

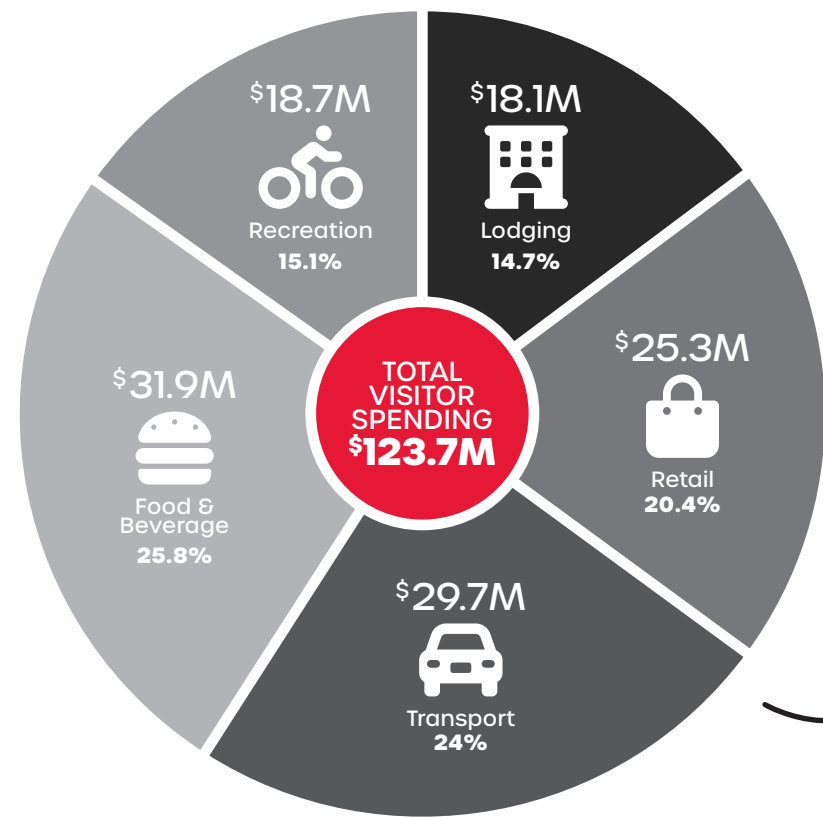
2021 ANNUAL REPORT



ames[™]
CONVENTION & VISITORS BUREAU

Rooted 
in the community

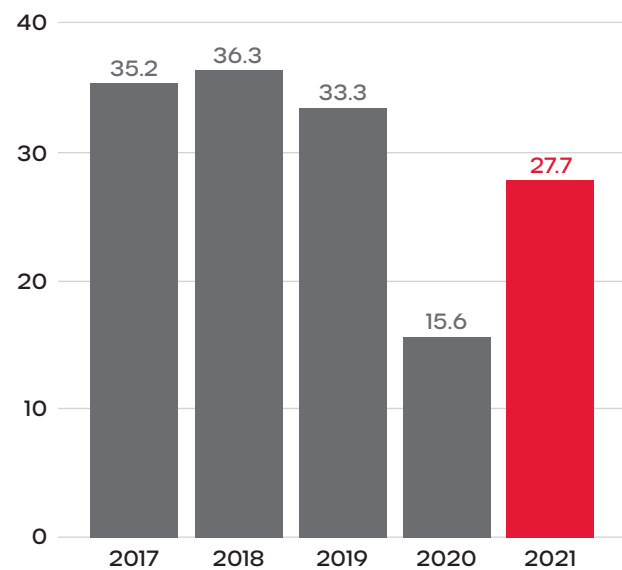
2021 ANNUAL SUMMARY



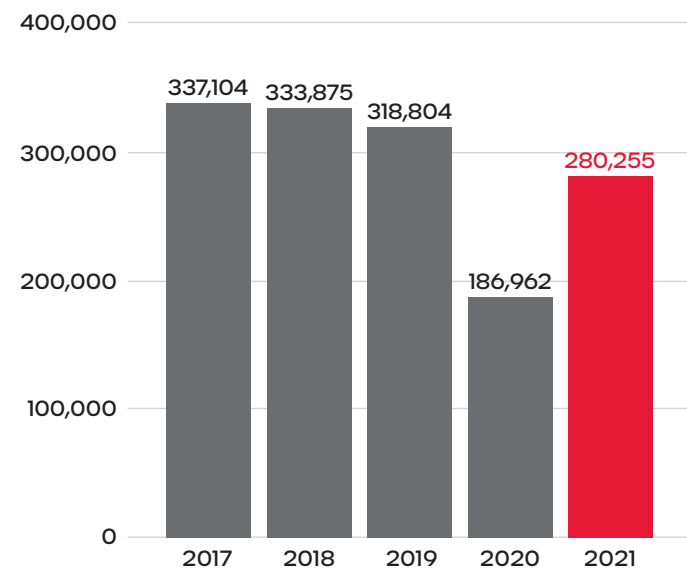
1 Visitors generated **\$35.9M** in state and local taxes!*

*For the year 2020 (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 host the annual Independence Day fireworks display. An estimated **10,000** viewed the 2021 fireworks.



Major accomplishments in 2021

- 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 two grants from the Iowa Economic Development Authority (IEDA)

Regional Sports Authority District Grant - **\$50,000**

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

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 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!

Looking forward to
even more in 2022.

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