




No Cost to Low Cost Promotion Resources



- Website- <http://www.traveliowa.com/>
- Use this hashtag  #THISISIOWA
- NO COST to submit information for Attraction, Hotel, Restaurant, Shopping & Event listings. Submit quality photos & video to move the listing higher in the search. Listings need to be updated every 18 months,
<https://www.traveliowa.com/industry-partners/marketing/free-marketing/>.
- Cooperative Advertising: <https://www.traveliowa.com/industry-partners/marketing/co-op-partnership-program/>.
- Marketing Grants: <https://www.traveliowa.com/industry-partners/grants/iowa-tourism-grants/>.
- Iowa Welcome Centers: Currently, the Webster County Visitors Guide is stocked at these centers
<https://www.traveliowa.com/industry-partners/marketing/welcome-centers/>.
- Share Your Story, <https://www.thisisiowa.com/share-your-story/>.
- Travel Iowa Gift Card Marketplace is a site to help mitigate the effects of COVID 19 on the tourism industry. Through December 31, 2020, businesses may look into offering the sale of gift cards on the site for fees. The marketplace may continue after 2021, but there may be a fee to participate.
- Shop Iowa brings consumers and retailers together via an online marketplace,
<https://www.iowaeconomicdevelopment.com/shopiowa>.
- For more information or assistance, contact Amy Zeigler at Amy.Zeigler@IowaEDA.com.

Iowa Department of Cultural Affairs

- Website: <https://iowaculture.gov/>
- Promotes Iowa Culture, the Arts, History, and Film/Media through specific grants, blogs, and educational opportunities as well as the Iowa Culture Mobile App, <https://iowaculture.gov/app>.



- Retailers and businesses may share their events and activities on the Main Street Merchant's Facebook page [ShopLocal.ShopCentral](#).



- The Fort Dodge Convention & Visitors Bureau website includes attractions, hotels, camping, restaurants, and event listings: <http://www.fortdodgecvb.com>. Please verify your information on our site and contact us with changes.
- Submit events electronically at http://www.fortdodgecvb.com/submit_event.
- Submit tourism-focused press releases for the CVB website.
- Promote your attractions, restaurants, hotels, stores, or event in welcome bags for visitor groups coming to Fort Dodge by providing brochures, rack cards or coupons or notepads, and pens. Coupons should have six month-1year life-span.
- Mini welcome centers are located within the community where local promotional information is available. Locations include Greater Fort Dodge Growth Alliance, the Fort Museum, and Fort Dodge Public Library. Some hotels have brochure racks as well. Check with management to see if there are any qualifications for stocking promotional materials.
- Community posting boards are located in many businesses, like the Greater Fort Dodge Growth Alliance Building. Check with management to see if there are any qualifications for posting materials to these boards.
- Organizations are looking for interesting blogs about their communities to post on their social media accounts and websites. Submit these to the Fort Dodge CVB for distribution.
- For more information or assistance, contact Kerrie Kuiper at fdconvention@frontiernet.net or 573-4282.



- Downtown events can be tagged downtown when submitted to the Greater Fort Dodge Growth Alliance Calendar of Events to be filtered and placed on the Main Street Fort Dodge website, <https://www.mainstreetfd.org/>. Submit events electronically at <http://www.greaterfortdodge.com/news-and-events/submit-an-event>.
- For more information, contact Kris Patrick at kris@mainstreetfd.org or 573-3172.
- Event and activity posters may be emailed to info@mainstreetfd.org for inclusion in the monthly newsletter.
- To network with downtown retailers, attend the Main Street Merchant meeting the first Wednesday of each month at the Greater Fort Dodge Growth Alliance.
- Main Street hosts Main Street Live each Wednesday morning at 8 am for a live Facebook broadcast highlighting downtown businesses, events, and non-profits. Contact Kris Patrick to be added to the schedule.
- Promote your best practices or industry news by joining our live Facebook Business Support Sessions each Thursday morning at 9 am. Each week a different industry is selected. We promote all local businesses and share economic recovery efforts and best practices.
- Contact Kris Patrick to attend the monthly Main Street Matters gathering of downtown business and property owners, stakeholders, and residents to share information. Each meeting, different businesses or organizations, has a brief presentation. These meetings are a great way to showcase your business/event and network.



- Website: <http://www.greaterfortdodge.com/>.
- Submit events electronically at <http://www.greaterfortdodge.com/news-and-events/submit-an-event>. For events being held downtown, tag them Downtown to be placed on the Main Street Fort Dodge website.
- If you are a member, organizations can request event information to be included in their Greater Fort Dodge Area Growth Alliance E-news newsletter.
- For more information, contact Skyla Porter at Skyla@greaterfortdodge.com or 955-5000.



- Fort Dodge Fine Arts Association members are allowed to place events on the association's Calendar of Events and monthly event posters. <https://www.fdfineartsassociation.org/>.



- Website: www.messengernew.net
- Submit information via Press Releases, news tips, Community Showcase, Letters to the Editor, Community Calendar, Go and Do Calendar, and story ideas.
- For more information, contact the Messenger at <https://www.messengernews.net/contact-us>, <https://www.messengernews.net/submit-news/>, or 573-2141.



- Website: <https://www.yourfortdodge.com/>.
- Submit event information at- <https://www.yourfortdodge.com/events/community/add>.
- For information, contact Alpha Media at <https://www.yourfortdodge.com/contact/>.



- Non-profit organizations have the opportunity to submit announcements for the local information channel—pick-up application at the Fort Dodge office, 1225 2nd Avenue South.

Church Bulletins:

- Many churches will allow information on special events to be placed in their church bulletins. Contact the community churches to see if this is an option for your event. For a list of churches go to, http://www.fortdodgecvb.com/places_of_worship.

Tourist Industry Focused Organizations

Check to see if memberships into any of these would benefit your organization.



Several organizations like the Webster County and Fort Dodge CVB are private members of the Central Iowa Tourism Region. Private membership is \$150 per year. This organization publishes a travel guide each year and meets every other month to provide industry-focused educational seminars and state industry announcements, <https://iowatourism.com/>.



Iowa Group Travel promotes group travel in the state. It hosts, in partnership with Central Iowa Tourism Region, the annual Travel Iowa Marketplace, where tour operators connect with Iowa attractions and destinations, <https://www.iowagrouptourism.com/>.



Iowa Museum Association provides support and resources for Iowa's museums, art centers and art museums, botanical gardens, children's museums, historic sites, history museums, historical societies, living history sites, nature centers, natural history museums, planetariums, science and technology centers, and zoos, <https://www.iowamuseums.org/>.



Iowa Wine Growers Association promotes the industry through social media engagement, an online Community Calendar of Events, partnerships with the Iowa State Fair, and other events. It provides resources for operating and marketing wineries, <https://iowawinegrowers.org/>.



Iowa Brewers Guild showcases beer brewed in Iowa and works to improve the quality of the state's craft brews. It fosters communication among the state's brewers, advocates for the promotion of the local brewing community, and lobbies for progressive changes in Iowa laws to benefit the craft brewing industry in the state, <https://www.iowabeer.org/#home>.