Farm
Moorman Clothiers

My Place Hotel - Ankeny
My Salon and Spa
Nevada Parks and Recreation
No Escape Iowa
Nook & Nest
North Cyde Kitchen & Kegs
North Grand Cinema
North Grand Farmers' Market
North Grand Mall
Octagon Center for the Arts
Onion Creek Farm Guest House
OXEN Technology
Payroll Services of Iowa/Klatt & Associates
PCI Academy
Perfect Games
Perkins
PhotoSynthesis
Pizza Pit Extreme
Prairie Moon Winery and Vineyards
Prairie Rivers of Iowa Resource
Conservation & Development
Premier Athlete Training
Professional Property Management
Provisions Lot F
PUSH Branding and Design
Quality Inn & Suites Starlite
Conference Center
Queen Anne Bed and Breakfast
Quilting Connection
Radisson Hotel Ames Conference
Center at ISU
Raspberry Hill Bed and Breakfast
RE/MAX Real Estate Center
Red Lobster
Red Roof Inn
Reiman Gardens
Renewable Energy Group
Rippke Design
River Valley Credit Union
Robert Thomas Dancenter
Sam's Club
Senior Variety Show
Seven Oaks Recreation
Sigler Companies
Sign Pro of Ames
Sisters in Cheese
Skunk River Cycles
Sleep Inn & Suites
Sleep Inn & Suites - Pleasant Hill
Snus Hill Winery
Special Olympics Iowa
St. Cecilia School
Stevens Memorial Chapel
Stoltze and Stoltze Family Dentistry

Stomping Grounds Café
Story City Greater Chamber Connection
Story Construction
Story County Conservation
Story County Medical Center
Story County Taxi
Story Theater Company
Straub Marketing
Super 8
Taco John's
Tami Hicks, Century 21 Signature R.E.
Target
Tasteful Dinners/Tasteful Catering
Texas Roadhouse
The Ames Foundation
The Angry Irishmen
The Cafe
The Cornucopia
The Diva Inside
The Funky Zebras
The Grand Pretzel
The Mucky Duck Pub
The Salon in Ames
The Spice Thai Cuisine
Thisday Photography
Torrent Brewing Company
TownePlace Suites
Trailside Rentals
Transform Wellness Collective
Treats on a Leash
Tres Teal
Trinity Christian Reformed Church
U.S. Bank
Unity of Ames
University Museums, ISU
Veenker Memorial Golf Course
VenuWorks
VisionBank
Volunteer Center of Story County
Wallaby's Bar & Grille
Weeks Enterprises
Welch Ave. Station
West Street Deli
Wheatsfield Cooperative
Which Wich Superior Sandwiches
Wilson Toyota
Windstar Lines
WorkInAmes.com
Workiva, Inc.
Worldly Goods
YSS

FUN FACTS FROM 2019



Provided 1,500 + bags at ISU New Student Summer Orientation



Distributed 60,000 CYtes Guide to Ames and Iowa State University (print visitors guide)



Ames hosted 235 + events using more than 40 locations in 2019



200 hours spent staffing information tables by CYtes Guides



Coordination services for 60+ Ag related events provided by ISU Conference Planning & Management



6,500 welcome bags and several hundred conference folders were created



9,000 followers on social media channels #cytesofames



2,250 Rice Krispy treats delivered



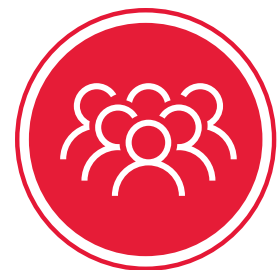
150 hours spent staffing registration tables by CYtes Guides



Story County tourism employs 1,720 with a payroll of \$33.8 million



Registration Services assisted 1,564 events



CYtes Guides spent 140 hours selling tickets and merchandise at student focused events

2020 A LOOK AHEAD

LOOKING AHEAD TO A 2020 MEGA YEAR

There's no slow start to this new decade; we're putting Ames and Iowa State University on the map in grand fashion with a series of returning "mega" events, new groups, and hundreds of new opportunities to draw visitors to the community. 2020 is going to be bigger than ever!

BIG ON RETURNS. Not long after hosting large groups like **Shade Tree Short Course** and **FFA Leadership Conference 2020** this winter and early spring, we are pleased to welcome back **Odyssey of the Mind World Finals** this May which brings 15,000 competitors, officials, staff and family members in tow. This summer we look forward to hosting **Iowa Special Olympics** and **Summer Iowa Games** competitions as we do each year, but in between these great events we're also excited to welcome back the **National World Series of Beep Baseball** who are making their third trip to Ames. And before we wrap up summer, we'll welcome back the **Farm Progress Show** to the Central Iowa Expo where upwards of 100,000 will flock to the Ames-Boone area to see the latest of agriculture technology.

GRAND GRANTS. More than \$107,000 in **ACVB Community Grant Program** funding has been awarded to 30 different events that will enhance quality of life and attract visitors to Ames. The events, scheduled from January through December, are geared towards a variety of ages and interests, providing something for everyone.

AMES: SLIGHTLY OFF CENTER. Be on the lookout for social media, new merchandise and fun surprises throughout the year touting many of the things that makes Ames unique, amazing, attractive and, yes, *slightly off center!*



2019 BUDGET

PROJECTED INCOME

Hotel/Motel Tax	\$1,786,000
Membership Dues	\$45,900
Co-op Income	\$341,000
Services	\$600
Interest Income	\$4,500

TOTAL \$2,178,000

PROJECTED EXPENSES

Ames Community Grant Program	\$89,300
Personnel	\$1,092,000
Sales and Marketing	\$674,900
Administration	\$76,900
Fixed Expenses	\$244,900

TOTAL \$2,178,000



MEET THE STAFF



KIM ABELS
Conference & Events



KEVIN BOURKE
President & CEO



WREN BOUWMAN
Destination Ames Member & Visitor Services



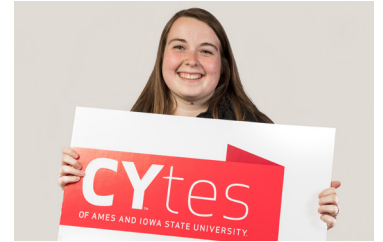
CRYSTAL DAVIS (Director)
Destination Ames Member & Visitor Services



SEANN DEMARIS (Director)
Sports & Leisure



MEGAN FILIPI
Sports & Leisure



RACHEL PATNAUD
Conference & Events



SALLY FOLGER
IT & Registration Services



AUSTIN GOODE
Communications



TIM GREWELL (Director)
IT & Registration Services



JULIE KIEFFER (Director)
Conference Planning & Management



JODY LARSON
Conference Planning & Management



SANDY LARSON
Communications



EVE LEDERHOUSE (Director)
Communications



JONNI LENZINI
IT & Registration Services



JEAN MCBREEN
Administration



AMANDA RUCKDASCHEL
Conference Planning & Management



AUBREY ROBERTSON
Conference Planning & Management



HANNAH ROLLINS
Communications



MADDIE SCHRAM
IT & Registration Services

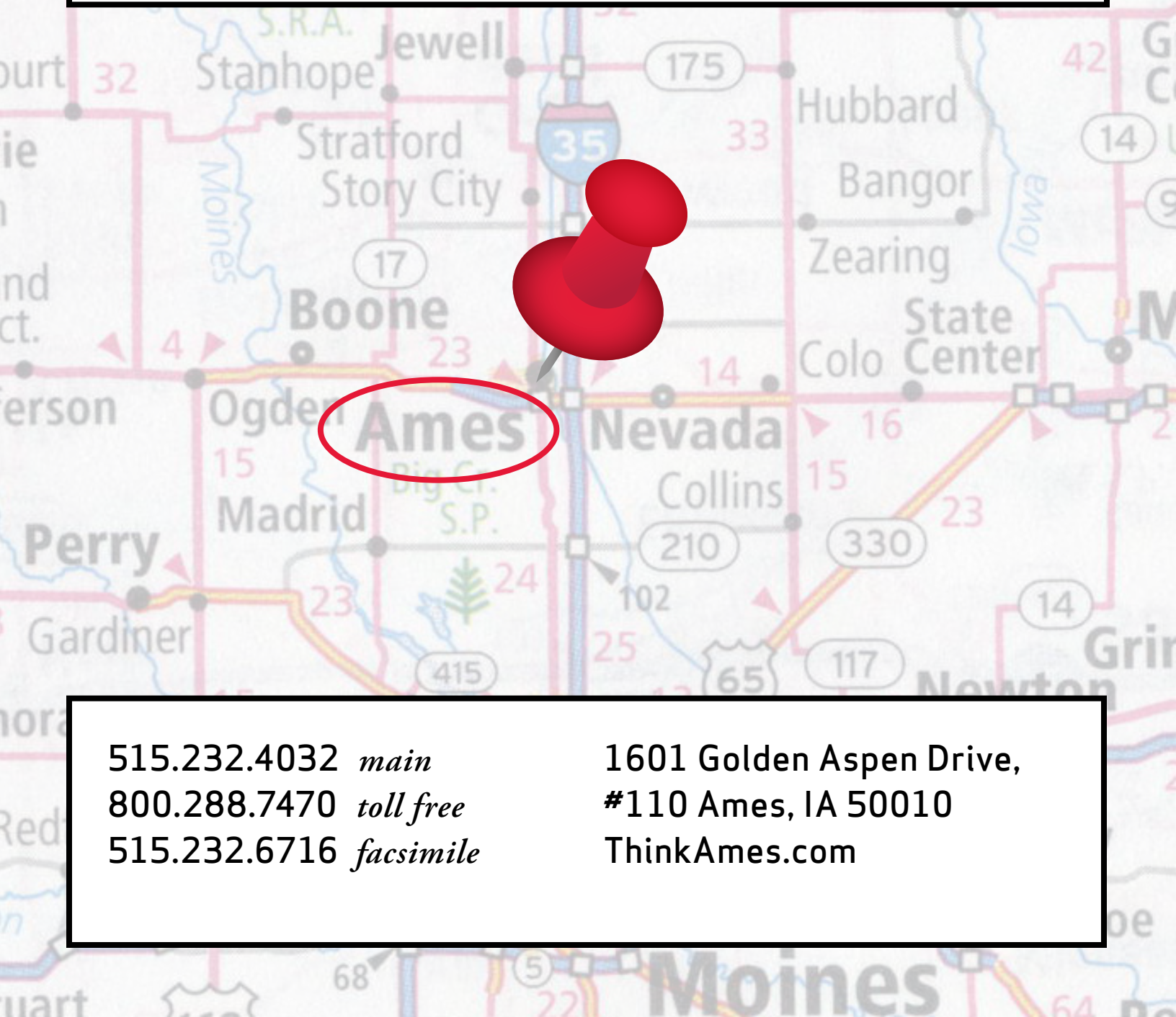


DAWN TAYLOR
Destination Ames Member & Visitor Services



JENNIFER VIT
Conference Planning & Management

Looking forward to even more in 2020!



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