

Hotel/Motel Tax Funding Request

Organization Name: Davis County Tourism Development and Promotion

Address: 301 N. Washington St., Bloomfield, IA 52537

Contact Person: Diane Bales Phone: 641-459-2275 or 641-799-5012

Purpose of Organization: Develop and promote tourism in Davis County

Amount Requested this Year: \$ 7,060.00

Please describe what these funds will be used for if awarded: Advertising and marketing of materials through brochures, and continued digital media postings.

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

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. In the past 2 years, we have spent down funds previously held.

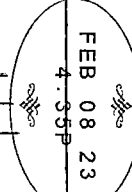
Person Completing this Form: Diane Bales

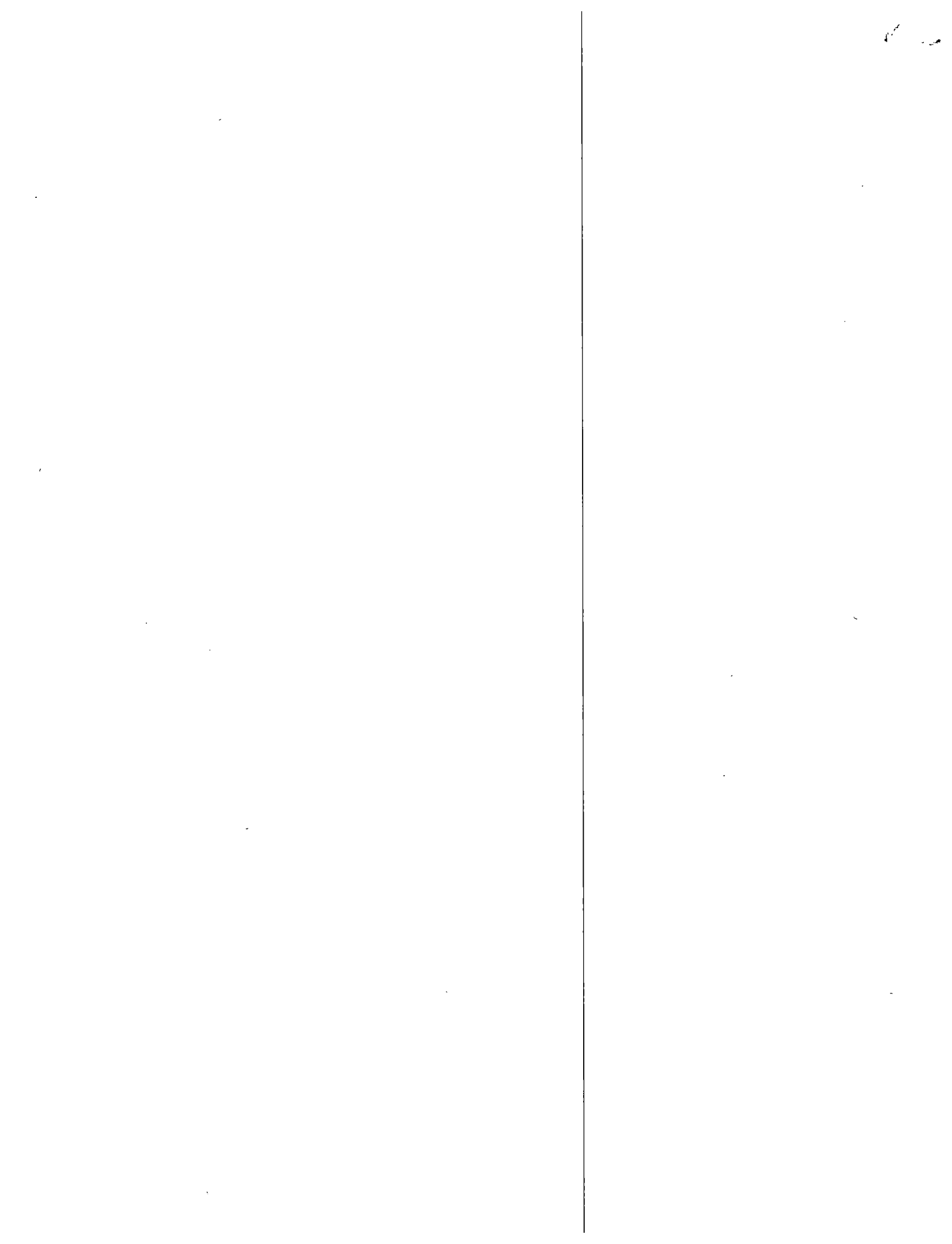
Address: 14711 Scarlet Ave., Bloomfield, IA 52537

Signature: *Diane Z. Bales* Date: 2/7/2023

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

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



2023 Budget for Development & Promotion Committee

Advertising and Marketing:

Iowa Travel Guide (Spring & Fall 2023) \$607.75 x 2	\$1,215.50
Our Iowa magazine ad (April-May; June-July; Aug-Sept) 500.00 x 3 + \$100 gift certificates or Bloomfield Bucks	1,800.00
Central Iowa Tourism Guide (in collaboration with Red Shed & Dutch Country) Our Share estimated to be \$500	500.00
Bloomfield Communications County Travel Guide	<u>200.00</u>
Subtotal:	\$3,715.50

Group Tour Development:

CITR Group Marketplace registration+ an additional person @ \$50	370.00
Mileage for Marketplace travel 250 miles x 0.65 (actual location unknown)	162.50
Flyers, display materials,	<u>200.00</u>
Subtotal:	\$732.50

Website:

MPA: Domain fee	25.00
Square.com: domain listing	159.00
Bloomfield Communications: listing of website in directory each week	<u>130.00</u>
Subtotal:	314.00

Office and other expenses:

Central Iowa Tourism dues	400.00
½ expense for the Tourism letters	163.00
One CITR meeting and training plus mileage (location undermined to date)	<u>200.00</u>
Subtotal:	763.00

Collaborative Promotions:

Fee to be a stop on the Historic Hills Spring/Fall Shop About (\$75 x 2)	150.00
Ad for Fun Day with the Red Shed	425.00
Local ad for Spring/Fall Shop About (2 x \$110)	220.00
Letters for promotion of the Bale Trail (30 x 1.00)	30.00
Flyers and local ad promoting the Bale Trail	<u>210.00</u>
Subtotal:	\$1035.00

Undesignated:

Unforeseen opportunities to promote Davis County: ie the "Iowa Galivant"	500.00
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Amount Requested from Hotel/Motel: \$7,060.00

PROJECTED Income:

Membership/donations

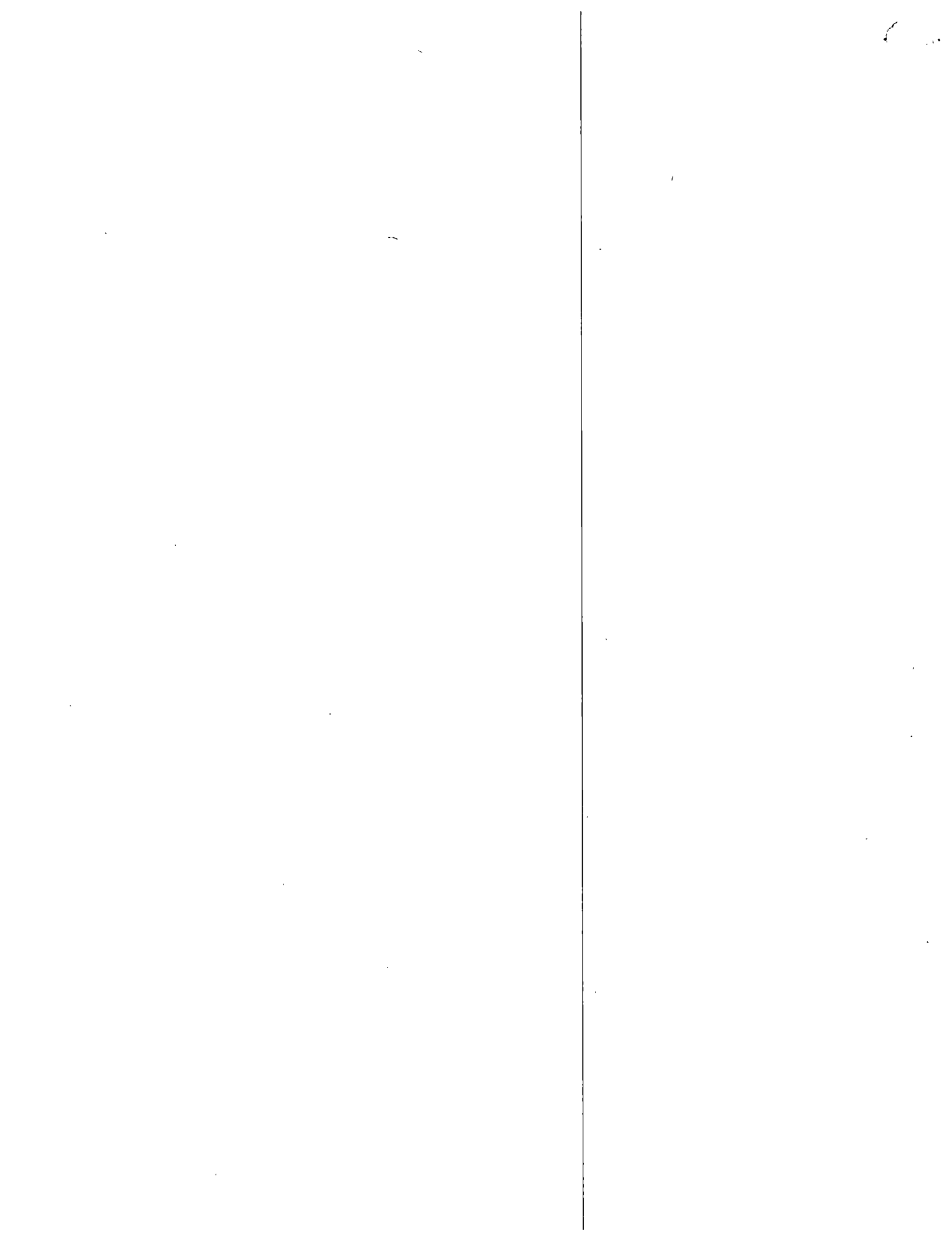
\$1,400.00

Projected Hotel-Motel tax

\$5,660.00

Carry Over funds

-0-



Development and Promotion Committee Report 2022

The 2022 budget projected the Development and Promotion Committee would receive \$1,400 from memberships/donations, and \$1395 was received. All other expenditures for marketing, memberships, the web-site and other expenditures were paid for by the committee from carry-over funds built up over the years from memberships and projects not completed. The 2022 expenditures reduced these funds by approximately \$6750.00.

The committee applied for and was awarded \$4,000.00 in Hotel-Motel Tax funds. Phyllis and Judy provided off-set receipts to the city in December and the reimbursement check was received after Jan 1, 2023. These funds will be utilized in 2023.

Marketing: ads were placed in the following:

Spring-summer and fall-winter Iowa Travel Guides

Three issues of Our Iowa magazine*

Full page in CTR Travel Guide in collaboration with Red Shed and Dutch Country

Ad in Bloomfield Democrat for Davis Count Travel Guide

*Reimbursed \$305.00 to Bloomfield Democrat for Bloomfield Bucks utilized by winners of Our Iowa ads. The ads for bringing visitors to Davis County are accomplishing the goal.

Website:

Purchased a lap-top computer and software from DP Solutions in the amount of \$1,216. Paid domain fee, domain hosting fee, and weekly listing of website in the Bloomfield Democrat. A huge "thank you" to Joye Lore-Lawson for the many hours she has devoted to rebuilding the web-site and greatly expanding social media.

Group Bus Tours: There were four tours in 2022

June 15: AARP group from Ottumwa; all day tour with noon meal at Drakesville Methodist Church; 34 travelers; coordinated by Judy; Joye joined the group for entire tour and Joe Dotterer stopped in for visit at Wyacondah Stables; a.m. at Historical Complex

August 5: Elite Tours from Omaha, NE; half day tour with meal at Methodist Church in Drakesville; 32 travelers; coordinated by Joye; new Amish stop: Mast Buggy Shop

August 17: Neihart Tours from Braddyville, IA; 45 travelers with noon meal at Methodist Church in Bloomfield; assisted by Judy but no tour guide; stops at Wyacondah Stables and Dutch Country

October 4: Davis County Retired School Personnel; 19 local travelers with meal at The Red Shed; Don and Judy Combs served as guides; stops at T-Corner Woodworking, Wanna Ride Buggy Shop and Amish school

New Projects: Executive committee action determined volunteer resources were not available this year to participate in the CITR Group Tour Marketplace. Funds budgeted for Marketplace were re-directed to participate in Discover the Shops of Davis County (\$235.) and to partially fund a visit by the Iowa Gallivant, Jay Goodvin, (\$375) on December 12-14. Joye coordinated the Gallivant visit that involved several businesses and time for him to explore on his own.

Other Expenditures:

*Membership in Central Iowa Tourism Region	\$400.00
*Lodging & Mileage for Joye to attend the Iowa Tourism Conference	\$237.80
*Registration and mileage for five board members to attend CITR May meeting and training in Pella. Topic was "Influencers", a new buzz-word in tourism. It will be interesting to evaluate how the influencer we hired in the form of "the Gallivant" will impact tourism efforts in Davis County. This is seldom easy to accomplish.	\$139.20
*Postage and membership letter	\$100.00
• Bale trail ad (included with other charges)	??

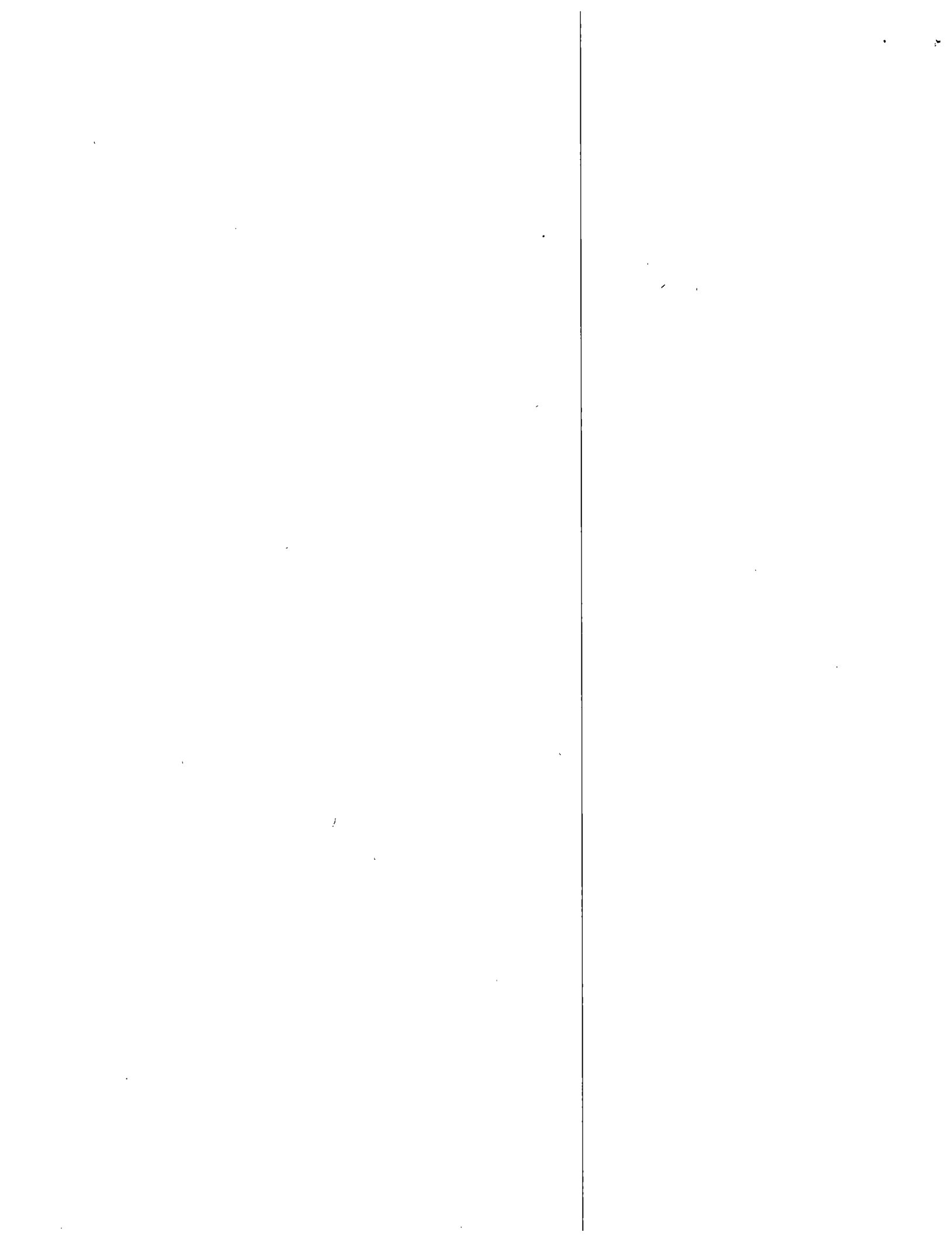
Latest Project: Updating and Reprinting The Bloomfield and Davis County maps brochure: Judy and Joye worked to update this brochure. Rich Fetcho added the bike/walking trail. It was updated by Bloomfield Communications where the brochure was still on file. 4,500 are being printed at a cost of \$336.00 plus design work cost. The expenditure will be included in the 2023 budget.

New Materials in 2022 for creating awareness:

*Large 3 x 4 posters in color of the courthouse bell and clock have been created by Ron Bride; stored at the recorder's office; were utilized by Judy when she and Ron Johnson gave a presentation on "Tourism in Davis County" to the District meeting of Retired School Personnel in May; will be a great asset when groups visit the court house for a presentation or when we share local history with student groups.

*Mormon Trail Coloring Books are a great way to create awareness and interest in history of the area; shared with students of two Amish schools as a thank you for visits

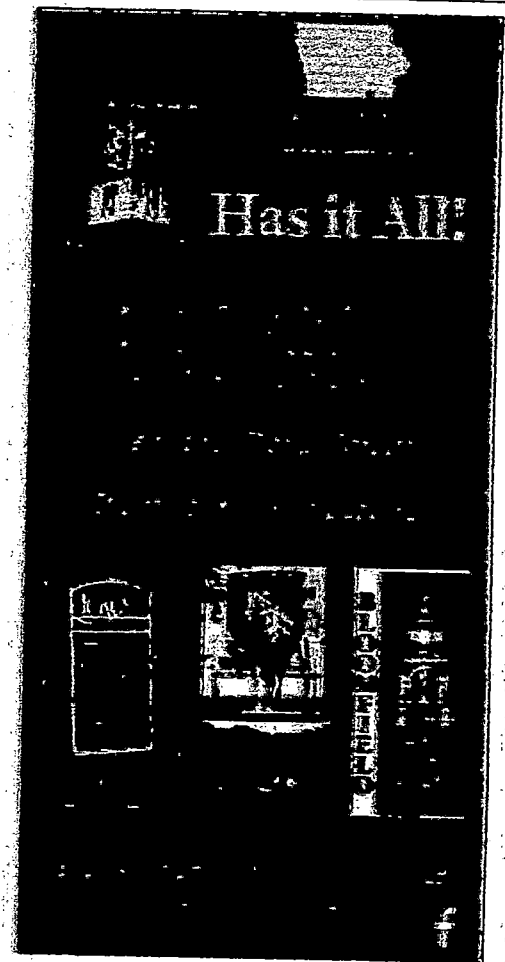
*At long last the interpretative signs created through a Historic Hills Byway project are installed



Iowa Travel Guide

The Iowa Travel Guide is the official Publication of Iowa Tourism in the Iowa Economic Development Authority. It is now published in a Spring-Summer issue (comes out in March) and a Fall-Winter issues (comes out in September). It has a circulation of over 110,000. This is the ad is a 1/6 page that we placed in both issues in 2022

Below is the ad placed in the Davis County Travel Guide, which not only goes to every home and business in the county, but is sent to Welcome Centers and Tourist locations state-wide.



Davis County Travel Guide

Davis County

Tourist Attractions

Historical Assets

- Municipal Building, Bloomfield Square, and Davis County Courthouse
- Davis County Historical Museum
- Historic Driving Tour and Walking Tour
- Avoca Community with over 100 Avoca Businesses

Outdoor Recreation/Scenery

- Hunting and Fishing Opportunities
- McCowan Transportation Area
- Lake Wambler State Park
- Lake Foster
- Historic Hill Science District

Davis County, Iowa

Our Iowa Magazine Ads

These ads are the three ads we placed in *Our Iowa* in 2022. The magazine has a unique incentive to motivate readers to closely scrutinize ads to find the three "Lucky I's" hidden only in the ads, not in the articles. Those who find the "I's" submit a postcard and 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
CountrySide Gardens
Gingerich Greenhouse
Golden Acres 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
301 N. Washington St. • 641-664-1104



FALL IN LOVE WITH DAVIS COUNTY

- Pulaski Corn Show
- Bluegrass Festival
- Midwest Antique Fair at the Fairgrounds
- Bloomfield Fall Festival
- Pumpkin Bash
- Red Shed Fall Farm Fun Day

AND MUCH, MUCH MORE!

Davis County Welcome Center
301 N. Washington
Bloomfield, IA 52537
PH: (641) 664-1104
dctour26@netins.net
www.visitdaviscounty.com

Central Iowa Travel Guide

On the next page you will find the full page ad that covers Davis County in the Central Iowa Travel Guide. As you can see, we partner with Dutch Country and The Red Shed in order to be able to afford this coverage for our county.



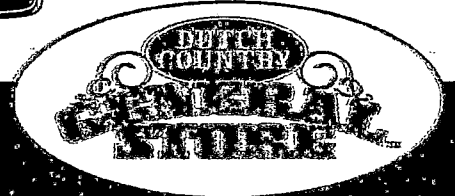
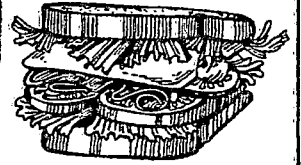
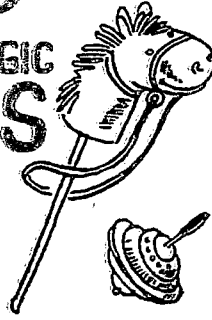
No, you're not dreaming...

NOSTALGIC TOYS

GLASS BOTTLE SODA

FULL-SERVICE DELI

FREE ICE CREAM



12192 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

dctour26@netins.net

Iowa Welcome Center: 641-664-1104

Kitchen Ware
including
Crow Canyon
Dishes
Cookbooks
And More!

CHOCOLATES
The Red Shed
GIFTS TOYS & 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

