

IOWA MUSEUM TOUR

PROJECT GOALS

- Increase summer museum visits
- Drive summer tourism to museums in Iowa
- Capture more local visitors
- Create a summer event for Eastern Iowa

PROJECT INCLUDES

- Passport to hand out
- Social media campaign
- Prizes
- Tourism packages



RESPONSIBILITIES:

- Each museum must work with Kevin Cannon on an illustration for the map.
- Each museum must print their own passports and stamps.
- Each museum must submit a list of at least 3-8 local businesses they recommend to visitors, which is listed on our website.
- Each museum must post about the event to their social medias.
- Each museum must collect the passports and turn in the data for prize drawings.
- Each museum must count the number of passports and stamps given out over the event.

WHO WE ARE

Museums located in Eastern Iowa can join. Each museum brings their uniqueness and community to the event.

BENEFITS:

- Better communication and closer relationships with other museums in the region.
- Monetary stability throughout the event with a steady flow of visitors.
- Influx of money into other local businesses as participants travel the state.