

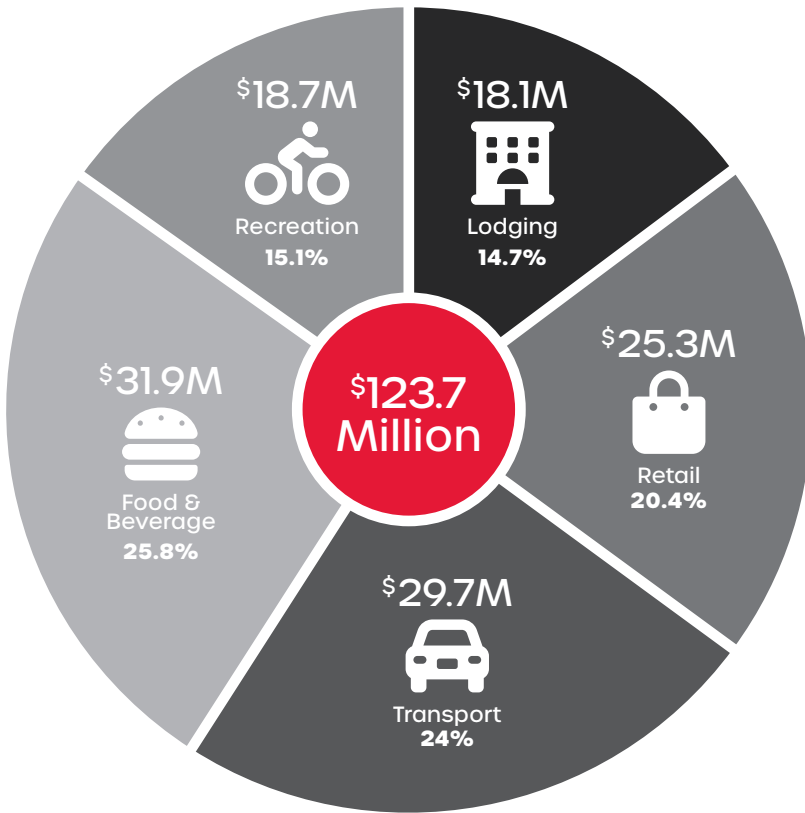
# 2021 ANNUAL REPORT



ames<sup>™</sup>  
CONVENTION & VISITORS BUREAU

Rooted   
*in the community*

# 2021 ANNUAL SUMMARY



Story County visitors spent a total of

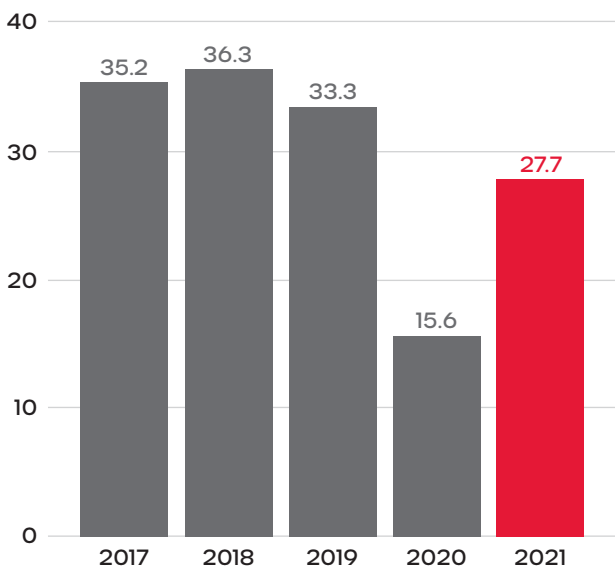
**\$123.7M**

in 2020!\*

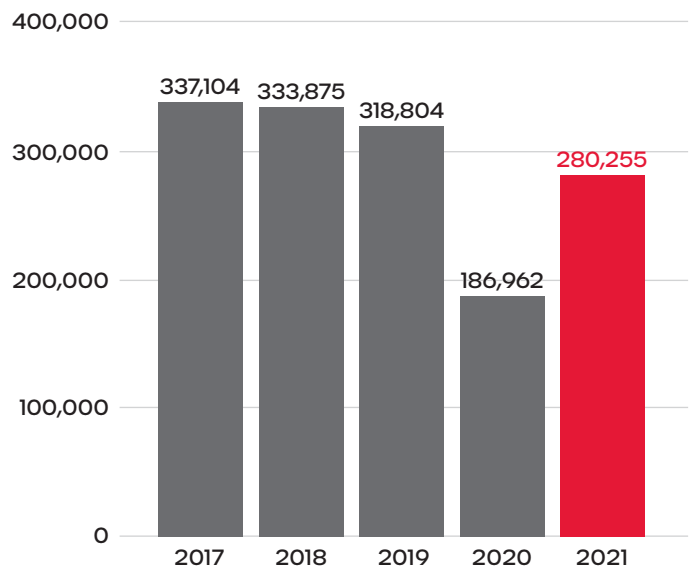
Generating a total of **\$35.9M** in taxes.

*\*the latest data available*

In 2021 Story County had more than **700,000 DAY VISITORS!**



**AMES LODGING REVENUE**  
(in millions of dollars)



**AMES ROOM NIGHTS**

Ames CVB  
has awarded  
more than

# \$1 million

through its **Community Grant Program** since it was established in 2007.

## \$86,150

2021 Community Grant funds awarded

## 22

events and organizations supported

Through the Community Grant, the Ames CVB hosts the annual Independence Day fireworks display. An estimated **10,000** viewed the 2021 fireworks.



### Major accomplishments in 2021



Hosted the USA Track & Field Masters National Championships (49 state represented)



Held the first-ever sanctioned National Beep Baseball Regional Tournament



For the second time in three years, ESPN's College Game Day hosted the weekly program from Ames

### Ames CVB received three grants

Regional Sports Authority District Grant from Iowa Economic Development Authority (IEDA)- **\$55,555**

Iowa Tourism Grant from IEDA- **\$5,000** (Mobile Tour App of Ames) *This project was also supported by the Ames Economic Development Commission*

City of Ames - **\$35,000** for group incentive assistance



**2,700**  
welcome bags distributed



**16,619**  
visitors guides distributed



**227**  
Ames CVB Members

### Partnerships



The Ames CVB and Boone County CVB partnership provides the ability to promote more area attractions for leisure travelers, as well as the ability to partner on attracting large-scale events to the Central Iowa Expo.



ames™

IOWA STATE UNIVERSITY

Ames CVB and Iowa State University renewed their collaboration agreement to continue to work together to retain and attract events and conferences to Ames and ISU. This unique partnership is the only town-and-gown agreement of its kind in the country.

# Thank you!

We invite you to come and  
grow with us in 2022.

## **2021 BOARD OF DIRECTORS**

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Duane Reeves, Vice Chair  
Ginger Smith, Secretary/Treasurer  
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Bonnie Alley  
Jim Baker  
Mindy Bergstrom  
Gloria Betcher  
Jeremy DeVore  
Rachel Junck  
Curt Miller  
Donny O'Brien  
Jamie Pollard

*Summary Data Sources: Iowa Economic Development Authority & Smith Travel Research, INC.*



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CONVENTION & VISITORS BUREAU

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