

### MAYTAG DONATES HIGH TECH APPLIANCES

Thousands of the people who streamed into the Iowa Tourism Building were eager for a chance to win the popular Neptune washer and dryer set, donated by Newton-based Maytag. The Iowa Tourism Office's booth displayed the appliances and offered visitors a chance to sign up and win. After 11 days and thousands of entries, Velma Reese of Madrid, Iowa, was drawn as the lucky winner.



Visitors from around the country turned out for the Iowa State Fair. This boy from Wisconsin poses next to the Maytag Neptunes proudly holding an "Iowa Come Be Our Guest" T-shirt he won at the fair.

### STATE FAIR IS A SUCCESS IN 2003

In what could be its most successful year ever, the Iowa State Fair brought visitors from around the nation to the Iowa Tourism Building where more than 30 exhibitors promoted travel with colorful displays. Early estimates claim the fair hosted more than one million people for the second year in a row. Approximately 100,000 of those fairgoers visit the Tourism Building to learn about vacation destinations around Iowa. An even bigger year is on tap for 2004 when the fair celebrates its 150th anniversary. Look for information about exhibiting at next year's event in early 2004.

# State Fair, State Flair

### MARION COUNTY IS TOPS

Congratulation to Marion County, whose exhibit was honored recently as the best in the Iowa Tourism Building at the Iowa State Fair. The regional exhibit was chosen for its creativity and the friendliness of the volunteers who staff it. In recognition of the honor, Marion County will receive a free exhibit space at the fair in 2004.

Iowa Department of Economic Development Director Mike Blouin stands with Marion County promoters George and Dee Wassenhaar. Marion County's exhibit was judged the best in the Iowa Tourism Building.





## CALHOUN, CLAYTON COUNTIES GET VISION IOWA AWARDS

**A**t a meeting on August 13, the Vision Iowa board voted to award grants to projects in Clayton and Calhoun counties. The state's investment will come from the Community Attraction and Tourism Program (CAT), which is a part of Vision Iowa that provides assistance to smaller projects.

According to CAT Review Committee Chairman Gregg Connell, the program has aided 107 projects around Iowa by investing more than \$37 million. Eighteen additional projects are vying for the less than \$5 million that remains in the CAT fund. At its meeting in June, the Vision Iowa board directed staff not to process new applications until the current requests for funding are considered. The five-year program is funded at \$12.5 million annually, ending in June 2004. The Legislature did not extend the CAT program during the most recent session and special sessions. Only \$4.2 million remains in the program.

### PROJECTS THAT RECEIVED FUNDING IN AUGUST ARE:

#### **North Twin Lakes Trail, Calhoun County**

*Total project cost:* \$1,565,780

*Received:* \$300,000

*Requested:* \$782,290

*County population:* 11,115

*Region:* Western

*Description:* Project organizers have worked to build a 6.5 mile recreational trail around North Twin Lake. The project began in 2000, when .3 miles of the trail were constructed and six acres of land were returned to natural prairie. State funds will be used to assist phase II of the plan, including the completion of 6.2 miles of trail, additional land acquisition, grading, tree and brush removal, trail bed and trail construction. The trail will connect three state parks, two county parks, a public campground, the Twin Lakes Christian Center camp and other recreational areas.

#### **Clayton County Legacy Expansion, Clayton County**

*Total project cost:* \$10,019,746

*Requested:* \$2,971,501

*Received:* \$400,000

*County population:* 18,678

*Region:* Eastern

*Description:* This project is made up of 11 initiatives in seven communities, with a total project cost of more than \$10 million. The state's award allocates \$175,000 to the Elkader Opera House; \$25,000 to the city of Strawberry Point for the Strawberry-Backbone Trail; \$50,000 to the Clayton County Conservation Board for the Pony Hollow Trail; and \$150,000 to the city of Guttenberg for marina development.

In August the board also sent four projects into negotiations, making them eligible for a CAT award. These projects are located in Belle Plaine, Cedar Rapids, Hampton and McGregor.

Vision Iowa will hold its next meeting on September 10 in Waterloo. Contact Nichole Warren with any questions at [nichole.warren@ided.state.ia.us](mailto:nichole.warren@ided.state.ia.us) or 515-242-4827. ■

## TFI STARTS NEW YEAR



The Travel Federation of Iowa – a grassroots organization that represents the entire tourism industry – has created several new committees for fiscal year 2004. Shirley Phillips with Sac Economic and Tourism Development has taken on the role of the group's president. Usher's Ferry director Vicki Hughes is the group's vice president. Other TFI board members include the director of each tourism region and two representatives from each of the three tourism regions.

### Executive Committee:

- President, Shirley Phillips  
*Sac Economic and Tourism Development*
- Vice President, Vicki Hughes  
*Usher's Ferry Historic Village*
- Treasurer, Tom Kuhlman  
*Iowa Great Lakes Area Chamber of Commerce*
- Secretary, Michele Walker  
*Western Iowa Tourism Region*
- Past President, Becky Gruening  
*Greater Des Moines CVB*

### Events Committee:

- Vicki Hughes, Chair
- Kim Burger  
*Cedar Falls CVB*
- Michele Walker
- Becky Gruening

### Resources Committee:

- Carla Ferguson, Chair  
*Marion County Economic Development*
- Ann Vogelbacher, Vice Chair  
*Central Iowa Tourism Region*
- Carrie Koelker  
*Eastern Iowa Tourism Association*
- Tom Kuhlman

### Partnerships & Public Relations Committee:

- Tom Smull, Chair  
*Associations, Inc.*
- Fenner Stevenson  
*Boone and Scenic Valley Railroad*
- Angie Watson  
*Ice Cream Capital of the World Visitors Center*

## 2004 CALENDAR OF EVENTS DEADLINE IS THIS MONTH

September 15 is the deadline to submit events for the printed version of the 2004 Iowa Calendar of Events. All events submitted by this date will be considered for our printed Calendar of Events and Web site calendar. Events submitted after that date will be eligible for the Web site calendar only.

### There are three ways to send event information:

**1** You may submit your event electronically, through our on-line submission form. Log on to [www.traveliowa.com](http://www.traveliowa.com), click on the Events Calendar button, choose "Submit an event" and follow the instructions for filling out and submitting your form. We recommend this method.

**2** You can download and print the submission form from our Web site. At the bottom of this Web page, [www.traveliowa.com/calendar/submit\\_index.htm](http://www.traveliowa.com/calendar/submit_index.htm), you'll see a line that says "printable submission form." Click on this line and print out the form, make as many copies as you need to submit your events, and mail or fax in.

**3** Request that a submission form be mailed, faxed or e-mailed to you by contacting Kathy Bowermaster at 888-472-6035 or [kathy.bowermaster@ided.state.ia.us](mailto:kathy.bowermaster@ided.state.ia.us).

Remember that you only need to submit your events using one method – you don't need to fill out a paper form and an on-line form. Also, please do not submit a typed list of your events. We need to have a separate form or sheet with complete information on each event for data entry and filing. ■

## TWO IOWA EVENTS HONORED

The American Bus Association (ABA) has selected two events – the Grand Excursion 2004 and the Tulip Time Festival in Pella – for inclusion in the prestigious list of the top 100 events in North America. ABA's Top 100 Events Committee, comprised of motorcoach and tour operators, selects 100 events in the U.S. and Canada for this annual inventory. The diverse list, chosen from more than 500 event submissions each year, includes festivals, exhibitions, fairs, sporting events and more. One event from Canada and one event from the United States are singled out each year for top honors in that country. ■

## IOWA TRAVEL GUIDE EARNS TOP HONORS

For the third time in four years, the *Iowa Travel Guide* was honored as the nation's best tourism marketing piece. The award was presented at the Educational Seminars for Tourism Organizations (ESTO) national conference held recently in North Carolina.

The Iowa Tourism Office creates the 176-page publication annually. Iowa's premier marketing piece, 300,000 copies of the publication are sent to interested travelers from around the world each year.

Look for additional details about this award very soon! ■

## INNOVATIVE BRIDGE OPENS IN IOWA

When the Iowa River Bridge in north central Iowa opened on August 22, it signified two important developments in Iowa's transportation system. First, it meant that US Highway 20 now stretches more than half way across Iowa in four lanes – from Dubuque to Fort Dodge. Second, this new structure is the first of its kind in America, constructed with the interests of the gentle Iowa River Greenbelt in mind.

The Greenbelt – located in Hardin and Guthrie Counties – is secluded and peaceful, a haven for bald eagles and a heaven for canoeists; it is an area of great historic, ecological and archaeological significance. The US 20 bridge treads gently through the Greenbelt. To minimize the impact of construction, engineers employed a unique bridge-building technique making the bridge's visual and physical effects very minimal. The bridge design and the construction plans were developed following years of intensive study into the area's biology and cultural resources.

Iowa Tourism Office Manager Nancy Landess attended the bridge's dedication as did local, state and federal representatives. ■



## IOWA TOURISM CONFERENCE

October 20 - 22 ● Des Moines

[traveliowa.com](http://traveliowa.com)



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