



*Smart Choice*

March 15, 2022

Mayor John Haila  
City of Ames  
515 Clarck Avenue  
Ames, IA 50010

Dear Mayor Haila:

Attached is a copy of the 2021 Ames Convention & Visitors Bureau Annual Report. The recovery of visitors to Ames in 2021 exceeded our expectations. We are still not back to pre-pandemic number of visitors and overnight stays, but we're making significant progress.

Several 2021 highlights included:

- The Ames CVB Community Grant Program has awarded more than \$1 million to local groups and organization since its inception in 2007.
- A new partnership was established with the Boone County Convention & Visitors Bureau to attract more leisure visitors to Boone and Story counties.
- Due to the shut down in California, Ames was awarded the bid to host the USA Track & Field Masters Championships. This event attracted visitors from 49 states and brought more than \$1 million in economic impact to Ames.
- The Ames CVB renewed the partnership with Iowa State University to retain and attract events and conferences to Ames and ISU.
- After a 53% decrease in 2020 lodging revenues from the prior year, 2021 grew to 83% of 2019 revenues.
- The City of Ames and the Iowa Economic Development Authority provided grants totaling more than \$95,500 to assist in attracting groups and visitors to Ames.

The Ames CVB is grateful for the support of the City of Ames, and particularly the City Council members who have served on the Ames CVB board of directors. I would be happy to briefly address City Council to present an update and provide an outlook of the Ames Convention and Visitors Bureau.

Sincerely,

A handwritten signature in black ink that reads 'Kevin M Bourke'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Kevin M Bourke  
President & CEO