

TUESDAY, OCTOBER 24, 2017

Dear Chamber Member,

As the end of October draws near so do many things in the tourism world, but some of our attractions are just gearing up, as is the Convention and Visitors Bureau. We have begun to work on a new budget, new ideas for next year and to refresh some things. Not all of our 2017 goals are complete. At the beginning of October, the CVB rolled out our first ever newsletter! Take a little time to see what is going on in Boone County travel by clicking the link below. Later this week I will be heading to the annual Iowa Tourism Conference in Sioux City where the agenda again this year will include numerous topics about keeping up with digital marketing.

A new exciting project for 2018 spearheaded by the Convention & Visitors Bureau is a creating a comprehensive community calendar. We are inviting event submissions that will draw guests to Boone County. Go to www.booneiowa.us and click on EVENTS CALENDAR. Those events that meet our criteria will be published in the **2018 Boone County Visitor Guide**. The deadline for consideration of events in the visitor guide is Friday, November 17th. Speaking of the visitor guide *we are taking the project in-house and Chamber staff will be reaching out to you to consider advertising space starting next week.* Look for more affordable rates for 2018. Our visitor guide is the piece sent out to all welcome centers in Iowa, the main piece promoted at all tourism shows including at the Iowa State Fair (this past year we handed out 2,392 copies!), and is also viewable online as a PDF flip-book. Boone County averages 500,000 visitors each year and we expect 2018 to be our biggest year yet.

Have a great week!

Kris Blocker

Kris Blocker, Mgr. of CVB and Member Services
Boone County Chamber of Commerce

BOONE COUNTY BRIEF SPONSORED BY:



CHAMBER EVENTS

BAMA Trick-or-Treat Night– October 6th

Harvest Omelet Breakfast– November 2nd

BAMA Holiday Open Houses– November 11th & 12th, 18th & 19th

Chamber CONNECT Seminar– November 14th

Holiday Lighted Parade and Tree Lighting– November 30th

MEMBER EVENTS

BAMA Holiday Open Houses, November 11th & 12th, 18th & 19th. Remember to shop local this holiday season!



Join the Ericson Public Library Tuesday, October 24th at 6:30pm for a **spooktacular evening full of Halloween activities** for all ages.

Boone County Youth and Shelter Services is looking for **School-Based Mentors**. Mentors will meet with a Boone student once a week for a maximum of 45 minutes. There are currently 25 students waiting to be paired. Contact Justine Stevens for more information. (515-291-6806 or jstevens@yss.org)

Join the downtown retailers for **Trick-or-Treat night** in support of 'Shop with a Cop'. Thursday, October 26th from 5-7pm on Story St (6th-9th St.)



Holiday Lighted Parade, November 30th at 7pm. Get entered today! Any business, group, family or individual can participate. Company vehicles are welcomed! Just remember entries must be lighted. Click the link below for an entry form.

Chamber CONNECT Seminar, November 14th, 11am at the Ericson Public Library. Join us for "Training with Industry" a CIRAS program that provides a proven method to teach workplace leaders to develop employees for peak performance and improve the way every job is done. Chamber Members: \$15, Non-Chamber Members: \$20. Lunch is provided. Contact Alyssa at 432-3342 or events@booneiowa.us for more information or to get signed up.

Harvest Ag Omelet Breakfast, November 2nd from 6-9am at the Boone County Fairgrounds. \$6 per plate, includes an omelet, sweet rolls, juice, and coffee. Proceeds going to FFA and 4-H scholarships.



Have an upcoming event? Sale? New employee? Announcement? Adding your company's information in the Boone County Brief is FREE and easy! Just send your information to Alyssa at events@booneiowa.us

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CHAMBER!

