



Not One, But Two Top 100 Events!

The Sturgis Falls Celebration was recently designated by the American Bus Association (ABA) as a Top 100 Event in North America for 2007. In fact, this is the second year in a row this Cedar Falls celebration has been recognized as a Top 100 Event. Since 1990, no other Iowa festival has been honored in consecutive years.

The Sturgis Falls Celebration is one of two Iowa events on the Top 100 list. As reported in the October issue of *The Traveler*, the Des Moines Arts Festival was also selected. The Iowa Tourism Office was unaware of the second designation prior to the newsletter's publication and regrets not acknowledging both winners.

Iowa Tourism congratulates Sturgis Falls for being one of two 2007 Top 100 Events from Iowa and for receiving the honor two years in a row! ■

Reinders Elected to Board of Directors of CenStates Travel & Tourism Research Association

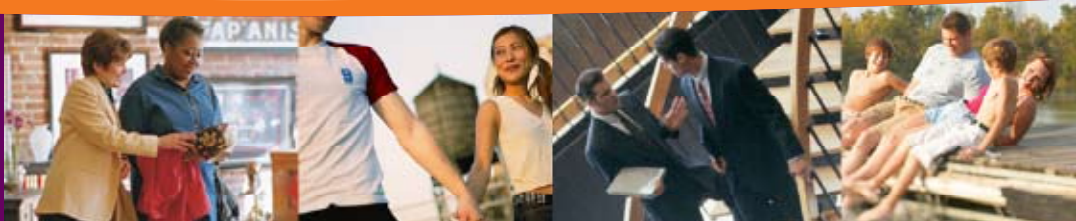
CenStates Travel and Tourism Research Association (CenStates TTRA) held its annual conference in St. Charles, Illinois, on September 27-29. During the conference, it was announced that LuAnn Reinders, Research and Welcome Center manager for the Iowa Tourism Office, was elected to the CenStates TTRA's board. She will serve a two-year term, beginning January 1, 2007 and will also chair the newsletter committee.

Iowa was well represented at the conference. Sue Czeshinski with the Dubuque CVB presented an overview of the "America's River Phase One" project and how the Vision Iowa Program and the Community Attraction and Tourism (CAT) Program assisted Dubuque in creating a bigger tourism destination for Iowa by reshaping the city's riverfront area. During the question and answer portion of her presentation, Sue fielded questions from attendees wanting to know more about the public/private partnership created to implement the project, the economic impact of this undertaking and Dubuque's future tourism and development plans.

CenStates TTRA is a 14-state regional chapter affiliated with the Travel & Tourism Research Association International. CenStates TTRA's focus is on marketing and research issues both locally and regionally. The focus is a day-to-day way of using travel research. Membership is open to those involved in travel and tourism research.

For membership information, contact Melinda Sheriff at 314.241.0606 or msheriff@cliffedgemarketing.com. ■

LuAnn Reinders (left) with Catherine Rasberry of the Detroit CVB, the Chairperson of the CenStates TTRA Board of Directors. Below – Sue Czeshinski from Dubuque delivers a presentation on the "America's River Phase One" project.



Tourism Award Winners Honored at the 2006 Iowa Tourism Conference

Join us in congratulating the 2006 Tourism Award winners! These awards, which are given out yearly at the Iowa Tourism Conference, cover a number of different categories and each participant is nominated and judged by their tourism peers, making this an award that accurately represents the finest communities, events and people in Iowa. Congratulations to everyone who made the Iowa travel and tourism industry shine this year!

TOURISM COMMUNITY OF THE YEAR - Population up to 10,000 - Clarinda

TOURISM COMMUNITY OF THE YEAR - Population over 10,000 - Newton

TOURISM COUNTY OF THE YEAR - Hamilton County

TOURISM AND THE ARTS AWARD - Reiman Gardens - Ames

TOURISM CONSUMER PUBLICATION AWARD - Population up to 10,000 - Dyersville Chamber of Commerce Visitors Guide - Dyersville

TOURISM CONSUMER PUBLICATION AWARD - Population over 10,000 - Reiman Gardens - Ames

TOURISM TECHNICAL MARKETING AWARD – Cordova Center on the Rock Advocacy

TOURISM WEB SITE AWARD - Population up to 10,000 - Storm Lake Chamber of Commerce - www.stormlakechamber.com

TOURISM WEB SITE AWARD - Population over 10,000 - Reiman Gardens - Ames - www.reimangardens.iastate.edu; and Newton CVB - www.visitnewton.com

MEDIA FRIEND OF TOURISM AWARD - Van & Bonnie in the Morning - Newsradio WHO-1040

HOSPITALITY IN TOURISM AWARD - Dyersville Chamber of Commerce - Dyersville

INDIVIDUAL FRIEND OF TOURISM AWARD - Bonnie Eiffler - Aunt B's Inn - Strawberry Point

CORPORATE FRIEND OF TOURISM AWARD - Des Moines International Airport

LEGISLATIVE FRIEND OF TOURISM AWARD - Representative Steve Lukan - House District 32

TOURISM EVENT OF THE YEAR - Population up to 10,000 - Pella Tulip Time Festival

TOURISM EVENT OF THE YEAR - Population over 10,000 - Cedar Rapids Freedom Festival - Cedar Rapids

TOURISM ATTRACTION OF THE YEAR - Population up to 10,000 - Pella Historical Village & Vermeer Mill - Pella

TOURISM ATTRACTION OF THE YEAR - Population over 10,000 - Blank Park Zoo - Des Moines



Over \$2.1 million in grants awarded at October Vision Iowa Board Meeting

Presentation by Dubuque for Vision Iowa Funds also part of agenda

The Vision Iowa Board approved grants to projects located in Marshalltown, Waverly, Orville and Britt totaling \$2,158,000 at the October Vision Iowa Board meeting in Decorah. The Vision Iowa Board also heard its first request for Vision Iowa dollars since 2004, when the final money from the Vision Iowa Fund was awarded. The board also voted to rescind a \$12 million Vision Iowa award given in 2003 to West Tarkio Reservoir/Lake due to changes in the project.

Dubuque officials made a presentation to the Vision Iowa Board regarding a new project that would build on the success of the previously funded America's River Project. The Great Rivers Center and RiverMax Theater Project would include the renovation of a 41,100 square-foot area for semi-permanent and fixed exhibits; a 250-seat, 3-D digital/media theater; the remodeling of the William M. Black steamboat which is currently on-site and the restoration of the Old Jail, a recognized national landmark building. Dubuque applied for the \$5 million Vision Iowa funds that were returned earlier this year by Cedar Rapids. Dubuque is also requesting an additional \$4 million in CAT funds for a total request of \$9 million for this new endeavor.

The Vision Iowa Board received a project update from Shenandoah officials and the Citizens for Responsible Choices regarding the West Tarkio Reservoir/Lake project, which received a Vision Iowa award in 2003. Due to the changes in the scope, financing and legal feasibility of the project, the board voted to rescind the \$12 million award. The applicants were informed that they could reapply to the Vision Iowa or CAT programs in the future once the project could meet the needed program requirements.

For more information on these awards, or to learn how to apply for Vision Iowa and CAT funds, to go www.visioniowa.org. ■

Eckman to Attend National Tour Association

The Iowa Tourism Office will attend the National Tour Association Marketplace in Salt Lake City, Utah, November 3-7. The marketplace provides a forum with tour operators from around the country to promote itineraries in Iowa for group travel. All leads from this meeting will be forwarded to the tourism industry for additional follow-up.

For more information regarding this and other group travel efforts, contact Mark Eckman at 515.242.4770 or mark.eckman@iowalifechanging.com.

Did You Know . . .

**Tourism-generated expenditures
in Iowa totaled \$5.4 billion
in 2005, a 7 percent
increase over 2004.**

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Economic Development
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Silos & Smokestacks Celebrates 10-Year Designation



*Where the Story
of American Agriculture
Comes to Life.*

Silos & Smokestacks National Heritage Area (SSNHA) will hold its 10-Year Designation Celebration November 15, 6-9 p.m. Mark Pearson, long-time host of Iowa Public Television's "Market to Market" program, will be its featured speaker.

The celebration will be held at the Five Sullivan Brothers Convention Center in downtown Waterloo. SSNHA's mission is to tell the story of American agriculture and to help visitors interpret and experience the diverse features of Iowa's agricultural heritage.

Tickets for the event are \$50 per person, or \$500 for a reserved table of 10 seats. Attendees will be able to bid on Silent Auction items, including a John Deere Gator, an original Colleen Carson painting, and overnight packages to several Iowa destinations. Seating is limited.

Silos & Smokestacks was designated by the United States Congress as a National Heritage Area in November 1996. SSNHA tells the story of American agriculture through partnerships with 96 sites and attractions throughout a 37-county region in northeast Iowa. It is one of 27 federally designated heritage areas in the nation and is an Affiliated Area of the National Park Service.

Pearson is a farmer, small businessman, stockbroker, raconteur and long-time Market to Market host. He has earned a national reputation for his agribusiness and rural issues acumen. Pearson was named host of "Market to Market" in 1991. Since then, he has kept viewers informed as host of more than 600 editions of the "Weekly Journal of Rural America." ■