

**2009**

Plan of Action



WESTERN IOWA TOURISM REGION



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## Introduction

### Vision

The Western Iowa Tourism Region connects, develops and promotes the tourism industry in western Iowa.

One of three tourism regions in Iowa, the Western Iowa Tourism Region is the only organization solely devoted to enhancing and developing the tourism industry in western Iowa.

### Purpose

This plan addresses issues of concern to western Iowa tourism organizations and businesses in the 36 county "region" as designated by the Iowa Tourism Office. It is intended to guide the staff and the volunteers by providing a blueprint for activities to accomplish the goals of the organization in 2009.

### Scope

The Region will focus on local development assistance, member education and promotion of the designated 36-county area while supporting state tourism programs sponsored by the Iowa Tourism Office and the Travel Federation of Iowa.

The Region Board of Directors is placing emphasis on offering an informational and user friendly website, increasing private membership support and providing education workshops for the membership.

*"We are pleased to learn that our economic impact numbers increased more than 11% for travel in Harrison County. Thanks WITR for the connections that are helping us grow."*

*Renea Anderson  
Harrison County  
Economic  
Development*

## General Goals

- ◆ Increase awareness among attractions, events and businesses about the services provided by the Region.
- ◆ Increase industry participation and private membership in the Region organization.
- ◆ Increase the number of visitors and dollars spent by visitors in the western region of Iowa.
- ◆ Provide coordinated and effective delivery of programs and services to the industry and traveling public.
- ◆ Coordinate programs with the Iowa Tourism Office.
- ◆ Be the catalyst for cooperative advertising and promotion of attractions and events in western Iowa.
- ◆ Provide continuing education opportunities for the Region membership.
- ◆ Encourage packaging and cross-selling of events and attractions.
- ◆ Provide financial assistance for local advertising, promotion and education projects.
- ◆ Continue to educate business, government leaders and the general public about the economic importance of bringing visitors to their communities.
- ◆ Utilize public/private partnerships to accomplish Regional projects and to assist the tourism industry whenever possible.

## Marketing

## 2009 Action Plans

Objective: Increase the number of visitors to western Iowa.

Goal: Increase market share by purchasing advertising, sponsoring public relations programs, and improving the regional website.

### Strategies:

- Publish the 8th annual cooperative advertising newspaper insert to distribute in Minnesota, Missouri, South Dakota, Nebraska, Kansas and Iowa.
- Participate in the Iowa Tourism Advertising Cooperative Advertising program
- Publish a "How to Have Fun" Activity Guide.
- Design and purchase a new Exhibit.
- Increase travel information on regional website.
  - A. Add endangered species, additional mammals and fish found in western Iowa.
  - B. Develop special itineraries for targeted audiences. i.e. Motorcyclists, Car Clubs.
  - C. Add trails: hiking, biking, water.
  - D. Add day-tripping suggestions for Northwest and West Central areas.
  - E. Expand geo-caching maps.
- Investigate technology and cost of "You Tube", "Podcasts" and "Blogs" for website.
- Seek links with other regional organizations, and businesses.
- Request that hotels, attractions and events include the Regional website in their advertising when room permits.
- Create program to retrieve visitor email addresses for follow-up announcements and promotion. i.e. visitor request opportunity.
- Develop new logo and graphic design for all western Iowa tourism publications. The word "connect" is to be used to tie publications and activities together.
- Research member interest in cooperative magazine ads reaching targeted markets.
- Release "Tourism is Real" business card/website campaign in local western Iowa communities.
- Review all advertising and promotional materials and revise to promote activities and experiences.
- Promote western Iowa at the Iowa State Fair. Generate email address list for follow-up announcements and promotion.
- Participate in the Central Iowa Tourism Region and Iowa Group Travel marketplace.
- Update and repair interstate kiosks in western Iowa.
- Fulfill all telephone, email, mail and magazine lead requests for western Iowa travel information.
- Produce an annual report.
- Design and order logo shirts in time for tourism conference in Sioux City.

\* For more information about the cost, time frame and committees responsible for these strategies, see page 6 - 9 of this report.

## Grant Programs

**Objective:** Increase the frequency of advertising, quality and distribution of promotional products and provide continuing education opportunities for the membership.

**Goal:** Provide financial assistance to local organizations to improve marketing materials, expand their market reach, and to increase continuing

### Strategies:

- Offer competitive grants for local advertising, promotion, and education programs.
- Competitive grants will also be offered for scholarships to programs and conferences relating to tourism.
- The Region will offer a Spring and Fall release of CDF grant applications for scholarships to attend training sessions and conferences sponsored by the Iowa Department of Economic Development.
- Encourage applications, supply judges and administer grant funds to all western Iowa members receiving grants through the Out-of-State Advertising program.

*\* All grant applications, rules and deadlines will be posted on the Region's website [www.traveliowa.org](http://www.traveliowa.org) under the membership section.*

## Educational Opportunities

**Objective:** Give members the “tools” they need to be successful in the tourism industry.

**Goal:** Provide a variety of education workshops for the Region membership.

### Strategies:

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"><li>• Solicit education topic ideas from the membership to target training topics likely to meet their needs.</li><li>• Offer training and workshops relevant to tourism at five Region meetings.</li></ul> | <ul style="list-style-type: none"><li>• Host a Tourism Town meeting with the Iowa Tourism office during a Region membership meeting.</li><li>• Offer one full-day seminar to help members with marketing, and promotion.</li></ul> | <ul style="list-style-type: none"><li>• Promote the 2009 series of workshops as the University of Western Iowa curriculum and, offer discounts for those who pre-register to attend all sessions. Acknowledge members attending all sessions at the graduation conference to be held in the Spring.</li></ul> |
|---|--|---|

**Objective:** The membership and public will understand the mission of the Western Iowa Tourism Region and be aware of programs and projects sponsored by the Region.

**Goal:** Increase participation in Region programs and projects and generate support for tourism development and promotion in the state of Iowa.

**Strategies:**

- Initiate a “Tourism is Real” campaign in western Iowa communities to increase business owner awareness about tourists dollars spent in their business/community. Encourage businesses to visit the Region website to learn more about the economic impact of tourism.
- Create a section on the Region website for local business owners to learn more about the economic impact of tourism.
- Continue to offer updates and “Calls for Action” to the tourism industry during the Iowa Legislative Session.
- Create press releases for Region meeting hosts to distribute to local media outlets informing about the meeting’s purpose and the education session to be offered.
- Publish newsletters and bulletins to keep the membership, media, Legislators and state tourism office informed about Region projects and programs.
- Host orientation sessions prior to each Region meeting for new members, and in July for new Board members and committee chairmen.
- A Board member or staff will participate in committee meetings to provide assistance if and when necessary.

## Member Value

**Objective:** Increase the number of private dues paying members and increase member participation to build the capacity of the organization.

**Goal:** Retain current members and increase private membership in the Region by 32 new members.

**Strategies:**

- **Sell and service private memberships.**
- **Develop incentives to recruit new members.**
- **Produce sales materials.**

- **Develop new member orientation materials.**
- **Host orientation sessions.**
- **Recognize new members at meetings.**

- **Publish introductory article about new members in the Region newsletter.**
- **Provide links on the Region website for all members.**

“The Golden Hills RC&D organization receives value for our small membership fee to the Western Iowa Tourism Region. The contacts and partners alone make membership worth the price.”

Shirley Frederiksen,  
Director

## Government Relations

**Objective:** Elected officials will support tourism programs in Iowa and Western Iowa.

**Goal:** Generate sustaining financial support from Supervisors in all 36 western Iowa counties to match state funding in FY 2009 and work with members of the Iowa House and Senate to generate increased funding for promotion of tourism in Iowa.

Strategies:

- Provide 4 volunteer Board members to the Travel Federation of Iowa, support the District Leaders program, and Voters Voice technology.
- Inform the WITR membership about tourism issues.
- Offer Advocacy training to the Region membership.
- Continue appointments to state Boards and committees as requested or opportunities arise.

## Operations

**Objective:** Compliance with contracts for funding the Western Iowa Region.

**Goal:** Run an efficient office to assist the tourism industry in western Iowa, visitors interested in traveling in western Iowa and the Iowa Tourism office.

*“One of the most important aspects of membership in the WITR is leadership development. The skills learned not only benefit the regional organization but can be taken back to benefit our local communities and organizations.”*

*Jim Robbins,  
Monona Co. Tourism*

<ul style="list-style-type: none"> <li>• Staff the Region office with a full-time Director and office manager.</li> <li>• Develop an annual budget with monthly projections of income &amp; expense.</li> <li>• Complete Plan of Action for 2009.</li> <li>• Generate \$20,800 to match state grant funds.</li> <li>• Actively participate in monthly staff meetings with the Iowa Tourism office.</li> </ul>	<ul style="list-style-type: none"> <li>• Complete an independent annual review of the Region's finances.</li> <li>• Publish annual report.</li> <li>• Complete monthly activity report for state office.</li> <li>• Publish monthly financial reports.</li> <li>• Develop guidelines for grant program</li> <li>• Publish listing of grant award winners.</li> </ul>	<ul style="list-style-type: none"> <li>• Administer grant paperwork.</li> <li>• Assist State Tourism office with special projects as requested.</li> <li>• Host bi-monthly meetings with workshops.</li> <li>• Manage day-to-day operations of the organization.</li> <li>• Fulfill information requests from travelers.</li> </ul>
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# Committee Job Descriptions, Budgets and Time Frames

## Marketing and Promotion

### Advertising Committee

**Tasks:** Select design of insert, determine distribution area, determine release date, sell ad space. **Deadline:** Jan. '09. **Budget** contingent on ad sales, usually \$65,000.

The committee also selects publications for Region ads in the Iowa Tourism Office Advertising Co-op **Deadline:** September '08. **Budget:** \$4,000.

Research member interest in purchasing one or two pages in publications for a regional cooperative ad. Investigate publications that create most benefit to participants. **Deadline:** April 2009. **Budget:** determined by participation.

**Commitment:**

Committee meets in-person maximum of two times and utilizes email and conference calls if, and when necessary. Communication between committees re: design will be necessary to keep all publications & ads coordinated.

**Experience Needed:**

Advertising purchasing and experience in determining market areas helpful.

Committee Chairman:

**Kathy Fiscus**

**Council Bluffs CVB**

### Activity Guide Committee

**Tasks:** Determine categories of activities for different interest groups, i.e. "Girlfriend Get- Aways"; "Time Out for the Guys"; "Grand Times with Grandchildren"; "Outdoor Get- Aways" and other topics of interest. Assist Region staff with research to obtain the data in each category, select design of the publication, determine where and how to release the guide. **Deadline:** January 2009. **Budget:** \$3,000.

**Commitment:**

Committee may need to meet two or three times in person. Work can be divided into sub-committees and shared via e-mail with the entire committee. Conference calls are also an option.

**Experience Needed:**

Previous experience designing a publication, good eye for photography, creative and fun travel ideas and knowledge about Region attractions and events helpful.

Committee Chairman:

**Stacy Rosemore**

**Okoboji Tourism**

### Region Exhibit Committee

**Tasks:** Research trade show exhibit structures, design & materials. Determine size, style, graphics and photos for a Western Iowa Tourism Region display. Research pricing options and recommend a vendor. **Deadline:** June 30, 2009. **Budget:** \$1,500.00.

**Commitment:**

Committee may need to meet two or three times in person. E-mail correspondence and conference calls are an option if necessary.

**Experience Needed:**

Some experience in design and knowledge about Region attractions and events helpful.

Committee Chairman:

**Dee Polak**

**Sioux City Downtown Partners**

*"An organization is only as strong as its members. I got involved in the Region 20 years ago and I feel that my participation is still important today. I would urge all members to step out of your comfort zone and discover the talent and experience in our Region.... share what you know and learn from others. It makes all of us stronger and better tourism destinations."*

*Shirley Phillips  
Sac County Economic Development*



## Marketing and Promotion

### Natural Resources

**Tasks:** Find pictures and write descriptions of endangered species, add additional mammals to the current selection and create a section for fish found in western Iowa. Determine format to provide hiking, biking and water trail options.  
**Deadline:** March 30, 2009.  
**Budget:** \$500.00.

#### Commitment

One in-person meeting to select species and divide work. Completed work to be submitted to the Region office and webmaster.

#### Experience Needed:

Natural resources background helpful.

**Committee Chairman:**  
**K.C. Hummel**  
**Western Historic Trail Center**

### Special Tour Interest:

**Tasks:** Develop cruises and/or itineraries for special interest groups like motor cyclists, car clubs, etc.  
**Deadline:** Some ready to put on line by March, 2009.  
**Budget:** \$500.00.

#### Commitment:

Two in-person meetings to establish which groups/itineraries to research first, divide information into areas in the region. Follow-up communication via email and conference calls as necessary.

#### Experience Needed:

Great if belong to a special interest group or have knowledge of attractions etc. of interest to those groups.

**Committee Chairman:**  
**Chrissy Caniglia**  
**Council Bluffs CVB**

### Day-Trip Development

**Tasks:** Develop themed travel suggestions for west central and northwest Iowa areas. Topics/themes, format, content and photography to be developed by committee.  
**Deadline:** Some by March 30, 2009. **Budget:** \$500.00

#### Commitment:

One in-person meeting. Close coordination with office and subcommittee via e-mail. Completed work to Region office & webmaster.

#### Experience Needed:

Knowledge about your area and willingness to be creative.

**Committee Chairman:**  
**N.W.– Shirley Phillips**  
**Sac County Econ Dev**  
**West Central– Phyllis Hoegh,**  
**Danish Windmill**

### Website Technology

**Tasks:** Research development and technology costs associated with “You Tube”, “Podcasts” and “Blogs” for the Region website. **Deadline:** February 2009. **Budget:** \$2,014.00 if use of one or more possible.

**Commitment:** Possibility of several in-person meetings and use of email and conference calls as necessary.

**Experience Needed:** Not necessary to be a member of the “geek squad” but would help. Should have interest in the technology and be willing to spend the time to help develop at least one of the above.

**Committee Chairman:**  
**Andrew Wells**  
**Ice Cream Capital of the World**

### Geocaching

**Tasks:** Expand geo-caching maps for Region website. Research by area to place on Region website. **Deadline:** June 30, 2009. No budget line item.

#### Commitment:

One in-person meeting. Can work individually to develop and get to the Region webmaster.

#### Experience Needed:

Must understand geocaching and be willing to research local and area sites.

**Committee Chairman:**  
**Leroy Dammann**  
**Manning**



## Committee Job Descriptions, Budgets and Time Frames

### Education Committee

**Tasks:** Determine topics and speakers for each Regional meeting through July 2009.

Committee members also take turns introducing speakers at the meetings and negotiate speaker fees that stay within the budget. The 2008 committee offered a full-day Boot Camp graduation workshop and since it was successful, the 2009 committee may want to consider a similar graduation workshop in the Spring of 2009. The Region will market the entire package of workshops as the "2009 University of Western Iowa" tourism curriculum. **Deadline:** August 15, 2008 for as many workshops as possible. If a spring graduation workshop is scheduled, it should be decided by the end of October. **Budget:** \$3,000.00 for workshops at Region meetings. A graduation conference would be self-supporting.

**Commitment:** A minimum of two in-person meetings will be necessary. Members will likely be asked to provide speaker names and suggest topics, be asked to find sponsors and exhibitors for the annual workshop. E-mail and conference calls may be used as necessary.

**Experience Needed:** Some understanding of the needs of the tourism industry is helpful when selecting topic ideas and attending other conferences is helpful to provide speaker recommendations.

**Committee Chairman:**  
**Kathy Dirks**  
**Harrison County Historical Village and Welcome Center**

### Grant Award Committees

**Description:** The Region will have three grant selection committees that operate similarly. Individual committees will be established for Advertising Grants, Education and Scholarship Grants and Promotion Grants. Criteria has been established for qualifying grant projects.

**Tasks and Commitment:** The committee chairmen may be asked to participate by answering grant questions at the February Region meeting. The application deadline will be mid, to late May. Once applications are received at the office, a packet of applications, individual scoring sheets and instructions will be mailed to everyone on the committee. Committee members are given a couple of weeks to review and to score each application. In early June, before the Region's annual meeting, each committee will have one in-person meeting to discuss applications. Individual scores are totaled and averaged to determine an applicant's score. Winners are announced at the annual meeting. **Deadline:** June 2009. **Budget** total = \$40,000.00.

**Experience Needed:** Some experience with advertising, printed promotional materials, education programs and conferences improves ability to judge grant applications.

Three committees of 7 to 10 people each, read and score the grant applications, and select recipients for 2010.

### Grant Committee Chairman

**Advertising:**  
**Spero Vlahoulis**  
**Sioux City CVB**

**Education/Scholarship:**  
**Sandra Leininger**  
**French Icarian Foundation**

**Promotion:**  
**Shirley Fredrickson**  
**Golden Hills RC & D**

## Committee Job Descriptions, Budgets and Time Frames

### Membership Committee

\* Private membership is the life-blood of the organization and remains a priority in 2009. A record number of new members were recruited in 2008. Success during our membership campaign created a stronger voice, improved industry communication and marketing programs for western Iowa businesses and attractions.

**Tasks:** This committee will develop a membership sales and retention program to keep private membership “top-of-mind” for everyone in the travel and tourism industry in western Iowa. The goal is to retain 100% of the current membership of 190 and to recruit 32 new members in 2009. Committee members must be willing to sell memberships themselves. **Deadline:** June 30, 2009. **Budget::** \$500.00.

**Commitment:** Must be willing to tell others about WITR and be enthusiastic about inviting others to join the organization. Reports re: Membership sales at Region meetings. Would most likely meet in-person one time to develop a campaign, then with staff to coordinate efforts and for record keeping.

Experience Needed: Must believe in the WITR organization and the benefit for members and be knowledgeable about what the organization has to offer.

### Western Iowa Tourism Region Staff:

Michele Walker, Executive Director e-mail Michelewalker@traveliowa.org  
Shonna Bruno, Office Manager e-mail Shonnabruno@traveliowa.org

103 North 3rd St Red Oak, IA 51566 www.traveliowa.org

I have reviewed the information contained in the 2009 Action Plan and would like to volunteer to serve on the following Committee:

\_\_\_\_\_

**Name** \_\_\_\_\_

**Organization/Business** \_\_\_\_\_

**Community** \_\_\_\_\_

**Email Address** \_\_\_\_\_ **Telephone** \_\_\_\_\_

Feel free to leave this at the registration desk at any Region meeting or to call the Region office 888-623-4232 for more information.

## 2009 Budget Draft

	<b>BUDGET</b>
	FY 2009
<b>Income:</b>	
Beginning Balance	2,298.00
Auto Reimbursement	1,200.00
CDF Grant Funds	2,000.00
Cooperative Ad	66,000.00
County Match (35)	17,500.00
Fundraising (Sil. Auc.)	2,000.00
Grants	1,000.00
Meeting Income	2,000.00
Misc. Income	2,080.00
Private Memb. (225)	28,125.00
State Contract	176,877.00
<b>Total Income:</b>	<b>301,080.00</b>
<b>Expenses:</b>	
<b>Admin. Category</b>	
Accounting	2,700.00
Association Dues	1,200.00
<b>Automobile:</b>	
Gasoline	3,000.00
Insurance	963.00
Interest on Loan	170.00
Loan Payment	865.00
Repairs/Maintenance	1,000.00
Taxes / License	281.00
Business Travel	4,000.00
Committee Meetings	1,500.00
Conference / Dev.	500.00
Depreciation Account	2,000.00
Education Opp.	3,000.00
Equip. / Maintenance	2,000.00
Ins. / Legal / Prof.	1,475.00
Miscellaneous	250.00
Postage / Freight	5,000.00
Rent/Utilities/Storage	6,418.00
Supplies	7,000.00
Telephone	5,000.00
Travel Federation	5,000.00
<b>Subtotal, Admin.:</b>	<b>53,322.00</b>

<b>Grant Category:</b>	
Advertising Grants	15,365.00
Education Grants	6,235.00
Promotion Grants	18,400.00
CDF Grant	2,000.00
Out of State Advertising	32,165.00
	<b>74,165.00</b>
<b>Payroll Category</b>	
Director Salary	50,000.00
SS Match - Director	3,825.00
Pensions	6,563.00
Staff Wages	24,960.00
SS Match - Staff	1,910.00
Insurance Reimburse	4,800.00
Unemployment Tax	1916.00
<b>Subtotal, Payroll:</b>	<b>93,974.00</b>
<b>Promo/Adv Category</b>	
Activity Guide	3,000.00
Cooperative Advertising	66,000.00
Day Trip Development	500.00
Interstate Kiosk Repair	1,000.00
Membership Sales	500.00
Recreation/Natural Res.	800.00
State Fair	2,000.00
Targeted Interest Tours	800.00
Trade Show Exhibit	1,500.00
Web Site Technology	2,019.00
Website	1000.00
Welcome Center FAM Trip	500.00
<b>Subtotal, Promo:</b>	<b>79,619.00</b>
<b>Total Expenses:</b>	<b>301,080.00</b>
<b>Total Income:</b>	<b>301,080.00</b>

For more information about becoming a member visit us at [www.traveliowa.org](http://www.traveliowa.org) or call 888-623-4232

AAA Home and Away Magazine  
 Aerial 7 Maps  
 Adair County Heritage Museum  
 Adair County Tourism Council  
 Adams County Tourism  
 Algona Area Chamber of Commerce  
 AmericInn Hotel & Suites of Algona  
 AmericInn Hotel & Suites of Elk Horn  
 AmericInn Hotel and Suites of Stuart  
 Ameristar Casino Hotel, Council Bluffs  
 Arnolds Park Amusement Park, Okoboji  
 Arrowwood Resort & Conf. Center, Okoboji  
 Artisans Road Trip (A.R.T.), NW Iowa  
 ArtsLIVE, Okoboji  
 Association Inc., Des Moines  
 Atlantic Chamber of Commerce  
 Atlantic Community Promotion Commission  
 Audubon Chamber of Commerce  
 Audubon County Historical Society  
 Audubon County Economic Development  
 Avery Bros. Sign Company, Sioux City  
 Bedford Area Development Center  
 Best Westerns of Iowa  
 Better Elk Horn Club  
 Boulder Conference Center, Denison  
 Breezy Hills Vineyard, Minden  
 Calhoun Co. Economic Dev., Rockwell City  
 Camp Algona P.O.W. Project, Algona  
 Carroll Chamber of Commerce  
 Carroll County Conservation  
 Carstens 1880 Farmstead, Shelby  
 Casey Service Club  
 Casino Omaha, Onawa  
 Cass County Historical Museum, Griswold  
 Cass County Mormon Trails  
 Cass County Tourism  
 Cherokee County Chamber & Rodeo  
 Clarinda Chamber of Commerce  
 Clarinda Economic Development  
 Clarinda Super 8 Motel  
 Clarion Hotel & Conf. Center, Sioux City  
 Clay County Fair Association, Spencer  
 Clay County Conservation  
 Clay County Regional Events Ctr., Spencer  
 Coon Rapids Development Group  
 Corning Center for the Fine Arts  
 Correctionville Economic Development  
 Council Bluffs Attractions Association  
 Council Bluffs Conv. & Visitors Bureau  
 Council Bluffs Hist. Preservation Alliance  
 Crawford Co. Chamber & Dev., Denison  
 Crawford County Conservation Board  
 Creston/Union County Tourism  
 Customized Newspaper Advertising, C.N.A.  
 Dammann, Leroy and Freda, Manning  
 Danish Countryside Vines and Wines, Exira  
 Danish Immigrant Museum, Elk Horn  
 Danish Windmill Corporation, Elk Horn  
 Des Moines Register  
 DNR, NW District  
 DNR, District III  
 Donna Reed Foundation, Denison  
 Downtown Partners, Sioux City  
 Emmetsburg Chamber/Welcomes Center  
 Estherville Chamber of Commerce  
 Etta's Guesthouse, Storm Lake  
 Farmall-Land USA Museum, Avoca  
 FREDCO, Fremont County  
 Fremont County Historical Society  
 French Icarian Colony Foundation, Corning

Union Pacific Railroad Museum, Council Bluffs  
 Glenn Miller Birthplace Society, Clarinda  
 Golden Hills RC & D, Oakland  
 Great Iowa Gifts, Kiron  
 Great Plains Wing CAF, Council Bluffs  
 Greater Siouxland Hospitality Association  
 Griswold Chamber of Commerce  
 Grotto of the Redemption, West Bend  
 Guthrie County Historical Village, Panora  
 Harlan Tribune  
 Harrah's Casino and Hotel, Council Bluffs  
 Harrisdale Homestead B&B, Atlantic  
 Harrison Co. Historical Village & Welcome Ctr.  
 Harrison County Fair Board, Missouri Valley  
 Hartwig House Inn, Denison  
 Hawarden Area Partnership for Progress  
 Higgins Museum, Okoboji  
 Hillside Orchard, Hamburg  
 Historic Arnold's Park, Okoboji  
 Historic General Dodge House, Council Bluffs  
 Historic Village of Guthrie County  
 Hitchcock House, Lewis  
 Holiday Inn, Sioux City  
 Humboldt-Dakota City Chamber of Comm.  
 Ice Cream Capital Visitor Center, Le Mars  
 Ida County Economic Development  
 Inn at Okoboji  
 Iowa Aviation Museum, Greenfield  
 Iowa Bed and Breakfast Guild  
 Iowa Great Lakes Chamber of Commerce  
 Iowa Lakes RC & D, Spencer  
 Iowa Mormon Trail Association  
 Iowan Magazine, Des Moines  
 Iowa Rock and Roll Music Museum, Okoboji  
 Senator David Johnson, District 3  
 Johnny Carson Birthplace, Corning  
 Sarah Kahler, AAA, Associate Member  
 Kings Pointe Water Resort, Storm Lake  
 Kiwanis Museum Complex, Onawa  
 Kossuth/Palo Alto Co Economic Dev.  
 Lakes Printing, Spirit Lake  
 Lake View, City of  
 LeMars Art Council  
 Lewis & Clark Interpretive Center, Sioux City  
 Loess Hills Hospitality Assoc., Moorhead  
 Loess Hills National Scenic Byway Council  
 Loess Hills Vineyard & Winery, Crescent  
 M&M Divide RC& D, Carroll  
 Main Street Chamber Greenfield  
 Main Street Chamber Sac City  
 Manning Chamber of Commerce  
 Mid-America Transportation & Aviation Museum  
 Mills County Tourism  
 Missouri Valley Chamber of Commerce  
 Monona County Conservation Board  
 Monona County Historical Museum  
 Monona County Tourism Committee  
 Museum of Religious Arts, Logan  
 Nodaway Valley Hist. Soc., Clarinda  
 National Traditional Country Music Assoc  
 Newell, City of  
 Northwest Communications, Havelock  
 O'Brien County Economic Development  
 O'Brien County Tourism  
 Okoboji Summer Theatre  
 Okoboji Tourism Committee  
 Onawa Chamber of Commerce  
 Orange City Chamber of Commerce  
 Orange City Tulip Festival

Page County Conservation  
 Palo Alto County Conservation  
 Parkview Inn & Suites, West Bend  
 Pearson Lakes Art Center, Okoboji  
 Performing Arts & Education Assoc. of SW IA  
 Pottawattamie Co. Conservation  
 PRIDE, Cass County  
 Pudgy Pumpkin Patch, Red Oak  
 Queen of Peace/Trinity Heights, Sioux City  
 Red Oak Chamber of Commerce  
 Redwood Resort, Ruthven  
 Sac County Conservation  
 Sac County Economic & Tourism Dev  
 Sapp Bros Travel Center, Hamburg  
 Sawmill Hollow, Missouri Valley  
 Shelby County Chamber of Commerce  
 Sheldon Chamber & Development Corp.  
 Shenandoah Chamber of Commerce  
 Sergeant Floyd Riverboat Museum & Welcome Center, Sioux City  
 Sidney Chamber of Commerce  
 Sidney Rodeo  
 Sioux City Art Center  
 Sioux City Convention & Visitors Bureau  
 Siouxland Historic Railroad  
 Sleep Inn Hotel & Suites, Estherville  
 Southern Exposures Tourism  
 Southern Hills Mall, Sioux City  
 Spencer Chamber of Commerce  
 Springhill Suites by Marriott, Council Bluffs  
 St Patrick's Association, Emmetsburg  
 Star Destinations, Carroll  
 Stanton Historical Society  
 Storm Lake Chamber of Commerce  
 Sugar Clay Winery, Thurman  
 Bill Thompson, Mills Co Associate Member  
 Templeton Rye Spirits, LLC, Templeton  
 Trail Dolls & Treasures, Griswold  
 Wall Lake Chamber of Commerce  
 Wall Lake Historical Society  
 Walnut Merchants Association  
 Web Graphics, Milford  
 West Bend Chamber of Commerce  
 Western Historic Trails Center, Council Bluffs  
 Western Iowa Development Association  
 Western Iowa Grape Growers Assoc.  
 Western Iowa Wine Trail  
 Whispering Hills Winery, Carson  
 White Pole Road, Des Moines  
 Whiterock Resort, Coon Rapids  
 Mike Whye, Photographer & Freelance Writer  
 Wild Rose Casino, Emmetsburg  
 Winna Vegas, Sloan  
 Wisecup Farm Museum, Missouri Valley  
 Woodbury County Conservation Board

## Contributing Counties

Adair	Cherokee	Humboldt	O'Brien	Sac
Adams	Clay	Ida	Osceola	Shelby
Audubon	Crawford	Harrison	Page	Sioux
Buena Vista	Dickinson	Kossuth	Palo Alto	Taylor
Calhoun	Emmet	Mills	Plymouth	Union
Carroll	Fremont	Monona	Pocahontas	Woodbury
Cass	Guthrie	Montgomery	Pottawattamie	