



Vinton Unlimited 2016 Annual Report

2016 was a very successful year for Vinton Unlimited. This annual report will give members a recap of activities and events for the year ending December 31, 2016.

Vinton Unlimited membership for 2016 was **165** members comprised of **52** individual memberships and **113** business & non-profits. Representing this membership was a 11 member executive board consisting of Mona Garwood, Scott Geissinger, Tony Islas, Deb Kacena, Bob Koenigsfeld, Dan LaGrange, Robin Martin, Teresa Meyer, Michelle Michalec, Brian Parr and Karilea Ries. These board members served on one or more of the six committees. This report will give you highlights from each committee's successes for 2016.

Executive Committee: Board members attended monthly board meetings held on the second Tuesday of each month. We celebrated Small Business Week May 1-7, participated in the Lighted Holiday Parade, and updated our by-laws.

Business Promotions: This committee worked on the Taste of Vinton event, Sidewalk Sales, Holiday Open House, and the 'Holiday Lights' Punch Card promotion. The Holiday Punch Cards represented \$217,000 spent in Vinton participating businesses during the holiday season!

Industrial and Business Development: They attended BOG meetings that is currently working with city leaders on housing, promoted the 8 workshops for business owners through the Action Academy, and helped host a Downtown Forum with Iowa Economic Development Authority.

Membership, Maintenance, and Finance: A new membership dues structure was put in place for 2016 that offer various membership levels. We had **13** new members join in 2016 (approximately 8% growth). February 10th Vinton Unlimited held its annual meeting and celebrated our 30th anniversary. On June 21, we held our 1st member appreciation picnic at Celebration Park. The committee also hosted 9 After Hours events throughout the year. One notable highlight is that Vinton Unlimited issued \$19,762 in Vinton Value Dollars last year. This is money that will stay in Vinton and be spent in our local businesses.

Community Affairs/Public Relations: This committee hosted a Vinton Job Fair in March, hosted the annual VU golf tournament July 8th, the 7th Annual Boom-Fest celebration and attended open house/grand openings for Nature's Corner, Arnold Motor Supply, US Cellular EchoVision, John's Qwik Stop and Barron Chiropractic.

Tourism: The Destination Vinton committee welcomed 12 bus tours to Vinton last year with 6 of those being overnight stops for Our Iowa Tours. We were also awarded a Travel Iowa Tourism Grant to be used for promotional brochures and display racks.

I would like to thank the Vinton Unlimited board and all the members for making 2016 a great year. As you can see, we had lots of activity and many of you were involved. It is this kind of dedication to our community that makes Vinton a great place to live, shop, work, and play! I can't wait to see what exciting things will be in store for us in 2017. Join us and make 2017 the best year ever!

Teresa Meyer, President Vinton Unlimited

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