

### IDA GROVE GETS VISION IOWA INVESTMENT

*At* its monthly meeting in August, the Vision Iowa board made an award to the community of Ida Grove from the Community Attraction and Tourism (CAT) program. A component of Vision Iowa, CAT provides financial assistance to smaller initiatives.

Ida Grove will receive a \$165,000 grant from Vision Iowa for a community/recreation center. The grant is contingent upon the city investing an additional \$37,500 in the project. The facility will cover 1,900-square-feet and will include a community room/kitchen, basketball/volleyball court/walking track, an aerobics room, a fitness room, golf driving range, racquetball courts and a senior citizen's card room/Internet facility. Administrative facilities, locker rooms and storage round out the center.

At their meeting, the board voted to issue notices of intent to consider and establish negotiating teams to determine awards for the following projects: Blairstown Area Community Center,

### "THE BIG ONE" IS A SUCCESS

*M*ore than 100,000 people rolled through the Iowa Tourism Building during the 11-day Iowa State Fair. Thousands of those visitors registered for a free Amana refrigerator at the Iowa Tourism Office's exhibit. Many more fair-goers visited booths staffed by eager volunteers from more than 30 tourism organizations around Iowa. In 2003, the fair is scheduled for August 7 -17.

*Mary Lee Wise from Sergeant Bluff takes advantage of the opportunity to send a greeting at the Iowa Tourism Office's booth. Mary Lee sent the postcard to a nephew in England.*



*Congratulations to Kim Perry of Des Moines. Kim won the Amana refrigerator at the Iowa State Fair. This was the fifth year that Iowa-based Amana Appliances has donated a refrigerator to the Iowa Tourism Office to give away at the fair.*



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*Iowa Department of Economic Development Director CJ Niles chose Webster County's exhibit as the best in the Iowa Tourism Building. For the good work they demonstrated in staffing the booth and creating an inviting exhibit, the group will receive a free exhibit space at the 2003 fair.*



## *Events & Activities*

### INDUSTRY PLANNING GROUP TRAVEL SHOWCASE

The Iowa Group Travel Association and the Iowa Tourism Office are joining forces to organize the first "Plant Iowa! Showcase," a group travel tradeshow, sometime during the spring of 2003 in the Minneapolis/St. Paul area. This new event would allow Iowa tourism organizations to promote themselves to group tour planners from Minnesota and Wisconsin. Tentatively, the showcase will begin with a luncheon and speaker. Following lunch, planners will interact with Iowa exhibitors much like the CITR/IGTA Bank Club Marketplace.

Tourism Office Group Travel Manager Mark Eckman is currently accepting lists of group tour prospects from Minnesota and Wisconsin. These prospects are critical to the success of the event. If you know of reputable group travel planners from the two states, please contact Mark at 888-472-6035 or [mark.eckman@ided.state.ia.us](mailto:mark.eckman@ided.state.ia.us) ■

### TOURISM OFFICE EXHIBITS AT FARM PROGRESS SHOW

The Iowa Tourism Office is participating with the Department of Economic Development's International Office in the International Business Center at the Farm Progress Show. Held in Alleman, Iowa, September 24-26, the event is the nation's largest farm show with over 800 acres of field demonstrations plus a 75 acre "Tent City" featuring hundreds of exhibitors.

At the event – which attracts agribusinesses from around the world – the Tourism Office staff will hand out Iowa literature and offer "Field of Opportunities" merchandise and "Come Be Our Guest" lapel pins. ■

### RESEARCH CONFERENCE IS THIS MONTH

On September 12 and 13 Iowa hosts the Cen States Chapter of the Travel and Tourism Research Association. Travel professionals in Iowa are invited to take advantage of this unique opportunity to learn about innovative and proven methods of attracting visitors, gaining a competitive advantage and evaluating the results. Held at the Hotel Savery in Des Moines, the conference is made up of several education sessions and networking opportunities. Highlights of the conference include a focus on tapping into the RV market, the changing motorcoach market, and branding and communications. Learn more about the conference by contacting Iowa Tourism Office Research and Welcome Center Manager LuAnn Reinders at [luann.reinders@ided.state.ia.us](mailto:luann.reinders@ided.state.ia.us) or 888-472-6035. ■



# IOWA TOURISM CONFERENCE IS FAST APPROACHING

**T**he Iowa Tourism Conference is little more than one month away so take care of these final items on your list:

September 6 is the deadline to submit a Tourism Award nomination or an item to the silent auction. Visit the Travel Industry section at [traveliowa.com](http://traveliowa.com) to download the appropriate form. Or contact us at 888-472-6035 or [tourism@ided.state.ia.us](mailto:tourism@ided.state.ia.us) and request that the forms be sent to you by mail or e-mail.

Only a few spaces remain for organizations that would like to participate in pre-scheduled Welcome Center appointments. Held Monday, October 21 from 9:15 to 11:00 a.m., this session gives communities and tourism organizations a chance to make a presentation to staff members from Iowa's Welcome Centers. This is a great opportunity to get your message out to Iowa's front line workers. Each participant has five minutes to address the group.

Other highlights of this year's conference are an evening reception at the newly restored Orpheum Theater and a joint event with attendees from the Nebraska Tourism Conference.

Registration information is available at [traveliowa.com](http://traveliowa.com). ■



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## FRIENDS WISH MIKE MURWIN WELL

**M**ore than 100 friends and family members turned out on August 7 to wish Mike Murwin a happy retirement. Mike left his post with the Iowa Tourism Office on August 15 after a 16-year stint in state government. Feel free to keep in touch with Mike at [murwin@netins.net](mailto:murwin@netins.net). ■

*Yellow Banks Park made the perfect setting for a goodbye barbeque.*



*Long-time supporter of Iowa tourism, Kirk Tyler of Atlantic Bottling Co., gives Mike a pat on the back for a job well done.*

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## DEADLINES, DEADLINES!

The deadlines to take advantage of two great marketing opportunities are quickly approaching.

**1** September 15 is the last day to submit events for the printed 2003 *Iowa Calendar of Events*. Events submitted after this date will be considered only for inclusion on-line. Information submitted by September 15 will be considered for both the printed piece and the Web site. Send your event information by visiting the Events Calendar at [traveliowa.com](http://traveliowa.com). Or contact Publications Manager Kathy Bowermaster for a paper form at 888-472-6035 or [kathy.bowermaster@ided.state.ia.us](mailto:kathy.bowermaster@ided.state.ia.us).

**2** The closing date to reserve space in the Iowa Tourism Office's cooperative advertising program is November 1. From options that cost as little as \$200 to those that cost \$6,100, the program has something for every budget. Learn more about the program by visiting the Travel Industry section at [traveliowa.com](http://traveliowa.com) or contact Kit Curran at Associations, Inc., 866-585-9140 or [kcurran@inaneews.com](mailto:kcurran@inaneews.com). ■

### **Vision Iowa Awards – continued from page 1**

Blairstown; Twin Ponds Nature Center, Chickasaw County (New Hampton); Englert Civic Theater, Iowa City; Le Claire Downtown Redevelopment, Le Claire.

The board also approved Vision Iowa's contract with the city of Ottumwa, where the state is investing \$7.5 million in the Bridge View Center.

The Vision Iowa board will meet again on September 18 at the Clarion Inn on Hickman Road in Des Moines. Look for more details at [visioniowa.org](http://visioniowa.org) or contact Vision Iowa program manager Nichole Warren at 515-242-4827 or [nichole.warren@ided.state.ia.us](mailto:nichole.warren@ided.state.ia.us). ■



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