



ames™
CONVENTION & VISITORS BUREAU



ANNUAL REPORT

2020 *Travel Matters to Ames*

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DEAR CYTES OF AMES MEMBERS AND FRIENDS,

Thank you to the many members and partners of the Ames Convention and Visitors Bureau (Ames CVB). This past year has been one for the history books for the Ames CVB Board, President/CEO and Staff. We continue to strive to showcase Ames as the premier destination for industry conferences, continuing education, regional and national sporting activities and the business and individual traveler. We continue to seek new and exciting avenues that will bring more visitors to Ames.

Yes, despite a pandemic, despite our mega events Odyssey of the Mind World Finals and Farm Progress Show canceling (along with many other annual events), and despite the hospitality and travel industry taking a mighty hit in 2020, we are indeed still striving to showcase Ames and to seek new avenues to bring more visitors to Ames, because *Travel Matters*.

Travel Matters to our economy, in good times and in bad times. In 2020, overnight visitors accounted for an estimated \$75 million dollars in our community by staying at our hotels, dining in our restaurants, purchasing tickets to events and by shopping in Ames. That is down from the \$114 million spent in 2019, re-affirming how important visitors are in supporting the Ames economy.

Travel Matters to connecting Ames and Iowa State University to visitors. Throughout 2020, the Board focused on re-defining the Ames CVB's mission and setting a plan in motion for continuing to seek out and bring new groups and visitors to Ames and Iowa State University. With staff and programming re-structured, new sales and marketing initiatives are being developed and implemented.

Travel Matters to new experiences. Our Community Grant Program continues to support and focus on creating new events and enhancing existing events and improving the quality of life aspect in Ames. In 2020, the Community Grant Program was a financial contributor to over 29 events, awarding over \$80,000 in grant funding. Most of those events unfortunately had to postpone or cancel due to the pandemic, but we are pleased to announce that 20 events rolled over into 2021, with full grant funding.

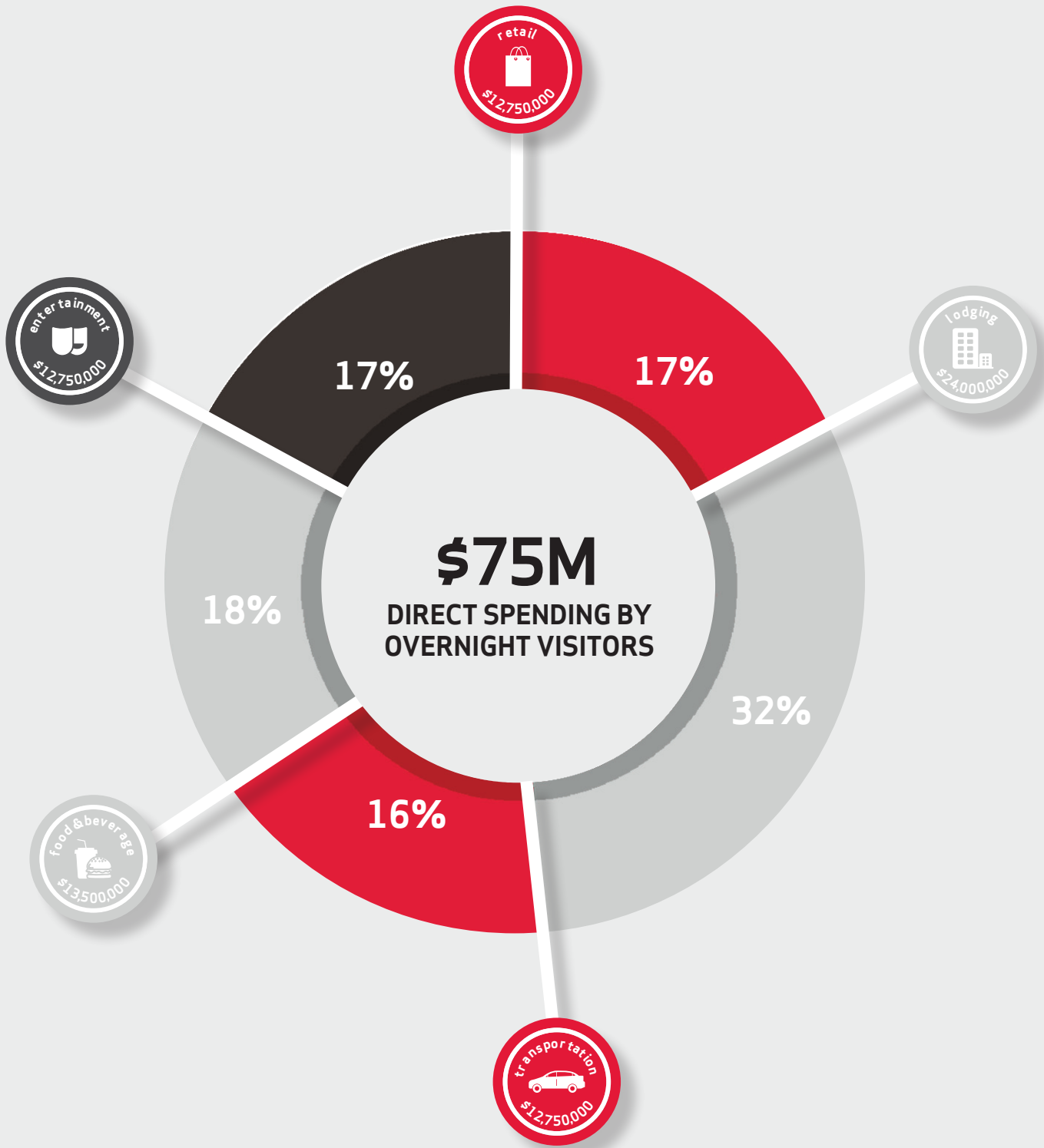
Thank you for your continued support of the Ames Convention and Visitors Bureau.
Travel Matters to Ames, Iowa State University, Story County, Central Iowa, and most importantly, you! I look forward to a successful, and event *FULL* 2021!

Sincerely,

Gary Botine
2020 Chair, Board of Directors
Ames Convention & Visitors Bureau



2020 ANNUAL SUMMARY



SOURCE:

Iowa Economic Development Authority
and STR Destination Report

2020 ANNUAL HIGHLIGHTS

While 2020 took an unexpected turn, our team navigated the speed bumps along the way to successfully re-route a new course for events and services. Buckle-up for a review of the historic year at the Ames Convention and Visitors Bureau:

COMMUNICATIONS: In addition to our CYtes of Ames and Iowa State University Guide (print visitors guide), weekly E-Newsletters, and event client projects, Communications introduced Slightly Off Center, Guide to Ames, a smart, quirky, fun guide for Ames residents. Slightly Off Center, Guide to Ames featured CYtes of Ames member coupons and lists of things to DO and SHOP right here in our own backyard!

MEMBER & VISITOR SERVICES: The Ames CVB Annual Meeting kicked off the year with Putting Ames on the Map and celebrating our CYtes of Ames members. Partnering with Conference Planning and Management, we welcomed incoming Iowa State University freshmen and their families during ISU Move-In and offered a fun family activity featuring our CYtes of Ames Scavenger Hunt. We completed our first ever in-person membership blitz in the fall, focusing on a theme of “Grateful for You”.

ISU EXTENSION & OUTREACH CONFERENCE PLANNING & MANAGEMENT: Offering “one-stop” shopping for event management services has never been more important than this past year. Conference Planning and Management hosted 27 face to face events in Ames, and pivoted to offer virtual event services, including assisting with over 25 virtual and hybrid events, reaching over 13,207 attendees for both in person and online events. In addition, Conference Planning and Management now offers a new more comprehensive online event platform, further meeting the needs of their clients. Registration Services managed over 1,299 events, including new events such as online plant sales and registration for a local garden’s new destination experience, allowing for timed admissions. In a joint effort with Conference Planning and Management, Registration Services and Ames CVB, a successful virtual blitz was held for Iowa State University clients.

SPORTS & LEISURE SALES/EVENTS: Despite the pandemic, Ames hosted nearly half of the already scheduled events and programming, accounting for over 42,000 visitors to Ames. Out of the 64 events hosted, 31 were from All Iowa Attack (educational and national-level competitive basketball programming).

AMES CONVENTION & VISITORS BUREAU COMMUNITY GRANT PROGRAM: \$80,000 in Community Grants were awarded to 29 different organizations hosting events scheduled throughout the Ames area in 2020. Each event was designed to attract new visitors, enhance the visitor experience and improve the quality of life for area residents (for a full list of Community Grant recipients, please see the following page).

9,000+ followers
on social media
#cytesofames



CPM assisted 13,000+ attendees through virtual and in-person events



Staff spent 147 hours cleaning their own office, restrooms, and public spaces



Registration Services assisted 1,299 events



198 emails sent to over 50,000 readers

2020 AMES CONVENTION & VISITORS BUREAU COMMUNITY GRANT PROGRAM

For 2020, the Bureau awarded more than \$80,000 to assist local businesses and organizations in promoting and implementing 29 special events and projects in Ames. Due to COVID-19, some events were postponed to the following year and their grant money will roll over into 2021.

- Goldfinch Room Songwriters Showcase
- The Collective Mending Sessions | A.I.R
- Hard Won - Not Done: State of Iowa Kickoff
- Women Where They Don't Belong: The Ongoing Struggle for Equality
- Season Announce Reception*
- AIOFA Festival*
- ICA Sports Day**
- Ames Main Street Farmers' Market
- M.A.Y. We Talk (Movie, Art, & You)*
- Dancenter Dancer Showcase*
- Summerfest in Campustown*
- Spring Musical - Disney's Frozen, Jr.*
- Fortress of Light*
- Ames Fireworks**
- Friendship Ark 5k on the 4th
- 4th of July Dog Dock Jumping Competition**
- Iowa Games Athlete Jamboree**
- Fly Iowa*
- 26th Annual Senior Variety Show**
- 2020 Lincoln Highway Days**
- Friday Around Campustown (FAC)*
- Dress Up Like A Gnome World Record Attempt*
- Ames Pridefest 2020**
- Octagon Art Festival*
- Spirit in the Gardens 2020
- Run for the Roses
- Winterfest

*Postponed to 2021

**Canceled



Run for the Roses Virtual 5k/10k Race/Walk

2020 CYTES OF AMES MEMBERS

Our 2020 **CYtes** 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	Campustown	Filling Station
Allen L. Kockler Company	Campustown Action Association	First National Bank
Alluvial Brewing Company	Carlos Quesadillas	Friedrich Iowa Realty
AmericInn	Carrie Chapman Catt Center for Women and Politics	Friendship Ark Homes & Community Services
Ames Area CROP Hunger Walk	Celebrations Party & Rental Store	FUEL Story County
Ames Area Running Club	Central Iowa Air Service	Fuji Japanese Steakhouse
Ames Chamber of Commerce	Central Iowa Expo	G3: Games, Grinds and Gallery
Ames Children's Choirs	Central Iowa Symphony	Gallery 181 - The College of Design
Ames Christian School	Chick-fil-A Ames	Gary Thompson Oil Company
Ames City Auditorium & Durham Bandshell	Chocolaterie Stam	Gateway 2 Go
Ames Community Arts Council	Ciccotti Art Glass	Gateway Hotel & Conference Center At Iowa State University
Ames Community Theater (ACTORS, Inc.)	CIT Signature Transportation	Gatherings
Ames Fitness Center	Coe's Floral and Gifts	George White Chevrolet
Ames Ford Lincoln	Coldwater Golf Links	Gilger Designs
Ames History Museum	Collegiate Presbyterian Church	Glendandy Marketing
Ames Home Builders Association	Comfort Inn - Marshalltown	Grandon Funeral Home and Cremation Care
Ames Jaycees	Comfort Inn - Story City	GrandStay Hotel & Suites
Ames Main Street	Conference Technologies, Inc.	Great Harvest Bakery
Ames Main Street Farmers' Market	Cooks' Emporium	Great Plains Sauce & Dough Co.
Ames Pride	Copyworks	Greater Iowa Credit Union
Ames Public Library	Cornbred	Habitat for Humanity of Central Iowa
Ames Silversmithing	Country Inn & Suites	Haila Architecture Structure Planning, LTD.
Ames Town & Gown Chamber Music Association	Courtyard by Marriott - Ankeny	Hampton Inn & Suites
Ames Tribune/The Sun	Cycle Force Group, LLC	Hansen Agriculture Student Learning Center
Antiques Iowa - Story City	Cyclone Sports Properties	Heartland Senior Services
Aunt Maude's	CyRide	Heroic Hair
B Fabulous Catering	Dairy Queen (Grand Ave)	Heuss Printing
B&G Productions	Dairy Queen (Isaac Newton Dr)	Hickory Park Restaurant Co.
Baker Investments	Dairy Queen (Lincoln Way)	Hilton Garden Inn
Bankers Trust	Dairy Queen (Story City)	Holiday Inn Express & Suites
Bar La Tosca	Danfoss Power Solutions Company	Hotel Pattee
Barefoot Campus Outfitter	Danielle Minde, REALTOR with RE/MAX Concepts	Hunziker & Associates, Realtors
Barten Law P.C. Immigration Lawyers	Days Inn	Hy-Vee (Lincoln Center)
BASF	Deery of Ames	Hy-Vee (West)
Baymont Inn & Suites - Boone	Della Viti	Iowa Able Foundation
Benjamin Design Collaborative, P.C.	Dentistry At Somerset	Iowa Arboretum
Blaze Pizza	Dogtown University	Iowa House Inn
Boone & Scenic Valley Railroad & James H. Andrew Museum	DreaM Massage	Iowa Lions Foundation
Boone County Chamber of Commerce and Convention & Visitors Bureau	Dublin Bay Irish Pub and Grill	Iowa Sports Foundation
Brick City Grill	Dutch Oven Bakery	Iowa State Center
British & American Foods & Gifts	EatStreet	Iowa State University Extension and Outreach
Bronze515 Custom Airbrush Tanning	El Maguey	Iowa State University Extension and Outreach - Conference Planning & Management
Brown's Shoe Fit Company	Emerhoff's Footwear	Iowa State University Meat Laboratory
Budget Inn & Suites - Nevada	Everts Flowers, Home & Gifts	
Burgie's Coffee and Tea Company	Executive Express	
Cafe Beaudelaire	Express Employment Professionals	
Cafe Diem, Coffee House	EyeCare Partners	
Cafe Milo	Fairfield Inn & Suites by Marriott	
	Fairfield Inn & Suites by Marriott - Ankeny	
	Farner Storage	

2020 CYTES OF AMES MEMBERS

Iowa Veterinary Medical Association
(IVMA)
Iowa Youth Ballet Company
ISU Alumni Center
ISU Book Store
ISU Catering
ISU Department of Athletics
ISU Dept. of Music & Theatre
ISU Memorial Union
ISU Trademark Licensing Office
Jade Li Weddings & Events
JAX Outdoor Gear
Jethro's BBQ Steak n' Chop
KASI 1430 and NOW 105.1
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
Mayhem Collectibles
McDonald's Restaurant (Duff Ave)
McDonald's Restaurant (West)
McFarland Clinic PC
MEMBERS1st Community Credit Union
Microtel Inn & Suites
Moorman Clothiers
Morning Bell Coffee Roasters
My Place Hotel
Nevada Parks and Recreation
No Escape Iowa
Nook & Nest
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
Provisions Lot F
Quality Inn & Suites Ames Conference
Center Near ISU Campus
Queen Anne Bed and Breakfast

Radisson Hotel Ames and Conference
Center at ISU
Raspberry Hill Bed and Breakfast
RE/MAX Real Estate Center
Red Lobster
Reiman Gardens
Renewable Energy Group
Rippke Design
River Valley Credit Union
Robert Thomas Dancenter
Senior Variety Show
Seven Oaks Recreation
Sigler Companies
Sign Pro of Ames
Skunk River Cycles
Sleep Inn & Suites
Snus Hill Winery
Special Olympics Iowa
Staybridge Suites
Stevens Memorial Chapel
Stoltze and Stoltze Family Dentistry
Stomping Grounds Café
Story City Greater Chamber Connection
Story Construction
Story County Conservation
Story County Extension and Outreach
Story County Medical Center
Story Theater Company
Taco John's
Tami Hicks, Century 21 Signature R.E.
Target
Tasteful Dinners/Tasteful Catering
Texas Roadhouse
The Ames Foundation
The Cafe
The Cornucopia
The Funky Zebras Ames
The Gilligan Group
The IowaStater Restaurant at the
Gateway Hotel
The Mucky Duck Pub
The Salon in Ames
The Simple Greek
The Spice Thai Cuisine
Thisday Photography
Torrent Brewing Company
TownePlace Suites
Trailside Development
Trailside Rentals
Transform Wellness Collective
Treats on a Leash
Tres Teal
Trinity Christian Reformed Church

U.S. Bank (Lincoln Way)
U.S. Bank (Main St)
Unity Church of Ames
University Museums, ISU
Veenker Memorial Golf Course
VenuWorks
VisionBank
Volunteer Center of Story County
Wallaby's Bar & Grille
Welch Ave. Station
West Street Deli
Wheatsfield Cooperative
Which Wich Superior Sandwiches
Wilson Toyota
Windstar Lines
WorkInAmes.com
Workiva, Inc.
Worldly Goods

DOWN THE ROAD IN 2021

ALL ROADS LEAD TO AMES

The road ahead is full of beautiful scenery - with a steady flow of traffic for returning events and visitors. New opportunities are just around the bend!

Ames will soon boast 1,943 hotel rooms. 2020 brought the opening of Courtyard by Marriott. Springhill Suites by Marriott and Staybridge Suites will open in 2021, adding to our great offerings of comfortable and affordable places to **STAY**.

Ames is a favorite stop among many and will serve as the destination for a number of events in 2021. Upcoming groups include Iowa Reading Association & the Iowa Association of School Librarians Reading Conference, USA Track & Field Iowa Youth Meet, Summer Iowa Games, and the Iowa High School Music Association's 75th Annual Iowa All State Music Festival. These events and others will draw tens of thousands of visitors to **STAY, DO, EAT**, and **SHOP** in Ames.

More than \$23,000 in Ames CVB Community Grant Program funding has been awarded to 10 different events. Due to COVID-19, 20 events and funding from 2020 were rolled into 2021. The events, scheduled throughout the entire year, are awarded funding to improve the quality of life for Ames residents and attract visitors to the Ames area.

The Ames CVB was awarded an Iowa Tourism Grant to create a new community tour app. Visitors will have the ability to choose from a variety of tours, including a driving tour of Ames, specialty interest tours, and more. From an additional sponsorship with the Ames Chamber of Commerce, the tour app will also provide customized tour options for conferences and groups, scavenger hunts and targeted retail and cultural destinations in Ames.

2020 BUDGET

INCOME

Hotel/Motel Tax	\$1,282,807
Membership Dues	\$37,575
Co-op Income	\$153,002
Services	(\$4,168)
Interest Income	\$5,423
Stock Liquidation	\$6,915

TOTAL **\$1,481,554**

EXPENSES

Ames Community Grant Program	\$64,140
Personnel	\$762,350
Sales and Marketing	\$285,896
Administration	\$45,298
Fixed Expenses	\$202,962

TOTAL **\$1,360,646**

*In April 2020, the budget was modified by the Ames CVB Board of Directors to adjust for the affects of COVID-19

Travel Matters to

OUR HEALTH
OUR ECONOMY
HOMETOWN PRIDE
NEW EXPERIENCES



Ames™
CONVENTION & VISITORS BUREAU

AMES CVB STAFF THOUGHTS ON WHY *Travel Matters*:

*"2020 put an exclamation point on why *Travel Matters*! Health and safety became the top priorities in our lives in 2020, putting a halt to our normal activities. Our Sales and Services team is ready to get back to doing what we do best. We are ramping up for the return of conferences and events and we look forward to welcoming back our out-of-town guests, conference attendees, event participants and spectators."*

— SALES & SERVICE

"Travel is a major economic driver in Ames, supporting more than 1,000 jobs and generating millions of dollars for the Ames economy. The Ames CVB takes pride in showing off all the things Ames and Iowa State University have to offer. From the beautiful campus and area parks, to the unique local restaurants and the outstanding sporting events and entertainment, Ames has something for everyone!"

— KEVIN BOURKE

"Why does travel matter to me? Having been in the hospitality industry for over 35 years, it was heartbreaking to me when the pandemic struck to see empty hotels, temporarily closed hotels, or hotels realizing less than 10% occupancy. Travel helps our economy – not only hotels, but restaurants, gas stations, grocery stores, retail, and a host of other businesses. Leisure travel is important for me to keep my sanity. It's taking a break from everyday life to refresh and recharge. It's having something to look forward to, which is sometimes even better than the actual trip!"

— JEAN MCBREEN

"The past year challenged us to further consider our lives and our innate nature to travel, whether that be to a foreign county, across state lines, or just to the other side of town. Our health and economy depends on these experiences. The beauty in the world is vast but the more we travel, the more we recognize the riches of home sweet home, Ames."

— MEMBER & VISITOR SERVICES

EXIT 2020

Ames



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