



## Jones County Tourism E-News

About 45 people attended Jones County Tourism’s annual meeting Thursday November 11, 2010 At the national motorcycle Museum on Chamber Drive in Anamosa. Three Board Members—Dave Morreim, Paul Lewison and Rose Rohr were reelected to the Board of Directors, Marlene Flory a long time board member from Oxford Junction decided to retire from the board she will be greatly missed . Jennifer Koopman manager of the AmericInn was elected to the board in an at large position, welcome Jennifer and many thanks Marlene. Bob Hatcher Tourism Director gave his report on what tourism accomplished this past year (see partial report below) . After the meeting was adjourned there was a drawing for door prizes , the group was invited to have some delicious desserts and coffee or hot cider. They then toured the new Motorcycle Museum, all were impressed with the new location and layout of the museum. Many Thanks to Jeff Carstensen , the staff and Board of the Museum for hosting our Annual meeting we really do appreciate it. We urge everyone to take some time and tour the new expanded Motorcycle museum, we know you will be greatly impressed as we were.



Anyone wanting complete report please send me an e-mail and I will send you one.

### Jones County Tourism’s 2010 report

#### 5 year comparisons

- Visitors spending up 23%
  - State sales tax receipts up 16%
  - Local sales tax receipts up 30%
  - Jones County is in the top 50% of Counties visited.
- Over 20,000 hits on our web page this year to date- with 2185 individual request for specific information, about 65 % we were able to refer them to the web page or send them info by E-mail.
  - Had advertising in publications to reach about 2 million people in Iowa and surrounding states, telling them about attractions to see in Jones County.
  - Were at 4 events this year explaining to over 800 Jones County people what JCTA does.
  - Cut expenses by 3 % and increased income by 16%.
  - Sent out E-newsletters to reach over 1600 readers to tell them what JCTA is doing.
  - Reworked web page to make it easier for visitors to get information about Jones County.



Jones County Tourism Association 2010 Annual Report

### On The Lighter side



Visit our website at [www.jonescountytourism.com](http://www.jonescountytourism.com)

On the lighter side....actual newspaper headlines that could have used "another look" before printing...

**Something Went Wrong in Jet Crash, Expert Says**  
*No kidding, really? Ya think?*

**Police Begin Campaign to Run Down Jaywalkers**  
*Now that's taking things a bit far!*

**Miners Refuse to Work after Death**  
*No-good-for-nothing' lazy so-and-so's!*

**Juvenile Court to Try Shooting Defendant**  
*See if that works any better than a fair trial!*

**If Strike Isn't Settled Quickly, It May Last Awhile**  
*Ya think?!*

**Cold Wave Linked to Temperatures**

*Who would have thought!*