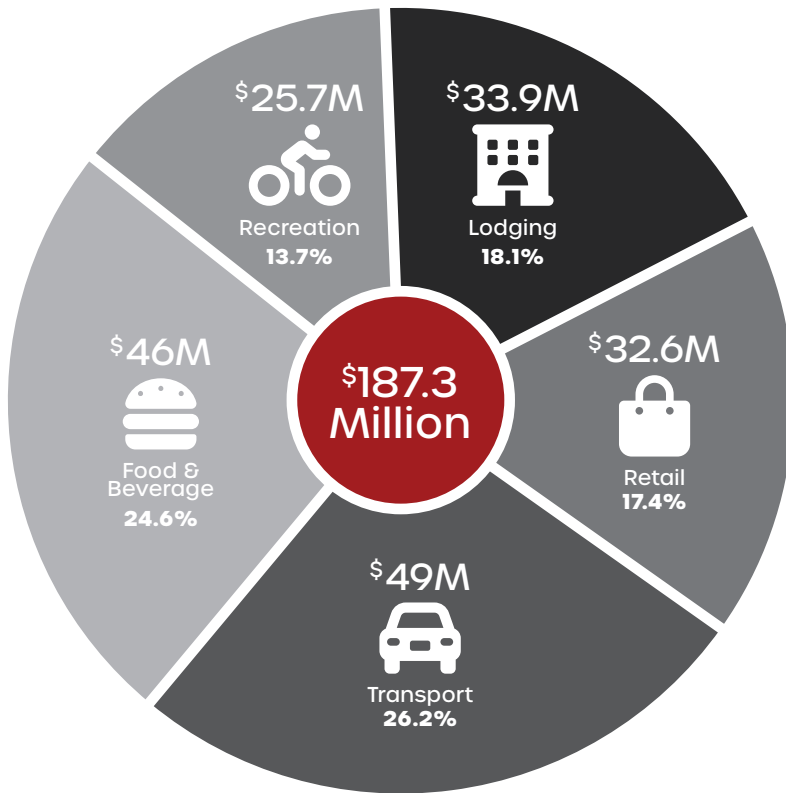


# DISCOVER *Ames* IA



## YEAR IN REVIEW

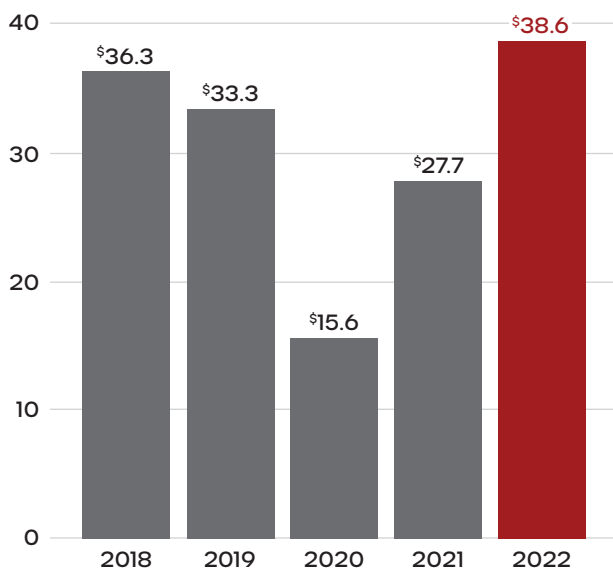
# VISITOR ECONOMIC IMPACT



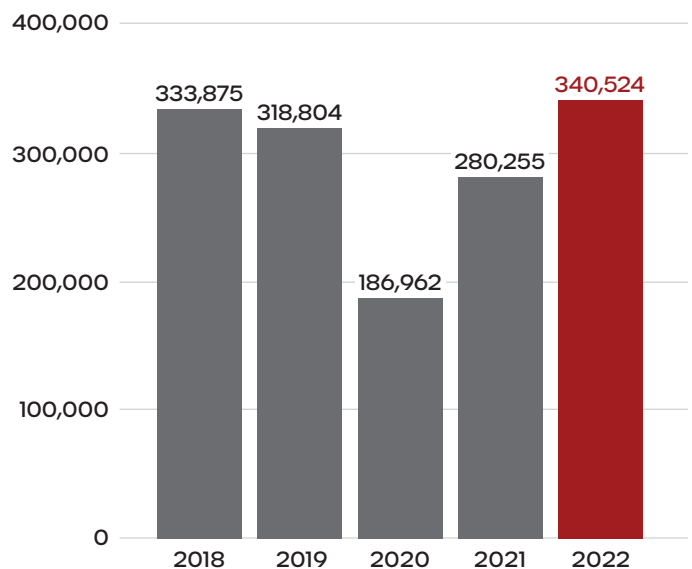
More than  
700,000 Story  
County visitors  
spent a total of  
**\$187.3M\***  
Generating  
a total of  
**\$43.9M** in taxes.

*\*In 2021 (the latest data available)*

2022 overnight visitors  
**surpassed** pre-pandemic levels! →



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



**AMES ROOM NIGHTS**

## MAJOR 2022 EVENTS

supported by Discover Ames



**IOWA FFA LEADERSHIP  
CONFERENCE**  
April 10-12



**SPECIAL OLYMPICS OF  
IOWA SUMMER GAMES**  
May 19-21



**IHSAA BOYS STATE  
GOLF TOURNAMENT**  
May 23-24



**ODYSSEY OF THE  
MIND WORLD FINALS**  
May 25-28



**STATE GAMES  
OF AMERICA**  
July 27-31



**FARM PROGRESS SHOW**  
Aug. 30 - Sept. 1

## DISCOVER AMES BRAND LAUNCH

In May 2022, the Ames Convention and Visitors Bureau began doing business under its new name: Discover Ames. The new identity was created to simplify and strengthen the organization's brand, expand its destination marketing outreach, and present a unified voice for Ames tourism.



## DISCOVER AMES *Community Grant* PROGRAM

Discover Ames has awarded  
**\$1,045,358**

for local events and activities through its Community Grant Program since the program was established in 2007.

- More than **\$86,000** in Community Grant funds were awarded in 2022
- Grants supported **28 events** and organizations in 2022
- Discover Ames hosts the annual **Independence Day fireworks display** through Community Grant funds!



## VOLUNTEERS

**24**

Discover Ames  
Ambassadors

and other volunteers worked

**47**

events  
in 2022

## 2022 DISCOVER AMES BOARD OF DIRECTORS

**CHAIR** Duane Reeves

**PAST CHAIR** Steve Goodhue

**VICE CHAIR** Donny O'Brien

**SECRETARY/TREASURER** Ginger Smith

Bonnie Alley

Jeremy DeVore

Curt Miller

Mindy Bergstrom

Stacy Dreyer

Jamie Pollard

Gloria Betcher

Rachel Junck

Jan Williams





# WHO WE ARE

Discover Ames is the official destination marketing organization for the city of Ames and the surrounding area. Our organization attracts and secures meetings, conventions, events, and visitors for Ames and Iowa State University. We provide unparalleled services to groups and visitors as well as enhance the quality of life for the Ames community.

The Ames tourism industry accounts for a major and irreplaceable source of revenue for our restaurants, shops, cultural organizations, attractions, and hotels. Discover Ames enhances the overall Ames experience and contributes to the economic well-being of the city through leadership and innovation in the hospitality industry.



1601 Golden Aspen Dr. · Suite 110 · Ames, IA 50010  
515.232.4032 · [info@discoverames.com](mailto:info@discoverames.com) · [DiscoverAmes.com](http://DiscoverAmes.com)