

CONVENTION & VISITORS BUREAU MARSHALLTOWN



Mission Statement

The Marshalltown Convention & Visitors Bureau is dedicated to promoting the Marshalltown area as a destination for meetings, conventions, group tours and recreational activities, with an emphasis on overnight business.

Strategic Priority

to develop & promote Marshalltown as a premier tourism destination in Central Iowa.

Strategic Framework



Promote & Recruit

Continue to recruit visitors by promoting Marshalltown as a destination

Meetings & Conventions

- Welcome Bags
- Welcome Receptions
- Welcome Address

Sports & Tournaments

Group Tours

Grant Funding

Annual Events

Outdoor Recreation



Strengthen Relationships

Engage our community by strengthening and improving relations

City and County

Hoteliers

Event Facilities

Youth Sports Leader

Community

- Attractions
- Restaurants
- Points of Interest

Communicate Economic Impact Data



Marketing & Communication

Promote, educate and enhance brand awareness of our community

Print

Radio/TV

Website

Social Media

Community Calendar

Electronic Sign

Initiate MCVB Icon

Wayfinding

Public Awareness



Organizational Excellence

Strive to be an engaged board with an experienced and professional staff

Board Development

- Board Orientation
- Recruitment
- Retention
- Education

Professional Staff

MRP Strategic Plan

- Insuring Adequate Financial Resources
- Hotel/Motel Tax
- Other Sources of Revenue