

DISCOVER *Ames* IA

BEST. YEAR. EVER!



2023 YEAR IN REVIEW

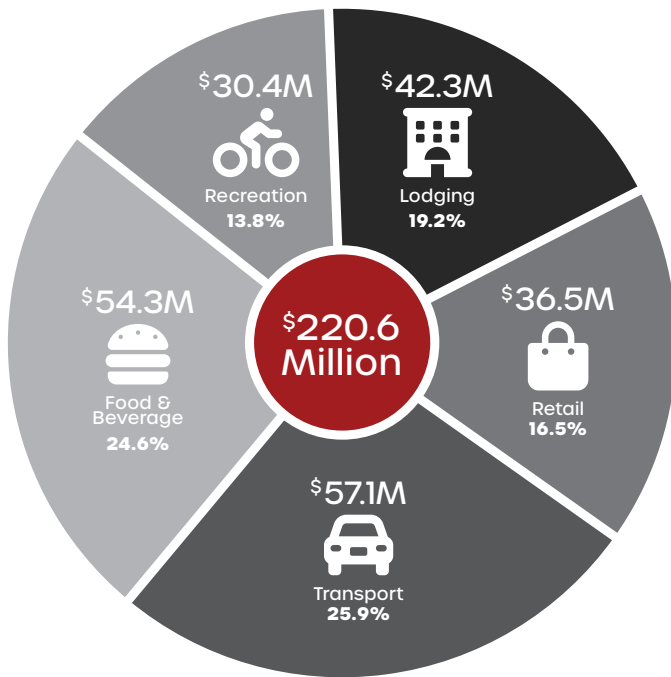
WHO WE ARE

Discover Ames is the official destination marketing organization for the city of Ames and the surrounding area. Our core focus is to promote Ames and Iowa State University as a destination to attract groups and visitors. 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.



VISITOR ECONOMIC IMPACT



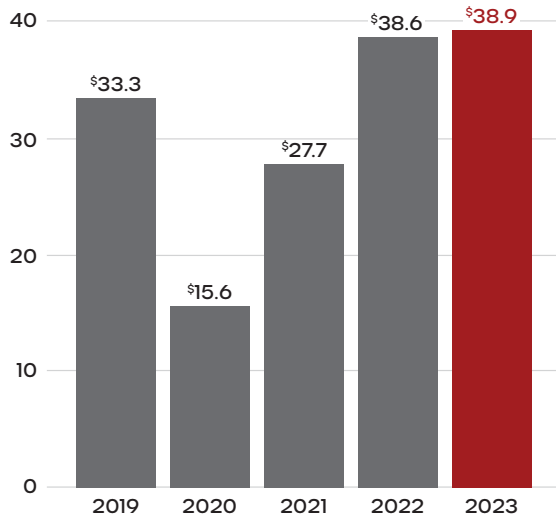
Visitors to Story County spent a total of

\$220.6M*

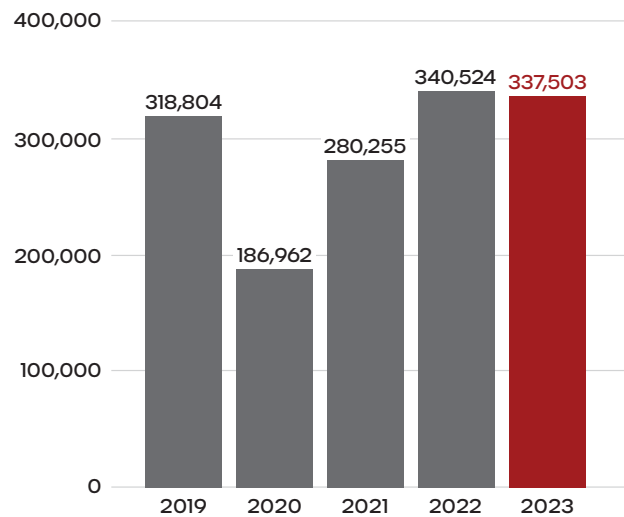
Generating a total of **\$49.4M** in taxes.

**In 2022 (the latest data available)*

Overnight visitor numbers have **surpassed** pre-pandemic levels!



AMES LODGING REVENUE
(in millions of dollars)



AMES ROOM NIGHTS

IOWA

Tourism Economic Impact
\$10.4 BILLION

Labor Income Impact of Tourism
\$1.4 BILLION

(direct and indirect labor income)

Tourism supported jobs
68,607

STORY COUNTY

Economic Impact of tourism
\$220,660,000

Labor Income Impact of Tourism
\$49,400,000

Tourism supported jobs
2,359

AMES

Lodging Revenue
\$39,026,597

Room Nights
337,434

MAJOR 2023 EVENTS

supported by
Discover Ames



IHSAA Boys State Golf Championships



Iowa FFA Leadership Conference



Special Olympics of Iowa Summer Games



All-State Music



Summer Iowa Games

RAGBRAI 50TH
ANNIVERSARY



AMES OVERNIGHT
JULY 25-26



RAGBRAI Inspection Pre-ride June 6



Riders arrive in Ames through Jack Trice Stadium



Riders cross ISU Gateway Bridge



Downtown concert featuring Hairball

RAGBRAI BY THE NUMBERS

413 Volunteers

39 Maps created

232 Signs and banners created

20,750 Riders

148 Acres of campground

? Riders housed in private homes/yards

610 Campers/RV's parked

10,377 Beverages consumed at the Downtown concert

1 Day of rest by the Discover Ames team following RAGBRAI



WELCOME TO AMES



Number of visitor welcome bags distributed:

3,140

Number of Discover Ames Ambassador hours worked:

674

Number of events the Discover Ames Ambassadors worked:

27



DISCOVER AMES *Community Grant* PROGRAM

Number of events
receiving financial
awards in 2023:

27

Total amount
awarded in
2023:

\$104,447

Total amount awarded
since the inception of the
Community Grant in 2007:

\$1,149,805



COMMUNITY EVENTS SUPPORTED IN 2023

- 515 Week
- Ames Fly-In 2023
- Ames Independence Day Fireworks
- Ames Main Street Farmers' Market
- Ames Pickleball Courts
- Ames Pridefest 2023
- Ames TUBACHRISTMAS
- Avenue Q
- Campus Service Day
- Dancercenter Dancer Showcase
- Friendship Ark's 5K on the 4th!
- Goldfinch on the Lawn
- ICA Mela - A Cultural Celebration of India's Diversity
- Iowa Games Athlete Tailgate
- Jack Trice Exhibits
- Midwest Children's Choir Festival
- Miss South Sudan USA
- Octagon Art Festival
- Opening Night Appetizers
- Pizza Pie Looza
- Roosevelt Summer Sundays Concert Series
- Run for the Roses
- Senior Variety Show
- Special Olympics Iowa Summer Games
- Spirits in the Garden 2023
- Spring Musical - High School Musical, JR
- Studio Sessions on Douglas
- WinterFest
- Zearing Days Celebration

DISCOVER AMES STAFF



Kevin Bourke
PRESIDENT & CEO



Carole Gieseke
DIRECTOR OF MARKETING &
COMMUNICATIONS



Katie Kramer
DIRECTOR OF VISITOR
EXPERIENCE



Matt Beatty
DIRECTOR OF BUSINESS
DEVELOPMENT



Melissa Muschick
DIRECTOR OF PARTNER &
BUSINESS DEVELOPMENT



Dan Ramthun
DIRECTOR OF BUSINESS &
ADMINISTRATION



Bonnie Alley
BUSINESS DEVELOPMENT
MANAGER



Andy Moore
CREATIVE & DIGITAL SERVICES
SPECIALIST



Veronica Tarello
VISITOR EXPERIENCE
COORDINATOR

2023 DISCOVER AMES BOARD OF DIRECTORS

CHAIR Donny O'Brien
VICE CHAIR Bonnie Alley
PAST CHAIR Duane Reeves
SECRETARY/TREASURER Ginger Smith

Mindy Bergstrom
Gloria Betcher
Jeremy DeVore

Stacy Dreyer
Steve Goodhue
Rachel Junck

Curt Miller
Jamie Pollard
Jan Williams

CORE VALUES: SPIRIT

Service Passion Innovation Relationship-building Initiative Teamwork