

Loess Hills Alliance Economic Development Committee FY 2016 Annual Report

MISSION

The Economic Development Committee worked this year to meet the goals set forth in our mission. It is our endeavor to enhance the economy of the Loess Hills region by:

- *Providing assistance and being a resource for small businesses and community attractions as decided by committee members.
- *Increasing visitor traffic at recreation facilities, events and area attractions.
- *Offering education and technical assistance to business and government agencies.

The committee consists of representatives from economic development, conservation, recreation, convention and visitors bureaus, elected officials on local and federal levels, and small businesses and tourist attractions. The committee meets quarterly at a central location.

ADVERTISING

The committee places a high priority on advertising the Loess Hills and promoting businesses and attractions. Advertising was placed in numerous publications that allow information about the Loess Hills to reach into others states as well as here in Iowa. Once again an ad was placed in the Western Iowa Tourism Region Cooperative Advertising Insert. This is distributed to 549,000 homes as a newspaper insert in MN, SD, NE, KS, MO and Iowa. There was also online advertising that accompanied the ad insert and allowed for people to go to a link and see the ad as well.

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THE GREAT OUTDOORS LIKE YOU'VE NEVER SEEN BEFORE

Enjoy a drive on our 225-mile scenic byway where nature provides the backdrop to great views and rugged and picturesque landscapes lead you to historic downtowns and rural villages with quaint shops and a host of attractions as unique as the Loess Hills themselves.

JOIN US FOR EXCITING 2016 AREA EVENTS:

<p>May 13-21 Celebrate Council Bluffs. Variety of activities at Regional Park. www.visitcbluffs.com, 712-325-0000</p> <p>May 17 to Sept 15 Wildflowers at Mitchell Nature Center. Third Tuesday of the month. 712-549-3283 www.pottawatomie.net (see calendar of events)</p> <p>June 2-30 Free Music in the City Park. Thursdays in June www.visitloesshills.com</p> <p>June 3-5 Loess Hills Prairie Seminar. Loess Hills WABRA Area, NE of Osawa. www.wabra.org (see calendar)</p>	<p>June 16-18 Assessa Bike Nights. Concerts by national and regional bands, motor cycle show performances, bike show, vendors. Historic 4th Street, Sioux City. www.visitmidwestiowa.com, 712-224-2557</p> <p>July 2 Sabbath in the Park. Free outdoor music festival, food, arts and kids activities. 800-993-2228 www.visitkenosha.org</p> <p>July 11 Rural Ramble. A self led tour of local producers offering free samples, live music, wine tasting and more. Register for prizes at every stop. 712-482-3029, facebook/rurallramble</p>	<p>Aug. 2-6 Sibley Championship Rods. Outdoor Rods is a tournament. 712-324-2095 www.sibleyrods.com</p> <p>Aug. 20 Owaska. Largest one day bike ride in the state through the scenic Loess Hills, with choice of routes. www.OwaskaRide.com, 712-423-1950</p> <p>Sept. 17-18 Southwest Iowa Art Tour. Showcasing local artists in 28 Iowa. Visit studios and see collections on exhibit in cafes and eateries across the state. Check www.southwestiowartour.com for participating places and communities. 712-482-3029</p>
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www.visitloesshills.com | www.visitwesterniowa.com | www.loesshillsalliance.com

Hike, BIKE, drive, play and STAY
For a Recreation Map, Birding, Motorcycle or RV guide, contact Western Iowa Tourism Region at 678-823-4232 or email info@visitwesterniowa.com

The ad below is placed in the Omaha World Herald (June, July & August inserts). It goes to 250,000 households in Iowa and Nebraska. Monthly e-mail sent to 100,000+ on line subscribers. Each month a new theme was selected and advertisers were highlighted in at least one month. A full time front page interactive

website ad ran June 1st – September 1st as well on the Omaha.com website. It generates over 14,000,000 impressions per month for the entire Omaha World Herald Website.

THE GREAT OUTDOORS
Like Never Before. Iowa's Loess Hills.

Enjoy a drive on our 220-mile scenic byway where native prairies rise up to greet you and rugged and picturesque landscapes lead you to historic downtowns and rural villages with quaint shops and a host of attractions as unique as the Loess Hills themselves.

Spine and Excursion Loops

- Scenic Byway Spine
- Scenic Byway Loop
- Highways
- Loess Hills Landform
- Welcome Centers

Hike, BIKE, drive, play, STAY

For a Recreation Map, Birding, Motorcycle or RV guide, contact Western Iowa Tourism Region at 888-623-4232 or e-mail info@visitwesterniowa.com

www.visitloesshills.com | www.visitwesterniowa.com | www.loesshillsalliance.com

An ad was also placed in the Iowa National Guard Post magazine. This magazine reaches 17,000 enlisted men, women and officers. We also continue to have a presence on mycountyparks.com through the Loess Hills counties that have participated with that website. We also continued our regular advertising in the Sioux City Visitors Guide, the Council Bluffs Visitors Guide, and Our Iowa.

Other ad placement in conjunction with the co-op advertising opportunities with the Iowa Tourism Office were placed in:

Iowa Outdoors

This is picture-perfect pedaling.

#THISIS IOWA

With outdoor attractions like 1,800 miles of hiking and biking trails, it's no wonder the great outdoors is so rejuvenating in Iowa. Hop on the Missouri River National Trail where you'll pedal through small towns full of cafes and shops that will welcome you with open arms. Try fly-fishing for wild brown trout in our scenic Driftless Area. Maybe relax in Okoboi's beauty by relaxing 600 feet above its pristine lakes. You can practically feel the sunshine on your face, can't you?

Explore trip ideas and what our great outdoors has in store at traveliowa.com.

travel IOWA. TRAVELIOWA.COM

GREATER DES MOINES BOTANICAL GARDEN
The Greater Des Moines Botanical Garden is a 7-acre public garden in the heart of Des Moines featuring everything from a water garden, outdoor garden, rose garden, an indoor tropical greenhouse conservatory, a warm garden shop and herbicade.
botanicalgarden.com | 515.263.6290

HOTEL PATTEE
Built in 1913, the fully renovated historic Hotel Pattee has been called one of the best historic hotels in the world. Each of its 48 rooms is decorated in a unique way that tells its own story. Located close to the High West and Raccoon River Valley Trail, Hotel Pattee serves as the perfect weekend getaway. Just north of Des Moines.
hotelpattee.com | 515.465.3511

IOWA FALLS
Cruise on the Empress Riverboat, kayak or canoe down the beautiful Iowa River. Then explore the Collins Nature Center, ride the seasonal trails and stroll in our Historic District. And recharge your batteries at our rapid B & B's in models.
iowafallschamber.com | 877.648.5543

IOWA GREAT RIVER ROAD
Come alive along the Iowa Great River Road. Boat, fish, hike, paddle, bike and dine on along the stunning Mississippi River. Explore, dine and stop in our historic and charming towns along the river. We're Iowa's most varied coast and beauty!
iowagreatriverroad.com

IOWA'S COUNTY PARK SYSTEM
Iowa's 1,000 parks are ready for your next outdoor adventure. Explore more than 1,500 miles of trails. Discover one of 17 historic centers. And host up to one of the many companies and camps along the way.
iowasparks.com | 515.963.3942

JONES COUNTY
What do Great Road and motorcycles have in common? The can experience both in Jones County. Because we're the birthplace of Great Road and home to the National Motorcycle Museum. We also have the Gaslighters & Thrashers where you can watch a show. Come for sights – stay for the stories!
traveljonescounty.com | 800.393.3821

LOESS HILLS
Experience scenic views, fascinating geology and rare natural wonders at the Loess Hills, which were formed at the end of the last ice age. Witness a play, plant some wildflowers, and witness magnificent panoramas of the fertile Missouri River Valley landscape, scenic hills and vast grasslands.
visitloesshills.org | 888.623.4232

OSBOEN
With abundant water recreation activities like boating, fishing and paddling, our vast trails system, Osborn Park Recreational Park, golf course, museum, shopping, wine dining, and more, it's no wonder we're called Iowa's #1 vacation destination! Make plans to bring the whole family to Osborn, where memories are waiting to happen!
visitosborn.org | 800.270.2574

This is a getaway you'll always remember.

#THISISIOWA

travel IOWA TRAVELIOWA.COM

WANT TO MAKE UNFORGETTABLE MEMORIES? OPENING THIS PAGE IS THE FIRST STEP.

1. IOWA WINE AND BEER
Let's raise our glasses to sipping something unexpected. To exploring Iowa's countryside in search of wineries that please our palates. To holding up to Iowa's townies and looking what's on tap. To keeping it local and drinking from our backyard. Let's tip outside the box. iowawineandbeer.com | 515.225.2064

2. DROBBI
With abundant water recreation activities like boating, fishing and parasailing, six vine trails, historic, Ananda Park Amusement Park, golf courses, museums, shopping, unique dining and more, it's no wonder we're called Iowa's 41 Vacation Destinations! Make plans to bring the whole family to Drobbi, where memories are waiting to happen! www.drobbi.com | 800.270.2524

3. PELLA
Welcome to Pella, America's Dutch Beacon, where you can see burning wheels of history. From Dutch "Wormholes" on the streets and lake-deckable Dutch pavilions. There are countless small wonders that will bring your senses and make your visit to our European-inspired village rich and memorable. visitpella.com | 800.748.3482

4. RIVERBOAT TWILIGHT
Offering one and two day Mississippi River Cruises on the Victorian-style Riverboat Badger. Come aboard and experience twinning in light on the most elegant riverboat to be launched in the past 100 years. Get our Captain for your guide for majestic eagles, towering bluffs and historic river towns. riverboatlight.com | 800.331.1407

5. LOESS HILLS
Experience majestic views, fascinating landforms and rare natural wonders at the Loess Hills, which were formed at the end of the last ice age. An absolutely placed scenic overlook, you'll witness magnificent panoramas of the fertile Missouri River Valley farmland, forested hills and vast grasslands. loesshills.org | 888.623.4232

6. VILLAGES OF VAN BUREN
Take a step back in time! Explore 11 historic Villages on the Historic Hills Scenic Byway in Southeast Iowa. Historic buildings, shops, Amish/Mennonite businesses, B&B's, cabins, campgrounds, fishing, hiking, canoe/kayaking, horseback riding, sporting clubs, historic sites, festivals & more. villagesofvanburen.com | 800.941.7622

Tri-State Package

This is where memories go down in history.

#THISISIOWA

travel IOWA

In Iowa, vacations aren't just vacations. They're where you put an cowboy hats and laugh together at the Iowa State Capitol Museum. They're where you hold a golf club and pose for pictures at the American Golf House. They're where you visit the nation's first national monument that commemorates Lewis and Clark's epic expedition. So here, you don't just learn about history... you learn about each other.

Find out how the living that will go down in history at TRAVELIOWA.COM

BOONE
Hunts, trails, traditions... Boone County boasts a wealth of attractions and activities for ages. Ride the High Tails Trail Bridge, visit the Boone & Son's Snow Farmstead, or head the year with Snow Falls. Plan today for incredible food, shopping and good company! boonecounty.com | 800.366.6332

BURLINGTON / WEST BURLINGTON
Create your next family memory in the valleys of Eastern Burlington. The water parks, golf courses, parks, or a Beer Grove provide the perfect venue for memories. Don't forget to experience the Mississippi and follow down State Hwy. "The Cornucopia State of the Heart!" westburlington.com | 319.732.8300

CHARLES CITY
Experience the thrill of Iowa's first wilderness park, where breathtaking views of golf courses and scenic views of Lake Park Lake in Iowa at an historic resort. Enjoy scenic views, unique amenities, and first-class amenities. Facilities include dining and first-class amenities. Facilities include dining and first-class amenities. Facilities include dining and first-class amenities. charlescityiowa.com | 847.220.4234

CLEAR LAKE / MASON CITY
Experience music, history and nature all at the same time. Enjoy scenic views and historic landmarks. Facilities include dining and first-class amenities. Facilities include dining and first-class amenities. clearlake.com | 800.623.5234

WHEEL PAITEE
Built in 1911, the fully renovated historic Paitee Hotel has been restored to the finest. Facilities include dining and first-class amenities. Facilities include dining and first-class amenities. wheelpaitee.com | 515.846.3111

LOESS HILLS
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DROBBI
With abundant water recreation activities like boating, fishing and parasailing, six vine trails, historic, Ananda Park Amusement Park, golf courses, museums, shopping, unique dining and more, it's no wonder we're called Iowa's 41 Vacation Destinations! Make plans to bring the whole family to Drobbi, where memories are waiting to happen! www.drobbi.com | 800.270.2524

CLAY COUNTY
Experience the unique atmosphere of Clay County. Enjoy scenic views, historic landmarks, and first-class amenities. Facilities include dining and first-class amenities. claycounty.com | 712.580.0848

CRESTON / UNION COUNTY
Rent a boat and enjoy on the Mississippi River. Enjoy scenic views, historic landmarks, and first-class amenities. Facilities include dining and first-class amenities. creston.com | 562.742.7022

JONES COUNTY
Visit the heart of Iowa and enjoy the scenic views of Jones County. Enjoy scenic views, historic landmarks, and first-class amenities. Facilities include dining and first-class amenities. jonescounty.com | 800.380.0800

MUSCATINE
Walk into history at Muscatine's Pella Dutch Beacon in the history and history of the city. Enjoy scenic views, historic landmarks, and first-class amenities. muscatine.com | 562.272.2534

WATTS HOLE
With the Spirit of Iowa, Watts Hole is a state that explores the country's history. Experience living trails in the hills, scenic views, historic landmarks, and first-class amenities. watts-hole.com | 800.271.0000

Remarketing Program

Loess Hills: Hike, Bike, Play and Stay!

#THISISIOWA

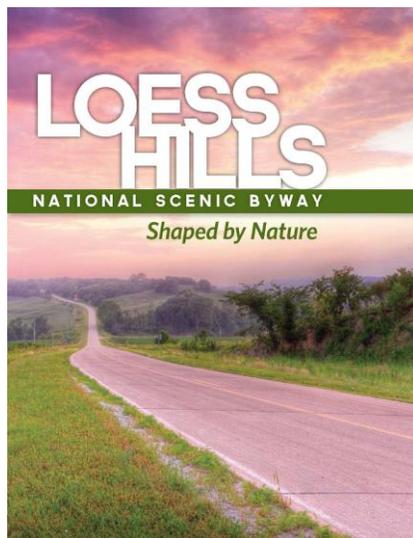
travel IOWA

LOESS HILLS



GUIDEBOOK

The committee continues to place and distribute the Loess Hills Scenic Byway Guidebook. They are distributed to welcome centers throughout the state and to area attractions and visitors centers as well.



FULFILLMENT

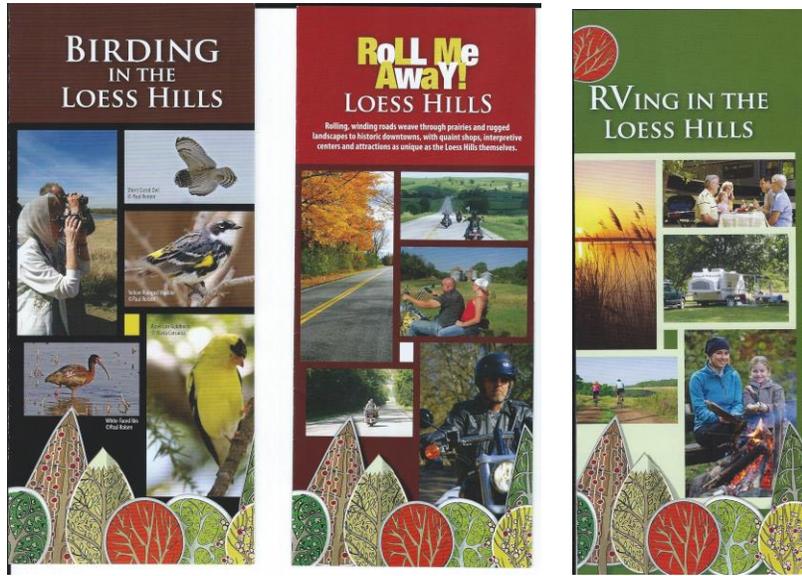
The Western Iowa Tourism Region receives and fulfills requests for information about the Loess Hills and the Alliance. For the Fiscal Year running July 2013-June 2014 fulfillment pieces mailed on behalf of the Alliance was 864.

TEAR OFF MAPS

Tear off maps continue to be placed at welcome centers, hotels, etc. so that recreational maps of the area can be picked up and utilized by travelers. The tear offs are broken into Northern and Southern sections and have recreational information on the back separated by county.

BROCHURES

The brochures that feature birding, motorcycling and RVing continue to go over very well. They continue to be placed in welcome centers and area attractions and businesses. Another reprinting was necessary this year due to the demand and popularity of the brochures.



TRUCK WRAP

A 53 foot semi truck is traveling around Iowa for two years showcasing the Loess Hills. This is a partnership with the Iowa Tourism Office and the trucks are part of the Iowa Alcohol Beverages Division (ABD).

