

## Legislative Showcase scheduled for February

The Travel Federation of Iowa's annual Legislative Showcase takes place February 15 at the Iowa State Fairgrounds in Des Moines. All tourism-related organizations in Iowa are invited to participate in this event that attracts a majority of Iowa's legislators.

To learn more about how you can be a part of this event, contact Shirley Phillips at 712-662-7383 or setd@pionet.net, or Michele Walker at 712-623-4232 or witr@traveliowa.org. ●

## *Amana Welcome Center closes this month*

The Amana Welcome Center, which is located in the Old Creamery Theater in Amana, will close on December 31. Theater officials have decided to use the space for other purposes. ●

## Eight projects awarded Vision Iowa grants in November

Eight projects got investments in November from the state's Vision Iowa board, which met in West Des Moines. Each award came from the Community Attraction and Tourism (CAT) program, a component of Vision Iowa that provides financial assistance for smaller projects. To date, the CAT program has invested approximately \$48 million in 154 projects in all parts of Iowa. About \$6.3 million remains in the program in fiscal year 2005.



At the recent meeting, the board also voted to establish a negotiating team to determine and recommend an award to Storm Lake's \$29 million Project Awaysis initiative. Community leaders are asking Vision Iowa for \$9 million to assist in the creation of a multi-faceted tourism and recreation destination. About \$5 million remains in the Vision Iowa program.

### PROJECTS THAT RECEIVED CAT FUNDING ARE:

#### **Norwalk-McAninch Sports Complex, Norwalk**

Total project cost: \$183,700  
Requested: \$64,850  
Received: \$50,000 grant

The project includes the installation of an irrigation system for existing soccer and baseball/softball fields.

#### **Boone River Recreational Trail, Webster City**

Total Project Cost: \$1,489,251  
Requested: \$551,130  
Received: \$300,000 grant

The project involves the completion of the third and final phase of the Boone River Recreational Trail. This phase will construct a 2.5-mile concrete trail and will include a 210-foot bridge that crosses the Boone River into Briggs Woods Park.

Continued on page three





## Iowa represented at group travel trade shows

Iowa Tourism Office Group Travel Manager Mark Eckman traveled to Toronto recently to represent the state at the National Tour Association (NTA) and Ontario Motor Coach Association's annual conventions. Both of these annual events give tourism organizations a chance to meet personally with group tour planners from around North America. Leads from Mark's appointments are available now. To receive a copy, contact Mark at 888-472-6035 or [mark.eckman@iowalifechanging.com](mailto:mark.eckman@iowalifechanging.com).

At the NTA event, officials also announced a new name for the organization: CrossSphere, A global association for packaged travel. The brand builds on the association's more than 50-year history as the premier organization for packaged travel. ●

## Iowa loses longtime tourism friend

Iowa lost one of its strongest tourism supporters recently when Alice Killpack, a former travel counselor at the Iowa Welcome Center near Underwood, died. Alice began working at the Center just after it opened in July 1974. After 30 years of service to the state of Iowa, she retired this summer, amid a battle with cancer. Alice's commitment to assisting travelers in Iowa and her dedication to the tourism industry will not be forgotten. ●

## Co-op Advertising to Appear Soon

Thank you to the more than 100 organizations participating in the Iowa Tourism Office's 2005 Cooperative Advertising Program. This successful program grows in popularity each year and gives tourism-related organizations a chance to stretch their advertising budget by purchasing advertising space at a reduced rate in major state and regional publications. The first cooperative ads will appear in the 2005 *Iowa Travel Guide* that debuts later this month. Other ads will run in various Midwest magazines and newspapers during the spring and summer. The Iowa Tourism Office will announce its 2006 cooperative advertising opportunities at Iowa Tourism Unity Day on April 29. ●



**This is a sample of the Iowa Tourism Office's cooperative advertisements that will appear in 2005. They incorporate the IDED's new brand, IOWA life | changing.**

### **Ackley Depot Renovation, Ackley**

Total project cost: \$100,000

Requested: \$49,000

Received: \$25,000 grant

Originally purchased by the city in 1990, the interior of the Ackley Depot has been renovated. A CAT award will assist exterior improvements including a new roof, landscaping, signage, storm sewer installation, and restoration of the facility's brick platform. Once renovated, the building will be used to house the Ackley Police Department and will display historical artifacts related to the city of Ackley and the history of the railroad.

### **Panora Public Library, Panora**

Total project cost: \$1,045,500

Requested: \$333,955

Received: \$180,000 grant

The Panora Public Library Foundation plans to construct a 6,450-square-foot public library on the town square, across from the existing building. The current building is small and does not meet changing technological needs. The new facility will house a tourism information area, where visitors can get information on local sites and attractions, use public computers to check e-mail, and have access to a public meeting room and restrooms.

### **Springville Memorial Library, Springville**

Total project cost: \$956,000

Requested: \$262,932

Received: \$200,000 grant

This project includes the construction of a new 6,715-square-foot library in Springville. The facility will include a community meeting room, children's area, expanded

adult collection and a computer area. A paved recreational trail will connect the library to the city park.

### **Mount Ayr Historic Square Revitalization, Mount Ayr**

Total project cost: \$485,300

Requested: \$130,300

Received: \$90,000 grant

This project includes the restoration of the Princess Theatre, the development of open space/park, the construction of a pergola, installation of vintage lighting and the installation of signage leading visitors into downtown Mount Ayr.

### **Central Gardens Site Development, Clear Lake**

Total project cost: \$1,427,414

Requested: \$547,141

Received: \$225,000 grant

This project includes the completion of Phases III through VII of the Central Gardens development, including seeding, irrigation, plant installation, the development of a wetland garden and stream garden, and the construction of foot bridges. When completed in 2007, the development will include 22 specialty gardens and will feature an outdoor classroom and meeting space.

### **Carlisle Aquatic Center, Carlisle**

Total project cost: \$1,853,513

Requesting: \$102,800

Received: \$100,000 grant

This project is a 5,530-square-foot pool with a zero-depth entry, floor geysers, a frog slide and a raindrop, a six-lane swimming area and more. ●

## **traveliowa.com offers savings and greetings for travelers**

The Iowa Tourism Office's Web site – traveliowa.com – is giving people all sorts of reasons to explore the state this holiday season. From the site's home page, travelers can access more than 50 coupons that offer discounts at lodging facilities, restaurants and other tourism destinations. The coupons will remain online until January 1.

In addition, four new online postcards give residents and travelers the chance to send a free electronic greeting to anyone in the world.

Two of the postcards share a message to explore the state's attractions and events. Two other postcards invite recipients to consider a career in Iowa. ●



## Iowa Tourism Office Upcoming Events

### December 2004

27            2005 *Iowa Travel Guide* and *Iowa Calendar of Events* released

### February 2005

5 – 10        American Bus Association  
Marketplace, Chicago

15            Legislative Showcase, Iowa State  
Fairgrounds

16 – 20       Des Moines Sports and Vacation  
Show, Iowa State Fairgrounds

23            Western Iowa Tourism Region  
Town Meeting, Storm Lake

IOWA  
*life* | changing™

Iowa Department of  
Economic Development  
200 East Grand  
Des Moines, IA 50309

PRSRT STD  
POSTAGE  
**PAID**  
Des Moines, IA  
Permit No. 1195



*The Iowa Tourism  
Office wishes you  
and yours  
Happy Holidays!*