

Hotel/Motel Tax Funding Request

Organization Name: Davis County Tourism Corporation

Address: 301 N. Washington, Bloomfield, IA 52537

Contact Person: Daine Bales, co-president Phone: 641-459-2275

Purpose of Organization: Operate/maintain the Welcome; Develop and promote tourism

Amount Requested this Year: \$ \$4,000.00

Please describe what these funds will be used for if awarded: Advertising and marketing including expanding and maintaining the website

Attach a copy of your organization's current budget and proposed budget for next year, including revenue and expense estimates. See attached

Does your organization utilize the services of a professional fundraiser? Yes No

Name: _____

Address: _____

Please list the source and amount of funds available for the project. Do *not* include Hotel/Motel funds.

2022 dues/donations: \$1400.00; carry-over funds: \$598.00

Person Completing this Form: Judy Combs

Address: 22820 Highway 63, Bloomfield, IA 52537

Signature: Judy Combs Date: January 17, 2022

Include any additional information or supporting documentation for your request that you feel would be helpful.

Submit Completed Report to: City of Bloomfield, 111 West Franklin Street, Bloomfield, IA 52537

Please find attached additional information and documentation.

<i>This Box For Office Use Only</i>
Date Request Received in Office _____
Date Considered by Council _____
Amount Awarded _____
Applicant Notified _____

JAN 18 22
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2022 Budget for Development & Promotion Committee

Advertising and Marketing:

<i>Iowa Travel Guide</i> (Spring 2022 & Fall 2022) \$574. X 2	\$1,148.00
<i>Our Iowa</i> magazine Apr-May, June-July, Aug.-Sept: \$482. X3	1,446.00
Plus \$100 in Bloomfield bucks for each ad	300.00
<i>Central Iowa Tourism Guide</i> (collaboration with Red Shed and Dutch Country Our share: \$495.	495.00
<i>Bloomfield Democrat Travel Guide</i>	<u>195.00</u>
Total:	\$3584.00

Group Tour Development:

CiTR Group Marketplace: registration + on additional person @ \$50.	345.00
Mileage to Ankeny: 240 mil. X \$.50	120.00
Flyers, display materials, flyers	<u>235.00</u>
Total:	\$700.00

Website:

MPA : domain fee	25.00
Square.com: domain listing	159.00
Bloomfield Communications: list website in directory each week	130.00
Software to be determined	<u>250.00</u>
Total:	\$564.00

Office and other expenses:

Central Iowa Tourism dues:	\$400.00
Half expense for tourism letters	100.00
One CiTR meeting and training plus mileage	180.00
Create large display board of courthouse clock for tours/marketplace	<u>50.00</u>
Total:	\$730.00

Collaborative Promotions:

Fee to be a stop on Historic Hills Spring Shop About	\$75.00
Local ads for Spring Shop About	110.00
Flyers for Bale Trail	25.00
Local print as for 2022 Bale Trail	<u>210.00</u>
Total Expenses: \$5998.00	\$420.00

Projected Income:

Memberships/donations	\$1400.00
Projected Hotel-Motel tax	4000.00
Carry-over funds	<u>598.00</u>
Total Projected Income	\$5998.00

Summary of 2021

Website:

A major objective, rebuilding the tourism website, www.visitdaviscounty.com, was accomplished in 2021. Based on a referral from John Schroeder in the summer of 2021, the Davis County Tourism Corp was awarded a share of a federal digital marketing grant, managed by Area 15 Regional Planning. This government grant was designed to support small businesses and non-profits to recover from the economic hardships brought on by COVID.

The grant provided funding for a much-needed update to our website. Over a period of four months, Lindsey Newland, a designer from Ottumwa assigned to update our website, worked with volunteer Joye Lore-Lawson to develop our information into an attractive, modern, user-and-publisher friendly website. The new version, now hosted by Square.com, was launched in early December of 2021 and is based on up-to-date marketing strategies.

The grant monies covered payment for Newland's work, as well as on-going conferences in person and by e-mail with Lore-Lawson, and a year's hosting at Square as well as domain name registration, which remains with MPA. Our portion of the grant is estimated to be about \$3,500 in value.

In the first 90 days, our website attracted 945 visitors. In addition to the website, the Welcome Center's Facebook page, started in July, is currently averaging about 1,000 contacts per 28 day period.

Prior to the marketing grant, Joye-Lore Lawson spent many hours creating a current, business directory that was years out of date. The new technology now makes it much easier to update aspects of website.

Marketing:

Memberships and donations in 2021 were almost twice what we projected. We had carry-over funds from projects unable to be completed in 2020 due to COVID plus some tourism publishers lowered costs to assist advertisers. Thus, despite the fact we missed the deadline for hotel-motel tax funds, we were able to market in the state and local travel guides.

Group Bus Tours:

Five bus tours through Country Travel Destinations included afternoon visits and evening meals in Davis County. These were rescheduled from 2020. The tours included a tour of the Davis County Courthouse (new restrooms a definite asset), a narrated driving tour through Amish community, a visit to an Amish business that includes interaction with family, and an evening meal at the Bloomfield Mennonite Church.

Partnership with Pathfinders RC & D/Historic Hills Byway Council:

1. Sponsored the third Bale Trail Promotion along the byway. Secured a partnership with John Deere Ottumwa Works for high-quality bales
2. Sponsored a "Spring Shop About" in April to promote specialty businesses along the byway
3. A Mormon Trail Coloring Book and Byway Map, tear sheets are at the printers
4. The six historic, interpretative signs were completed and will be set in the spring.

Table Toppers and tourism racks:

1. Table topper project was resumed after it was paused in 2020.
2. Tourism racks were stocked in motels and several front-line businesses.


How will the Promotion and Development Committee of Davis County Tourism promote tourism and economic development in 2022?

1. Place ads in travel guides and magazines as outlined in the attached budget
2. Expand and update the newly created website.
 - a. Expand the use of Facebook to promote Davis County and market the products available at the Welcome Center to potential travelers and locals
 - b. Add a connection of the website to the Bloomfield Democrat's "World Wide Web"
 - c. Improve skills in use of software to expand the use of videos
 - d. Develop plans to create podcasts and a newsletter
3. Continue the partnership with Pathfinders through active participation with the Historic Hills Byway Council. Currently, five D.C. tourism volunteers serve on the Byway Council that meets once a month to meet DOT requirements, design marketing materials, plan and carry out events, and work to secure grants for byway development and promotion.
 - a. Sponsor and market a 2022 Bale Trail
 - b. Sponsor and market a Spring Shop About in April to promote byway, specialty businesses
 - c. Work on two, identified projects: an audio tour of historic/natural sites along the byway and "selfie" stations where visitors might want to take phone photos
4. Develop and promote group, bus tours to Davis County
 - a. Participate in the CITR Marketplace to be held November 2, 2022 in Ankeny
 - b. Update current tour itineraries and create flyers
 - c. Add "Group Tours" to the title page of our website and include information and itineraries
 - d. Train a volunteer to plan and narrate group tours in the county
5. Continue stocking tourism racks in the county and continue creating and distributing table toppers that list events to numerous locations in the county
6. Continue posting Davis County events on free websites such as the Iowa Tourism and Pathfinders websites

Our Iowa Magazine Ads


These ads are the three ads we placed in *Our Iowa* magazine in 2021. The magazine has a unique incentive to motivate readers to closely scrutinize ads to find three, tiny "Lucky I's" hidden only in the ads, not in the articles. Those who find the "I's" are included in a drawing for prizes offered by advertisers. We offer \$100 in Bloomfield Bucks to the winner that *Our Iowa* matches with us.

Davis County Greenhouses Galore



Bloomfield Greenhouses
Gingerich Greenhouse
Golden Acres Greenhouse
Hilltop Greenhouse
MJ's CountryScapes
Rustic Acres Greenhouse

Stop at the Welcome Center
in Bloomfield for a map
301 N. Washington



Stop in
at the
**Davis County
Welcome Center**

as you travel the
Historic Hills Scenic Byway
Bale Trail
July through September

Bloomfield, Iowa
641-664-1104 • 301 N. Washington

midwest ANTIQUE FEST & FLEA MARKET



**ENJOY FALL IN
Davis
County!**

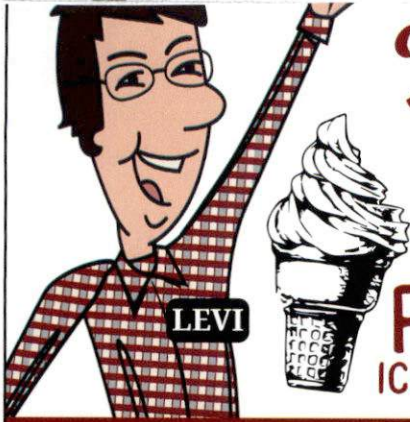
Flea Market
– September 24-25 at Davis County Fairgrounds
Pumpkin Bash – September 26 at Bloomfield Square
Davis County Bluegrass Festival
– September 12-18 at the Davis County Fairgrounds
Pulaski Corn Show – September 9-12

Davis County Welcome Center • 301 N. Washington Street • Bloomfield
641-664-1104 • VisitDavisCounty.com

 Find us on Facebook!

Collaboration with the Red Shed and Dutch Country General Store makes possible a full page ad in the Central Iowa Tourism Guide.

No, you're not dreaming...



LEVI

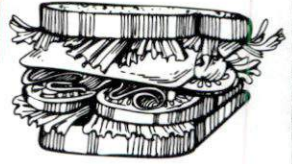
NOSTALGIC
TOYS



GLASS
BOTTLE
SODA



FULL-SERVICE
DELI



FREE
ICE CREAM



17192 HWY 2, BLOOMFIELD, IA
WWW.DUTCHCOUNTRYGENERALSTORE.COM



Visit Davis County.com

- Largest Amish Community in Iowa
- Historic Hills Scenic Byway
- Lake Wapello State Park
- National Register Courthouse and Square
- Hunting/Fishing Opportunities
- Choice of Locally-Owned Restaurants
- Lodging Options
- Group Tour Planning

Iowa Welcome Center: 641-664-1104



dctour26@netins.net

*Kitchen-
Ware*
including
Crow Canyon
Dishes
Cookbooks
And More!

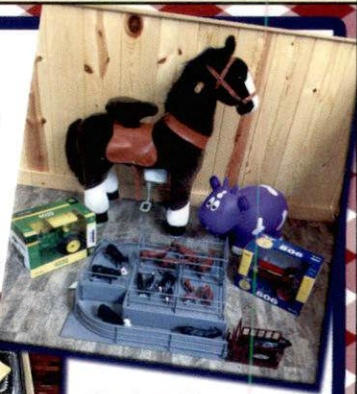


Toys
including
Pony
Cycles
and
Farm Hoppers

*Amish
Handmade
Products*



Serving
Hot Sandwiches & Pie
Daily



Stop in and try our ...
*Homemade
Chocolates*

21021 JEWEL AVE. • BLOOMFIELD, IA 52537 • 641-664-1213 • Mon.-Sat. 8 to 5:30

Located approximately 2 miles west of Bloomfield, right along Hwy. 2

BLOOMFIELD CONT'D

HISTORIC TOWN SQUARE

Downtown
641-664-2309
Bloomfield's square comprising 43 buildings is listed on National Register of Historic Places. The buildings were constructed between the Civil War and the early 1900s and retain most of their 19th century charm. Many have been restored and feature second story housing.

IOWA THEATRE

107 S Washington St
641-664-9588
Films, stage plays and musical events in a vintage theater restored to its pre-1940 splendor. Saturday evening and Sunday matinees from September-May, and special events.

WORKING AMISH COMMUNITY

South & West of Bloomfield, around Drakesville
641-664-1104 / visitdaviscounty.com
Open most Mon-Sat 8:30-5;
This large Amish community has over 90 businesses that include several woodworking and furniture shops, large produce auction, country stores, greenhouses in season, bakeries, stables, harness and buggy shops plus more. Maps at most Amish businesses and Welcome Center in Bloomfield.

BONDURANT

(SEE DES MOINES)

BOONE

BOONE & SCENIC VALLEY RAILROAD

225 10th St
800-626-0319 or 515-432-4249
bsvrr.com
Train departures: Daily, Memorial Day weekend through the end of October. Weekdays at 1:30; weekends are Saturday 1:30 & 4 and Sundays 1:30. Dinner Train Saturdays at 5:30 April through 2nd Saturday in December and Fridays June-Oct. Holiday trains in the winter. Enjoy a 1-3/4 hour train ride (2-1/2 hour dinner train) through the scenic Des Moines River Valley, across the 156-foot-high Bass Point Creek High Bridge. Steam, diesel, and electric train power.

BOONE COMMUNITY THEATRE

705 Story St
515-303-0393
Visit boonecommunitytheatre.org for performance information.

BOONE COUNTY FAIR

1601 Industrial Park Road
515-432-5899
boonecountyfairia.com
July 15-18, 2021, check website for activities. For over 90 years the Boone County Fair has been home to 4H, FFA, and Open Class exhibits and shows. Exciting grandstand shows, commercial exhibits, delicious fair food, and the carnival make our fair one you won't want to miss! Free gate and parking. Facility rental available year round. Campgrounds open March-October.

BOONE COUNTY FREEDOM ROCK

201 State St - Courthouse Square
Boone County's freedom rock features Mamie Doud Eisenhower and is located at the County Courthouse.

COLE SCHOOLHOUSE

843 R Ave
515-432-6588 or 515-298-2212
This one room schoolhouse is listed on the National Register of Historic Places. Call to schedule a visit and hear about what it was like to attend a rural school.

BOONE COUNTY HISTORICAL CENTER

602 Story St
515-432-1907
Year-round, Mon-Fri 1-5; June-Aug, Mon-Sat 1-5; or by appt.
This original Masonic Temple, built in 1907, is home to collections of the Boone County Historical Society, which preserves the flavor and excitement of local history. The dramatic story of Kate Shelley, a 15-year-old who prevented a rail disaster in 1881, is told.

KATE SHELLEY HIGH BRIDGE

3-1/2 miles northwest of Boone
800-266-6312
Outdoors
Completed in 1901, this is longest and highest double-track bridge in the world. It stands 185 feet above the Des Moines River and runs for 2,685 feet. Over 60 trains from the Union Pacific Railroad cross this bridge each day.

MAMIE DOUD EISENHOWER BIRTHPLACE

709 Carroll St
515-432-1907
Call for information
The restored birthplace of First Lady Mamie Doud Eisenhower, wife of Dwight David Eisenhower, 34th President of the U.S. Completely restored Victorian home with original family furniture, museum, library and gift shop.

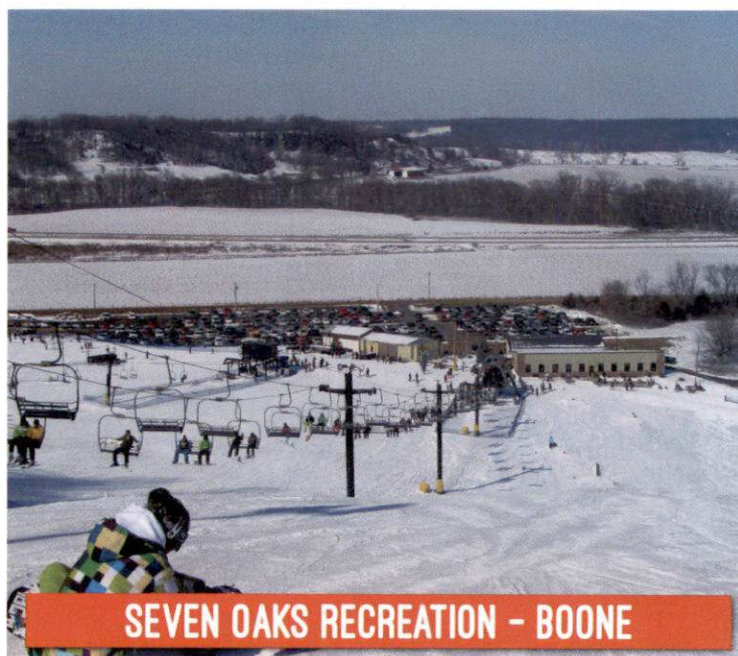
SEVEN OAKS RECREATION

1086 222nd Dr
515-432-9457 / SevenOaksRec.com
May-October: Full service canoe, kayak & tube river floats. Spring, Summer & Fall months: Tent camping; lodge rental for reunions, receptions, meetings, weddings & more. Paintball at Seven Oaks by reservation! Rental equipment available include markers and face protection. Winter snow skiing, snowboarding - Wednesday, Thursday & Friday 4-9pm; Saturday 10am-9pm; Sunday 11am-8pm; Holidays 10am-6pm. Trails groomed daily, lighted runs, rental equipment, free mini lessons, & lodge with lounge & fast food restaurant. Snow tubing - Wednesday & Thursday by reservation; Friday 4-9pm; Saturday 10am-9pm; Sunday 11am-8pm; Holidays 10am-6pm

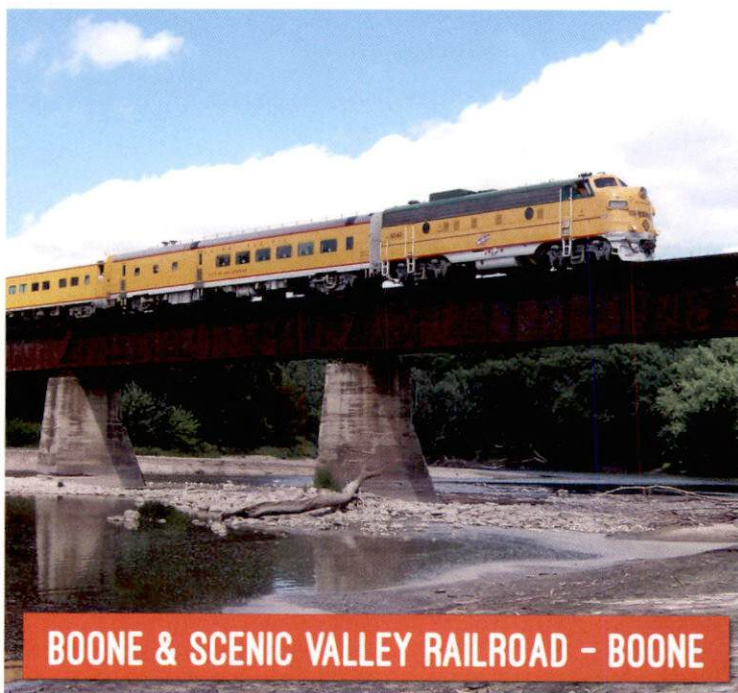
BOUTON

DAYTON STAGECOACH INN

14750 Pecos Ct.
515-465-3577
dallascountyowa.gov/conservation
Available to rent May 1-Oct 31, plus April & Nov. when conditions permit
The restored historic Stagecoach Inn is available for overnight rentals. Fully equipped kitchen, 2 bathrooms with ADA showers, 3 bedrooms that sleep 9. Outdoor deck, table, & fire ring. Only a few minutes drive to recreation trails.



SEVEN OAKS RECREATION - BOONE



BOONE & SCENIC VALLEY RAILROAD - BOONE

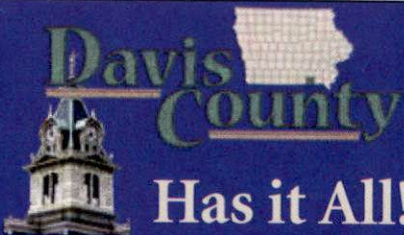
DID YOU KNOW?

THE KATE SHELLEY HIGH BRIDGE IS THE LONGEST & HIGHEST DOUBLE-TRACK BRIDGE IN THE WORLD!

Iowa Tourism Travel Guide

This is the official publication of Iowa Tourism in the Iowa Economic Development Authority. It is now published in a Spring-Summer issue and a Fall-Winter issue. It has a circulation of 110,000. This is the ad we placed in both Issues in 2021 and plan to place in 2022.

Bloomfield Democrat Travel Guide



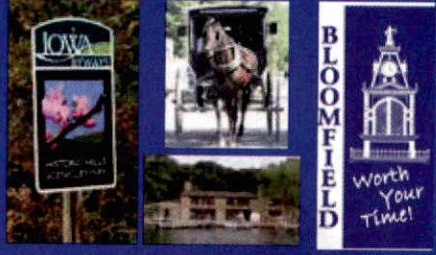
Davis County

Has it All!


- Historic Attractions
- Outdoor Recreation
- Amish Businesses

Visit rural Davis County

Plenty of room to explore!



visitdaviscounty.com
Davis County Welcome Center
641-664-1104
dctour26@netins.net



Davis County

Tourist Attractions

Historical Assets

- National Register Bloomfield Square and Davis County Courthouse
- Davis County Historical Museum
- Historic Driving Tour and Walking Tour
- Amish Community with around 100 Amish Businesses

Outdoor Recreation/Scenery

- Hunting and Fishing Opportunities
 - McGowen Recreation Area
 - Lake Wapello State Park
 - Lake Fisher
- Historic Hills Scenic Byway

visitdaviscounty.com
Davis County Welcome Center
641-664-1104
dctour26@netins.net

