

DISCOVER Ames

EST. **IA** 1864

2025 Year in Review

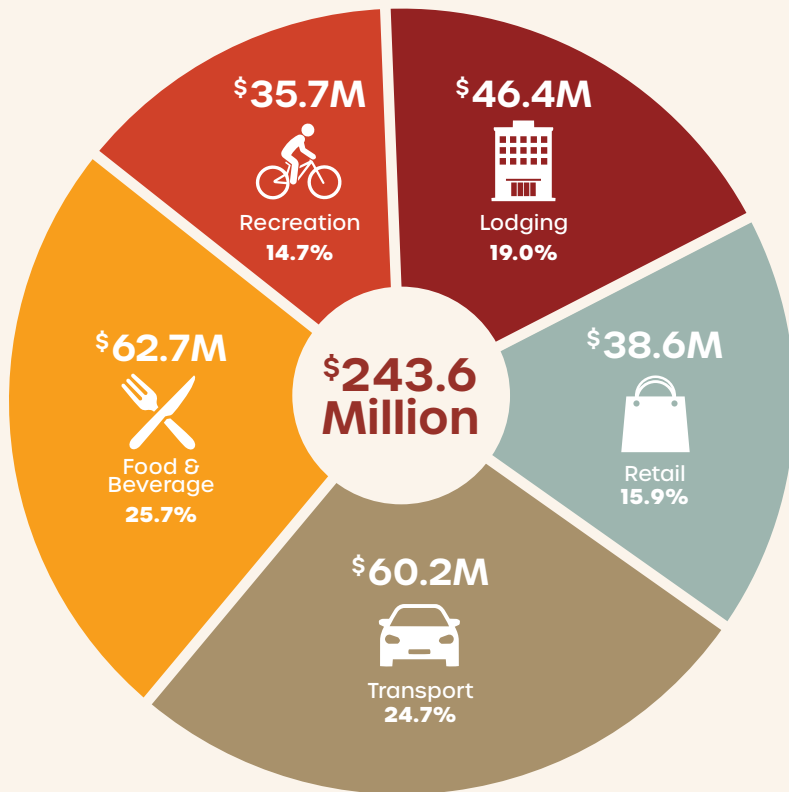


Annual Report

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.

Visitor Economic Impact



Visitors to Story County spent a total of **\$243.6M*** Generating a total of **\$51.2M** in taxes.

**In 2024 (the latest data available)*

IOWA

Tourism economic impact
\$11.2 BILLION

Labor income impact of tourism
\$1.9 BILLION
(direct and indirect labor income)

Tourism supported jobs
71,000

STORY COUNTY

Economic impact of tourism
\$228,300,000

Labor income impact of tourism
\$91,600,000

Tourism supported jobs
2,600

AMES

Lodging revenue
\$40,691,425

Room nights
343,566



Marketing Leader

- 312,000 Website page views
- 25,000 Visitor Guides
- 2M social media impressions
- Special promotions – RV There Yet?, premiered on Discovery Channel
- “Beyond the Main Event” campaign launched

Business Development

- Extended IGHSAU State Soccer Championships
- Secured IHSAA Basketball Championships
- Hosted National Senior Games
- Incentivized 55 events hosted in Ames
- Provided visitor services to 170 events



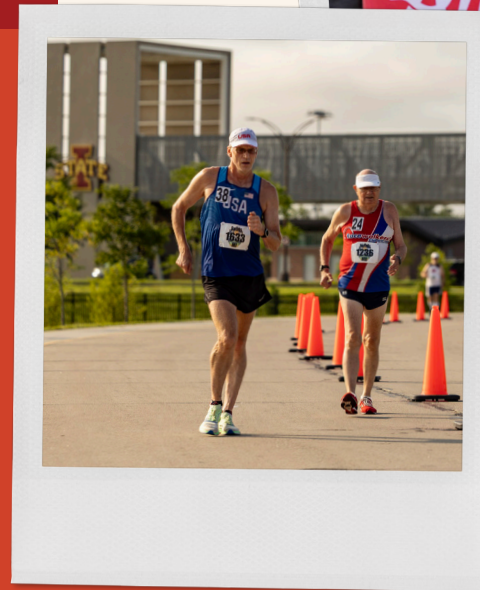
Community Engagement

- Ames Insider distributed to 31,000 residents
- Community Grant awarded \$119,000 to 39 area events
- Engaged in 2,300 community events and meeting touches
- 241 local partners and supporters



University Relations

- Attended 22 ISU Admissions events for prospective students
- Hosted an Ames welcome booth at 22 days of orientation
- Continued interaction with ISU Athletics and other university service providers



Placemaking

- Leading the Ames Event Center development at The LINC
- Support and promote CyTown development
- Hosted recreation center tour of central Iowa venues



Core Values

Service

Our hospitality is extraordinary and genuine.

Passion

Our staff openly and visibly loves Ames and Iowa State University.

Innovation

Our creative strategies attract events and visitors.

Relationship Building

Our relationships establish us as a key connector and influential voice.

Initiative

Our team is empowered to act with confidence and purpose.

Teamwork

Our collaborations allow us to create a positive impact.

Staff Members

Kevin Bourke

President & CEO

Bonnie Alley

Director of Business Development

Danielle Fuglsang

Business Development Specialist

Emma Jensen

Digital Marketing Specialist

Katie Kramer

Director of Visitor Experience

Melissa Mendivil

Creative Specialist

Andy Moore

Director of Marketing & Communications

Melissa Muschick

Director of Partner & Community Engagement

Dan Ramthun

Director of Business & Administration

Veronica Tarello

Visitor Experience Specialist

Justin Thiele

Business Development Specialist

Board of Directors

CHAIR

Kevin Brooks

Availa Bank, Retired

VICE CHAIR

Kristin Ritter

Hy-Vee

PAST CHAIR

Duane Reeves

ISU Specialty Business Services and Cultural Arts

SECRETARY/TREASURER

Jeremy DeVore

Hampton Inn & Suites

Gloria Betcher

Ames City Council

Stacy Dreyer

ISU Research Park

Tim Gartin

Ames City Council

Bridget Good

b.e. good

Nick Joos

ISU Athletics

Joe Jordison

Comfort Inn & Suites

Curt Miller

Gateway Hotel & Conference Center

Brian Spraggins

Springhill Suites

Jon Vandewater

Provisions Lot F