

## Vision Iowa Board Invests \$720,000 in Projects

Awards totaling \$720,000 were granted at the February Vision Iowa meeting. In a meeting at the Hotel Pattee in Perry, Iowa, the board approved awards to projects in Clear Lake, Conrad, Aplington, Garner and Manly from its Community Attraction and Tourism (CAT) program. To date, the CAT program has assisted 216 projects.

Board Chairman Andy Anderson said, "We are excited about the diversity of today's presentations. The efforts of these communities, no matter how big or small, to raise matching funds for these projects is amazing. They all should be commended for a job well done."

Projects that received CAT funding are:

### Clear Lake Arts Center – Clear Lake

Total Project Budget: \$886,000  
Amount Requested: \$300,000  
Amount Awarded: \$300,000 \*

This project includes renovation of an existing building to house the Clear Lake Arts Center. Improvements include installation of an elevator; classroom space and more gallery/display space; a parking lot; energy efficiency and accessibility improvements; and development of a terrace and sculpture court. (\*This award is contingent upon the community securing an additional \$344,469 for the project by September 1, 2006.)

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## “Let’s Talk Tourism” Legislative Night Highlights

The Travel Federation of Iowa (TFI) annual Legislative Showcase, held on Wednesday, February 8 at the Iowa State Fairgrounds in Des Moines, attracted a majority of the state’s legislators, giving tourism representatives from around the state a chance to talk one-on-one with lawmakers and to showcase their communities. The next day workshops were offered to tourism professionals, sponsored by the Central Iowa Tourism Region and Iowa Group Travel Association.

We would like to thank those who did a fabulous job representing their communities as well as the state of Iowa at this event.

For more information on legislative activities and bills of interest, go to TFI’s Web site at [www.travelfederationofiowa.org](http://www.travelfederationofiowa.org) or call TFI President Kim Burger at 800.845.1955. ■



**Silos & Smokestack’s Jennifer Peterson chats with Sen. Keith Kreiman.**



**Michele King & Jan Williams from Ames are cheering everyone on at the event.**



**Rep. Paul Bell talks with Carla Ferguson, Marion County.**



**Vision Iowa—Continued from Page 1**

**Conrad Public Library – Conrad**

Total Project Budget.....	\$1,855,000
Amount Requested: .....	\$200,000
Amount Awarded: .....	\$200,000*

The Conrad Public Library will be a 9,000 square foot facility providing traditional library services, as well as enhanced learning areas, upgraded technology, and cultural and educational programs. *(\*This award is contingent upon the community securing an additional \$75,000 within the next six months.)*

**Aplington Skate Park - Aplington**

Total Project Cost:.....	\$55,042
Amount Requested: .....	\$25,000
Amount Awarded: .....	\$20,000*

The Aplington Skate Park project consists of construction of several amenities including a fun box/pyramid with hubba and grind rail and other skate-park related facilities. *(This award is contingent upon the city and county governments securing \$4,500 and securing \$15,396.28 in private dollars within the next 90 days.)*

**Garner Aquatic Center - Garner**

Total Project Cost: .....	\$2,913,000
Amount Requested: .....	\$100,000
Amount Awarded: .....	\$100,000

The Garner Municipal Aquatic Center project will replace an outdated facility that has far exceeded its 40 year life expectancy. The new aquatic center will consist of an 8,835 square foot swimming pool with a zero-depth entry, several water spray units, toddler slide, shaded in-pool seating, play structure, therapeutic jet seating, lap lanes, tube slide, flume slide, concession stand and bath-house. The city is requesting funds to purchase the open flume water slide which has been identified as a priority amenity for the aquatic center.

**Manly Aquatic Center – Manly**

Total Project Cost:.....	\$1,403,300
Amount Requested.....	\$100,000
Amount Awarded: .....	\$100,000

The Manly Aquatic Center project will include the construction of the aquatic center and amenities associated with the aquatic center. This aquatic center would consist of a 3,238 square foot swimming pool including amenities such as zero depth entry, floatable playthings, shaded in-pool seating, spray features, sun shades, basketball hoops and a waterslide.

The next Vision Iowa Meeting is scheduled for 10:30 a.m. on March 8 at the Science Center of Iowa, Des Moines. For more information regarding the Vision Iowa and CAT Program, log on to: [www.visioniowa.org](http://www.visioniowa.org). ■

## ***Iowa travel professionals assist with Des Moines SPORTSHOW***

At the 64th Annual Des Moines SPORTSHOW, more than 200 exhibitors representing all things travel, outdoor and leisure were on display at the Varied Industries Building on the Iowa State Fairgrounds. With more than 100,000 square feet of exhibits, this yearly event offers the Midwest’s largest display of travel booths featuring fishing, hunting, family vacations and adventure travel destinations from across the U.S. and Canada.

“This has been such a successful event for the Iowa tourism industry,” said Iowa Tourism Office Manager Nancy Landess. “We’d like to thank everyone from around the state who staffed the Iowa Tourism booth to talk with folks about their communities and attractions. From the feedback we received from both attendees and those working the booth, this was a very successful event.”



**Shown working at the Iowa Tourism booth are Trooper Michelson from the Iowa State Patrol and Kelly Hackathorn from Arrowwood Resort in Okoboji.**

## The Film Office Production Guide Now Available

Published yearly by the Iowa Film Office, the 2006 Iowa Film Production Guide is now available. This publication not only covers the traditional information necessary for the television and film industry to do projects within the state, (post-production facilities; animation and graphic facilities; sound stages, recording studios and equipment suppliers), it also offers other important information including hotels, motels, bed and breakfast establishments and state park listings in a special section.

An online PDF-version of the guide will be available soon and, as always, there is a searchable database of this information at [www.iowalifechanging.com/filmiowa/](http://www.iowalifechanging.com/filmiowa/). For more information, contact Tom Wheeler at 515.242.4726 or [tom.wheeler@iowalifechanging.com](mailto:tom.wheeler@iowalifechanging.com). ■



## Iowa Tourism 'Did You Know'

*The facts listed below are from survey data of potential travelers using the [www.traveliowa.com](http://www.traveliowa.com) Web site. The research was conducted by the Department of Recreation, Park & Tourism Sciences at Texas A & M University, College Station, Texas. The project is a cooperative effort of 16 states. The Iowa portion of the report includes 17,968 completed surveys.*

■ No matter what time of year Web users are perusing the site, about half of them are looking to travel in the third quarter of the year.

■ Over 60% have been to Iowa before, while 40% have never been to Iowa. More than 77% of the respondents were from out of state.

■ Over 56% are planning a vacation, and over 13% are planning a weekend getaway.

■ 78% of travelers are interested in visiting a specific attraction. More than half are looking for nature activities, 40% are interested in shopping and 26% are visiting friends and relatives.

■ Nearly 73% are finding [www.traveliowa.com](http://www.traveliowa.com) through the Internet, using a search engine or Web link.

■ Highway maps, calendar of events and information on local attractions are the top three things users are searching for when using the site.

■ Using the Web site for travel planning is either "very important" or "somewhat important" to over 95% of the users.

■ "Some college education or higher" identifies over 82% of the users.

■ Adults 35 and older account for over 75% of the users, and 55% of all the households have no children. ■

### Legislative Night—Continued from Page 1



**Vision Iowa Chairman Andy Anderson talks with Diana Wolf, Villages of Van Buren.**



**Sen. Dave Johnson talks with Angie Watson, Le Mars.**



**JB Bloger, Waterloo CVB and Rep. Deborah Barry.**



**Representative Scott Raecker speaks with Barbara Stensvad from Chestnut Charm B&B in Atlantic at Legislative Tourism Night.**

## Cheers to a new promotional grant program

The Iowa Wine and Beer Promotion Board is offering matching funds of up to \$1,000 for events or festivals that include three native Iowa wineries or two native Iowa licensed breweries. A total of \$8,000 has been allocated for this program in 2006. The project must provide at 50 percent match in funds through cash or in-kind donations.

Eligible projects include advertising placement in newspapers, billboards, magazine, radio, television and Web advertising. Promotional pieces such as flyers, table tents, punch cards or coasters are also eligible.

Grant applications will be reviewed beginning March 15, June 15 and September 15, 2006, or until funds are exhausted, whichever comes first. Grant applications and a list of Frequently Asked Questions (FAQ's) can be downloaded from [www.iowawineandbeer.com](http://www.iowawineandbeer.com).

For more information, or a list of current eligible wineries and breweries, please contact LuAnn Reinders at 515.242.4732 or [luann.reinders@iowalifechanging.com](mailto:luann.reinders@iowalifechanging.com) ■

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## Mark Your Calendar for these Upcoming Events

**Iowa Tourism Unity Day — Friday, April 28, 2006.** Hy-Vee Conference Center, West Des Moines. Registration fee is \$30 if registered by April 14; \$40 if postmarked after this date. The day includes a keynote address, the tourism leadership award, legislative status report, and more! For more information, contact Lonie Mezera at 515.242.4727 or [lonie.mezera@iowalifechanging.com](mailto:lonie.mezera@iowalifechanging.com).

**SMART Conference — Thursday, May 4, 2006.** Polk County Convention Complex, Des Moines. Registration fee is \$40 if registered by April 14; \$50 if postmarked after this date. NBC News correspondent David Gregory is featured keynote speaker. For more information, logon to [www.iowasmartconf.com](http://www.iowasmartconf.com), or contact Tonja Richards at 515.242.4754 or [tonja.richards@iowalifechanging.com](mailto:tonja.richards@iowalifechanging.com).

**Iowa Downtown Summit — August 22-23, 2006.** Sioux City. Registration fee is \$100 if registered by August 14; \$125 if postmarked after this date. The conference theme is "Downtown...Changing Places, Changing Faces, Changing Lives." Residents from all Iowa communities are invited to the Downtown Summit to listen and learn from noted national professionals and local practitioners. For more information, contact Debi Flanders at 515.242.4734 or [debi.flanders@iowalifechanging.com](mailto:debi.flanders@iowalifechanging.com).

**Iowa Tourism Conference — October 23-25, 2006.** Ames. Registration fee is \$185 if registered by September 1; \$225 if postmarked after this date. Note: College student rate is \$100. The premier tourism educational event of the year. Keynote speakers and general and break-out sessions offered. For more information, contact Lonie Mezera at 515.242.4727 or [lonie.mezera@iowalifechanging.com](mailto:lonie.mezera@iowalifechanging.com).

**For more information about these and other events offered by the Iowa Tourism Office and the Department of Economic Development, go to [www.iowalifechanging.com](http://www.iowalifechanging.com).** ■